“Facebooking Your Dreams”

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## Abstract

**Date:** May 28, 2010  
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How to make the best use of Social Networking sites as innovative and cost-effective/low-budget marketing channels in small-sized entrepreneurship

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**Problem:** How to make the best use of Social Networking sites as innovative and cost-effective marketing channels in small sized entrepreneurship

**Purpose:** This study aims to understand and explain how small sized entrepreneurship currently uses social networking sites through out the process of launching and marketing their products. This also includes the use of word of mouth, which features social networking technology. Lastly, we intended to give recommendations to problems that small sized entrepreneurship is facing in order to make the best use of social networking channels and to ensure that these channels are used in the most effective way.

**Method:** The case study method was applied as a means to assess the importance and application of social networking sites currently used in these small-sized entrepreneurshipships. The data collection is from both primary and secondary sources.

**Conclusion:** To put Social Networking sites to its best use, creativity is the key. However, knowing the nature of these sites and how to apply to business to capture interest of the audience is varied from business to business as demonstrated by our case studies.

**Key words:** Social networking, small-sized entrepreneurship, Viral marketing, Facebook
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1. Introduction

According to our own experience of living in Thailand and also abroad, there is one interesting phenomenon that is dramatically increasing over the past 5 years relating to human’s interaction over Internet. It is the massive use of Social Networking Sites as means to communicate with one another whether it is Facebook, Twitter, MySpace, Bebo, Friendster, Orkut or blogspot. Human’s activities related to these sites have become noticeably more substantial and more involved with day-to-day lives both on personal and business level. Generally, people use social networks to meet other people, gather and share information and experiences, develop friendship or professional alliances, finding employment and last but not least, business marketing. Moreover, people tend to use social networks that they currently have in order to find groups with common interests. Also, they are trying to extend their networks in order to reach more people. In most cases, these online networks grow further from the ones they already have offline. It has become one of the advantages for those who have the bigger networks upon those who do not. People with bigger networks tend to have chances to succeed or get what they want more easily than the others because they already have the audience who support them. This is not something new; networking has been playing its roles in almost every level in the society for decades. However, it is the new technology, which enables these networks to become more visible and enhance the use of social networks in a more effective way.

1.1 Background

The use of Social Networking Sites has been growing tremendously in the past 5 years. Not only the quantity of the online users that are increasing rapidly, but the way that users interact with the sites also become greater in its variety. One could ask why people need to be on Social Networking Sites. The answer could be of many reasons, differing from one person to another. However, one of the most beneficial things that people or business could get from Social Networking Sites is their ability to provide to their users a platform for product marketing and community creating which are what we focus on in this research. Why product marketing over Social Networking Sites? The marketing industry is now facing a big challenge of declining effectiveness in their traditional channels which made them turn to the more innovative and cost-effective way, social networking marketing. (Rehan ul-Haq, 2007) Undoubtedly, this factor adds in the growth of Social
Networking Sites and the expansion of their users. The Social Networking offers a new dimension in marketing where customers can interact and have access to the brands more easily and comfortably, which therefore, creates a new level of customer involvement and at the same time, encourages the feeling of belonging to the community.

1.2 Problem Statement

Research Question:

“How to make the best use of social networking sites (social media) as innovative and cost-effective marketing channels in small sized entrepreneurship?”

In order to achieve the final research objective, the following questions are also formulated;

• How to choose the right Social Networking Site?

• How to create effective social networks?

• How to create a social network profile that is both consistent with the brand’s image and sales effective?

• How to handle negative word of mouth issue arising from the use of Social Networking Site to avoid bad reputation which can spread rapidly? Also, a common problem that entrepreneurs would face throughout the process of conducting business online

1.3 Purpose

The purpose of the research is to explain the definition of Online Social Networking and understand how small sized entrepreneurship currently uses Social Networking Sites as a platform to get their products known in the initial stage of their ventures and also, through out the process of launching and marketing their products. This includes the use of word of mouth, which features social networking technology. Lastly, we intended to discuss problems that may arise from the use of Social Networking Sites as well as to give recommendations on how to conduct effective social networking marketing in order to make the best use of these social networking channels as possible.
1.4 Scope of the research

The scope of the research was limited to the use of Social Networking Sites of small sized entrepreneurship operated by Thai graduates in Thailand. The main Social Networking Site, to be focused on is Facebook since all of the 3 case studies that we selected use Facebook as their main marketing channel. Moreover, Facebook now has the biggest audience above other Social Networking Sites and is currently listed as top Social Networking Site both in Thailand and worldwide. The other Social Networking Sites are also referred to in this research; however, they are not our main focus.

1.5 Target Audiences

The outcome of this research is expected to be beneficial to small sized entrepreneurs both in Thailand and other countries who seek effective solutions to market their products through innovative and low-budget channels like Social Networking Sites in order to be able to grow and survive through its creation period and also to expand their market without having to invest a lot of capital for marketing purposes. This research stems from a challenge that businesses are able to make use of Social Networking Sites as an innovative tool to market their products and Social Networking marketing can be more effective than those traditional advertisements on television and other published means if used in a proper manner.

1.6 Disposition

This research can be divided into 9 sections. The disposition part will give readers an explanation about what these chapters are and why the structure of this research is finalized as presented in the table of content. The research starts with the introduction that presents general information, motivation and limitations regarding conducting the research of discovering the best use of Social Networking Sites for small sized entrepreneurship. Then, in the second part, the method used to interpret the data that are collected in response to a developed problem statement is described as methodology. Theoretical framework is presented as the third section to show all collected literatures and theories in form of critical explanation to use as an inspiration to understand the empirical findings, which are cited in the later part. The fourth part, a conceptual framework is then developed in order to show the relationship of the thesis materials. Afterwards, the fifth part shows the data, which are collected from both primary and secondary sources provided as raw material for the investigation of case studies that is in line with the scope of the research. The analysis of the gathered data is presented in the sixth part; the relationship and also, the gap between literatures and findings are explored in this section and the obtained knowledge must correspond to the
research question. Then, in the seventh part, the conclusion is drawn to summarize the knowledge of the whole research. The eighth and ninth, which are the last two parts, are references list of the entire material which appear in the report and also, the Appendix presents the supplementary material that are used in the research.

### 1.7 Limitations

Although, most of all material in this research are collected from global sources but the primary data of the research is obtained solely from the case studies of entrepreneurship in Thailand. Due to the fact that all entrepreneurs are Thai, Thai culture and attitude might have some influence to the research outcome. However, the research is aimed to provide the information of using Social Networking Sites for small sized entrepreneurship in both Thailand and other countries; hence, in order to generate the knowledge of this research to other international entrepreneurs, in this case, it could be a limitation.
2. Methodology

In this section of the research, we are going to describe the research method that we intend to apply to conduct the Master thesis. A figure below was developed by the authors to present the thesis process based on Colin Fisher (2004) and our knowledge from previous study, starting from the very first step as choosing topic to generating the answer to respond to the research problems. Furthermore, the overview of each step in the figure is presented as follows.

![Thesis process](image.png)

**Figure 1: Thesis process (The author’s illustration)**

2.1 **Overview: Selection of topic**

The first start is always seen as a hard and important step. According to Colin Fisher (2004), choosing topic is the most judgmental stage in master thesis since choosing topic is not just thinking of any subject that is interesting but it is the process of finding equilibrium among all various factors. The topic should be considered by all the factors namely, interesting and relevant topic, the problem statement, which is developed should not be too broad, the adequacy of topic, risk, stability, accessibility and also, the availability of resources to acquire data to conduct the thesis (Fisher, 2004). We have certainly considered the factors above to discover an appropriate and potential topic as well as a topic that is well responded to the situation in this particular case, business environment nowadays.
Social networking site is a new channel, which people are now using as part of their lifestyle. However, beside the purpose of contacting friends, family and searching connection, there is yet another benefit, which new blood entrepreneurs have applied to develop their business. Therefore, this research was conducted in order to determine how social networking could play a role as a main marketing channel for small sized business or small sized entrepreneurship. The study starts from the very first stage and throughout the developing process of business. In addition, the recommendations are provided by purpose of the research to give the solution for the problem, which is found in the study. In order to answer the research goals, the researcher decided to obtain the view of three small entrepreneurs, which distinctively applied the social networking process to their businesses. Along with the primary data, secondary data are also acquired from reliable published articles and literatures to support the research result.

2.2 Literature Review

2.2.1 Searching for theories and literatures

According to our purpose to study social networking functions that are involved in small sized business, the majority areas, which we would cover, will directly be corresponded to the topic. The concept of online social networking, entrepreneurship area and modern customer idea are the main theories that the thesis relies on and also, the literatures which we have deliberately searched and collected to use as materials to analyze both primary and secondary data of this research. By an intention to acquire and provide the reliable and also, effective data and recommendations, the literatures are collected from various reliable sources including scientific articles, books and also, reliable WebPages. Due to the fact that the topic is quite new; therefore, most of available literatures are obtained from the Internet to keep them up to date. Although the literatures are from Internet but all are collected and criticized intentionally from different resources to respond to the main topic and to use as a productive tools for the analyzing process.

2.2.2 Developing the conceptual framework

The conceptual framework of the research is developed as an analysis process to draw the outcome, which responds to the research question of the thesis by considering the topic of the research, the purpose, as well theories and literatures and empirical data, which are collected. In other word, the conceptual framework was created by intention of managing the materials and concepts in this research to continuously show how they are relevant to each other in the analysis process clearly and efficiently (Fisher, 2004). It can be adapted in various forms such as cause and effect; stage in a process, hierarchical relationships and in this research
the conceptual framework was constructed in the type of stage in a process. Usually, this type of conceptual framework is created by using “boxes and arrows”, but it is different from cause and effect since stage in a process presents the relationship of logic and proper order (fisher, 2004). In summary the conceptual framework of the particular research is seen as a structure of social networking marketing on Facebook analysis process by using material consists of those three main areas in the literature reviews, social networking site, entrepreneurship and modern customer concepts to execute the best use of social networking site for small size business.

2.3 Research Approach

2.3.1 Inductive approach

There are two particular ways to conduct the academic research, which are, namely, inductive and deductive approach. The two different approaches are used to conduct the research in the opposite way; Inductive method is the process of making a conclusion from specific data to general statement. In contrast, deduction is the process which happens to generate the particulars from general statement (Fisher, 2004) Due to the description; we calculatedly apply Inductive approach in our research since we develop the general statement as literature reviews from the focus on our specific case study area, the benefit of social networking site for small sized business.

2.3.2 Qualitative approach

As the purpose of understanding the business developing process of the research, the qualitative method is efficiently applied for this particular case since qualitative inquiry focuses on meaning of the context (Merriam, 1998). Qualitative approach is the process of understand the meaning of problem solution intelligibly deep detail and obviously concentrate on finding the meaning of particular circumstance which is considered as a case study of the research. (Fisher, 2004) According to our research objective, we aim to find “how” to create the best use of social networking site for small sized business, In other ward, we are focusing on discovering the explanation of the problem statement solutions thus qualitative data is entirely match with the research approach.

2.3.3 Qualitative case study

There are also various forms of qualitative method to conduct the research and one design, the qualitative case study, is used for this research since a case study
implies as an empirical inquiry that investing ate a contemporary phenomenon within the real-life context (Yin, 1994). In other word, case study can be defined as a term of the process of conducting the inquiry. (Merriam, 1998) As a result, the research aim to understand and acknowledge the social marketing processes which real exist and also the problems which occur therefore case study would be the productive way to discover the evident of the real phenomenon. In addition, to create the research more efficiently and to avoid the limitation of providing a specific information, the data is collected from three various case studies in different kind of products and services but all in line with the topic.

2.4 Data Collection

By an intention to acquire and provide the reliable also effective data and recommendations, primary data are acquired in both widely and deeply detail from all participants. Beside that, the secondary data are collected from various reliable sources, scientific articles, books and also reliable WebPages.

2.4.1 Primary data

We are collecting primary data in order to explore the direct experiences of applying social networking through the small sized entrepreneurship. The acquired primary data will be strongly used to judge and understand the existing circumstances, which currently occur and this resources will draw to the outcome, which is reliable and worthwhile for the research.

• **Instrument**

The qualitative method also requires a data collection instrument which is sensitive to interpret meaning (Merriam, 1998) and interviewing is used in this survey as a central to qualitative research. Interviewing in this particular case is an exploratory research since it will be conducted from of in-depth and opens. In addition semi-structured interview is used for the cases, generally the interviewing is structured in from of schedule to remind the scope and main issue of topic to interview that need to be covered by respondent but interviewee will have a wild scope and freedom to answer the question sensibly through their attitude if there is still respond to the questions which we have designed. (Fisher, 2004)

• **Points to be covered by the interview**

View and attitude of the entrepreneur towards entrepreneurship and function of social networking site which they apply to their business. Their satisfaction and problem, which are found throughout the use of such sites is the main area to be discovered. In addition, the interview also covered how the entrepreneurs work and organize the business and especially the social networking site, Facebook. It also
includes their fascinating stories to become such an outstanding entrepreneur as recent days that would be an encouraging story for new entrepreneurs or even people in other business.

- **Participant**

Small entrepreneurs and small-sided business, which are the case studies, are selected by purpose of the research and their stories evidently respond to the thesis goals. The four entrepreneurs are illustrated below as a name of their brands, the four cases have been selected by consideration of their characteristic, story and especially their reputation in Thailand and they are noticed as new blood entrepreneurs which productively organize their business through social networking sites thus we strongly believed that they are the appropriating and potential case studies to grant the information which efficiently respond to the thesis topic. Moreover the four cases are involved in the various types of businesses, namely cupcake bakery, knitting café and clothes fashion design respectively.

- Pandora Cupcake
- BigKnit
- Sleeping Pills

*2.4.2 Secondary data*

Books content, scientific articles, journals and previous research which relevance to the topic and purpose of social networking site marketing for small sized business are collected and critique to use as a secondary data to support the primary to carry out in analysis process. The secondary data will help to provide a general data in this particular case since the primary data is acquired by interview the specific cases hence collecting data from both sources will encourage to draw the fruitful conclusion in both deep understanding and wild detail. The secondary data will covered the other sources which presents the data if fours cases and also concepts of marketing and entrepreneurship, social networking and E-marketing. These concepts information can be acquired by both sources, primary and secondary and collecting from the two data collection method will grant many benefits to the thesis in term of increasing the reliability of the research consequences.

*2.5 Analysis of research material*

The empirical data, which is collected from both sources namely primary and secondary, will be used to analyze in order to draw a conclusion, which responds to the research problem base on the theoretical framework of the research. There is no format or the best way to analyze but there are two basic methods to analyze
the case study, first is using theoretical framework as a structure and follow them by order and another is developing the description of the case. For our research we apply the second way to analyze our empirical data, we will describe of how to create the best use of social networking site for small sized entrepreneurship, which develop from our three case studies. For this particular topic the theatrical framework will be used of the main concepts consist of social networking, entrepreneurship and behavior of modern customer as inspirations. These will be able to help to understand and judge the empirical data. The analysis process in this particular is still the way of finding the relationship between literatures and the empirical finding but analyzing will happen in form of understanding rather than comparing. As a result, information that will present in analysis section will be the judgment of authors based on the understanding of those three concepts through the cases.

2.6 Conclusion of the research outcome

The conclusion of the research will generate from the interpreting of the empirical data through analysis process (Fisher, 2004) in other word, it is the summary of understanding concerning the knowledge which obtain from the research and it will directly respond to the research questions which the authors have developed by purpose to conduct this research. For this case, the best use of social networking site for small sized entrepreneurship will be presented at the end of the study and hopefully, the knowledge that grant by this research will provide as another source of information of the topic for the target audiences.

2.7 Method reflection

2.7.1 Reliability

The reliability of the research is crucial attribute for the conductors to consider since it is the possibility of the result that should be happened as the same or similar if a comparable study is conducted. There is difficult to do the reliable measure in the qualitative research since it does not have any point or unit in number as quantitative method. Although this is quite a matter of quantitative way but we consider reliability as an important element of the research and we also strengthen the reliability for this thesis. In order to do so, we intentionally create the appropriate way to conduct our research as well collecting data from both reliable sources, primary and secondary. Collecting data form reliable and various sources might be seen as a common of creating validity but we trust that the two subjects have a direct affect to each other hence it is worth doing that to get both high reliability and also validity at the same time. Nevertheless, we believe that others similar research which conduct in the same period of time and same situation, they would grant the same result but there in one thing to keep in mind
that the world are changing at all time therefore there is will be other factors that could impact the outcome if researches will be conducted in different conditions such as in the far future.

2.7.2 Validity

As described above we create the validity in the case study of the research by concentrating on collecting the empirical data from both primary and secondary. The various sources of the empirical finding will give the different perspectives which in line with the same topic. Collecting primary data of the research is also the challenge of to find the appropriate cases that strongly suit with the purpose and also target audiences. Moreover they must be able to can give us information in both deep and wild detail which responds to our purpose, three outstanding entrepreneurs are selected in different kind of business to give different aspects regarding using social networking site for their business and also avoid others limitation such as if they are doing same kind of business therefore they probably give the same result. Furthermore, we believe that the cases which we chose are potential to provide the practical data for our research since all of them are small sized entrepreneurship, doing their business through social networking site as Facebook and use it as a main marketing channel. They also carry the success in their business field. By this matter we believe that the story of our cases will be the empirical data, which is valid and relevance to the field of research.
3. Theoretical Framework

The concept of Social networking has developed from word of mouth to broadcast testimonial and at its peak today in a form of online social media content. When looking into this topic of Online Social media or Online Social networking. Firstly, the definition of Social network has to be defined. There have been a number of scholars who conducted their researches on the subject of Social network including its definition and roles. Therefore, the first objective of this paper is to gather and present the summary of information on the definition and the roles of Social network relating to human’s interaction nowadays.

Also, the concept of e-marketing was also studied in order to understand this phenomenon of using Online Social Networking sites as means to enhance business competitive advantages in the digital world and the difference between e-marketing on Social Networking sites and other types of online sites. Social networking sites have now become the most innovative and cost effective channel used in marketing especially for small sized entrepreneurship, which does not have much capital to invest in marketing area particularly in their early stages. Managing the effective social networking sites is the newest and effective alternative to the traditional published content one, which has been continually declining in its popularity and effectiveness. Moreover, the stages of development of these entrepreneurships were also studied in order to understand the growth and expansion of the use of Social media and other channels as well.

The close connection between the use of word of mouth technique and social media was identified. We have looked into researches, which prove that people are more convinced when they receive information from their networks rather than commercial advertisements like it used to be in the past. (Reference needed)

The spread in the word of mouths of Online Social Networking has taking a form of Viral spreading which has its known business term as viral marketing. In this research, we studied the nature of the spread of Viral marketing in Social networking world over Internet. In particular, we focused the study on people’s use of Social Networking Sites such as Facebook and blogs to promote and get people talk about their products.

Furthermore, the definition and category of entrepreneurs who use these social media are also defined and classified in order to find patterns and aid those who seek alternatives for their business.
Lastly, we intended to identify important factors that lead to success in Social Networking marketing and recommendation to solve common problems faced in doing such marketing on Internet.

**Literature Review**

Is social networking is really worthy for your online business? There are various answers for the question depends on what experiences entrepreneurs have faced to their businesses. Hence, there is no definitely “Yes” or “No” answer to the question. However, the purpose of this research is to understand and discover how social networking could work for your business. “How to make the best use of Social Networking sites as Innovative and low-budget marketing channels in small-sized entrepreneurship” is a problem statement, which we aim to answer through the thesis process and by the end of the research, the conclusion will be drawn to answer the question of “is it really worthy for your online business?”. In other words, the research is created by purpose of providing another answer to the question and also, to provide reliable information supporting the answer. Therefore, the literatures, which are effectively responsive to the research subject, are opted in order to analyze the empirical data, which is collected by the research purpose. Entrepreneurship and social networking subject are the major area of the literature, which is useful for the analysis.

### 3.1 Definition of Social networking and Online Social networking

Social network is the network of people. Thus, the other word for social network is people network. People use networks to find jobs, meet new friends or find partners. In order to use the network, from people to people, you need to see the link between them and so many times in real life that those links are not visible or discovered. In other words, most of people networks in the real world are somewhat hidden and therefore, cannot be used effectively. This is when social networking sites came into the picture. The Social networking site is a kind of social media that helps make the network become visible and thereby, enhance the potential of those networks. (Lee LeFever, 2007)

The development of online technology called “Web 2.0” has led to the alternative ways of communicating through Internet. One of those alternatives is Social Networking Sites (SNSs). The concept of SNSs is simple. SNSs simply act as a platform for its users to publicize personal information and to connect with others with similar interests. Due to this simplicity, SNSs have now become one of the necessities in the online society and it seems like it is becoming a must for almost every online user and every business nowadays to participate in this society in order to catch-up to this new reality and to be able to succeed in the new world.
Owing to the continuous advancements in information technology these days, SNSs are expected to play a crucial role in future personal and commercial online interactions, as well as the location and organization of information and knowledge. (Korvenmaa, 2009) Besides, there have been a number of interesting facts and figures about Social media, which will be presented later, that support the claim that SNSs have now gained their popularity and have currently taken over the Internet.

SNSs are defined according to several diverse features as described by a number of scholars. For example, Boyd and Ellison (2007) referred to Social Networking Sites or SNSs in this research’s term as web-based applications that allow users to:

- Develop a public or semi-public profile within a bounded system
- Articulate a list of other users with whom they share a connection
- Share and traverse their list of connections.

Also, Balas (2006) has defined SNS as a platform used as a mean for building online communities, where individuals from around the world can connect with each other for a variety of reasons. Similarly, SNS is defined by Preece and Maloney-Krichmar (2005) as a place, where people come together for a particular purpose, and are guided by policies (including norms and rules) and supported by software.

While SNSs can include many features, which differs one SNS from another, the five generic business models include (Kasavana M., Nusair K & Teodosic K. (2010, p. 69):

“(1) General: SNS to meet and socialize with friends, share content, schedules, and interests. (e.g. MySpace, Orkut, and Facebook).

(2) Practice: A network of professionals and practitioners, creators of artifacts such as computer code or music. (E.g. JustPlainFolks, Plaxo, and LinkedIn).

(3) Interest: A network built around a common interest, such as games, sports, music, stock market, politics, health, finance, and foreign affair (e.g. E-democracy.org “political discussion group,” SocialPicks “stock market site”).

(4) Affinity: A network of people who self-identify with a demographic or geographic category, such as women, African American, and Arab Americans (e.g. iVillage “focusing on women”).

(5) Sponsored: Community created by commercial, government, and nonprofit organizations for a variety of goals. (e.g. Nike, IBM)."
Apart from the definition that scholars gave to SNSs, the history of Social Networking Sites (SNSs) and the example of popular sites are studied and explained in order to broaden readers with fundamental knowledge and overview of these sites.

### History and Example of popular Social Networking Sites

Starting in 1997, the first Social Networking Site, SixDegrees.com has allowed their users to create profiles, make a contact list of their friends and at the beginning of 1998, SixDegrees finally allowed their users to surf other friend’s contact lists or friend list as they referred to. Some might argue that these features of SixDegrees are not something completely new. Profiles existed in most major dating sites and community sites and friend list is a common feature in online instant messaging services like ICQ, AIM and MSN messenger although the friend list in these programs is not visible to others. Before SixDegrees, there was also Classmate.com, which allowed people to contact with their high school and college mates; however, users cannot create their profiles or make a friend list until years later. SixDegrees was the first one that combined these features necessary for a Social Networking Site together. (Boyd and Ellison, 2007)

While SixDegrees succeeded in attracting million of users at the time, it failed to become a sustainable business and finally, closed down in 2000. Looking back, “SixDegrees was just simply ahead of its time”. (A. Weinreich, personal communication, July 11, 2007) The years SixDegrees was in business, although there were a lot of people surfing on the Internet already, most of them did not have extended networks, which were online. That is why they did not find the functions of SNSs any useful. Early adopters of SixDegrees complained that there is nothing much to do after accepting friend requests and most users were not interested in meeting strangers. (Boyd and Ellison, 2007)

From 2001 to 2003, there were a number of new SNSs trying to make their way into the business including MySpace, Friendster, Xanga, and AsianAvenue. One of the most popular among these sites is Myspace, which has later become the most popular Social Networking Site in the United States in June 2006. Unlike the earlier SNSs, Myspace allows users to customize their own profile page by entering HTML code into “About me” or “What I’d like to meet” and “Interest” section of the site. Video and flash-based content can also be added using HTML code as well. Besides general users, MySpace attracted many music bands and artists due to its feature that allows users to add music to their profile page and yet allows the artists freedom to express. It also enables the artists to socialize with their fan directly regardless physical distance between them and the fan. For example, the artist’s information; news and tour dates, could be promptly delivered to the fan once it is posted on their profile page. This is why MySpace succeeded, although not by their initial purposes, in labeling itself as the place for artists and bands to
promote their own music and to develop and keep the fan’s community. (Boyd and Ellison, 2007)

However, it could be said that SNSs literally hit the mainstream from 2003 onwards where many more SNSs entering the market, most of them still took the form of profile-centric sites. The example of SNSs in this age include LinkedIn, Visible Path, and Xing, which focus on business people, "Passion-centric" SNSs like Dogster (T. Rheingold, personal communication, August 2, 2007), which help people connect based on shared interests. Care2 that helps activists to meet, Couchsurfing which connects travelers to people with couches, and MyChurch which joins Christian churches and their members. Furthermore, as the popularity grew rapidly, websites focused on media sharing began implementing SNS features and becoming SNSs themselves. The example of these sites includes Flickr (photo sharing), Last.FM (music listening habits), and YouTube (video sharing). (Boyd and Ellison, 2007)

At the current moment, SNSs are not only in the mainstream but have become a global phenomenon occupying most of the spaces on Internet. In this particular research, we will focus on Facebook, one of SNSs, which is currently a giant in Social Networking business. Facebook started off by targeting only the niche market, which is college student. It began in early 2004 as a Harvard-only SNS (Cassidy, 2006); in order to join, users must have a harvard.edu email address. As Facebook began to support other schools, those users were also required to have university email addresses associated with those institutions, a requirement that kept the site relatively closed and contributed to users' perceptions of the site as an intimate, private community. (Boyd and Ellison, 2007)

Facebook began to expand in September 2005 to include high school students, professionals inside corporate networks, and, eventually, everyone. The change from close to open signup for everyone did not mean that new users could easily access users in closed networks. To be able to access corporate networks required the appropriate .com address, while gaining access to high school networks required administrator approval. Unlike other SNSs, Facebook users are unable to make their full profiles public to all users. Another feature that differentiates Facebook is the ability for outside developers to build "Applications" which allow users to personalize their profiles and perform other tasks, such as compare movie preferences, chart travel histories and play games. (Boyd and Ellison, 2007)

Currently, there are around 400 million active Facebook users, especially the users becomes boarder and older, people at aged 35 to 64 has a fastest growth with 38 percent (Zuckerberg, open letter, Dec 2, 2009) of which 300,000 are business entities (Speyer, 2010) and become the largest social networking site, cited at March 2010 (Morejon, 2010).
Top 10 Social-Networking Websites & Forums
by US Market Share of Visits (%)
March 2010

<table>
<thead>
<tr>
<th>Website</th>
<th>Visits (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>51.61</td>
</tr>
<tr>
<td>YouTube</td>
<td>15.35</td>
</tr>
<tr>
<td>MySpace</td>
<td>14.34</td>
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<tr>
<td>Tagged</td>
<td>1.14</td>
</tr>
<tr>
<td>Twitter</td>
<td>1.13</td>
</tr>
<tr>
<td>Yahoo! Answers</td>
<td>0.94</td>
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<tr>
<td>Yahoo! Profiles</td>
<td>0.77</td>
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<tr>
<td>myYearbook</td>
<td>0.61</td>
</tr>
<tr>
<td>Windows Live</td>
<td>0.53</td>
</tr>
<tr>
<td>Home</td>
<td></td>
</tr>
<tr>
<td>MocoSpace</td>
<td>0.32</td>
</tr>
</tbody>
</table>

Figure 2: Top ten of social networking sites at year 2010, (Morejon, 2010)

Besides, the charts of comparison between Facebook’s growth in year 2007 and 2008, the number show in million unit (Figure 3) and top five global largest social networking sites, considering from the average of daily reach and time to spend during the day (Figure 4), present as below to show the growth of social networking sites which driven by Facebook. Moreover, a research shows that Thai's fan grew fast in from 0.7 millions in June and reached 1.6 millions in October 2009, the growth rise up over 130 percent in just only three mouths. At date 26th of May 2010, Thailand has a growth within one week up to 10.96 percent with the number of 161,300 created account, this rise up the number of Thai online users to 3,757,340 registered Facebook account and drive Thailand become Facebook’s second Fastest growing market. (www.checkfacebook.com, 2010)
One might have a question; what do people really use Facebook for? Also, are there any benefits from managing your network online? For the later question, there is. It might not be true for everyone but for most cases, SNSs are used to support pre-existing social relations that people already have in real life or in other word, offline. Ellison, Steinfield, and Lampe (2007) suggest that Facebook is used to maintain existing offline relationships or solidify offline connections, as opposed to meeting new people. For instance, Lampe, Ellison, and Steinfield (2006) found that Facebook users engage in "searching" for people with whom they have an offline connection more than they "browse" for complete strangers to meet. Likewise, Pew research found that 91% of U.S. teens who use SNSs do so to connect with friends (Lenhart and Madden, 2007). And thereby reconnecting with
their old friends, they have developed a social connection, which would not be visible otherwise. Given that SNSs enable individuals to connect with one another, it is not surprising that they have become deeply embedded in user's lives. Boyd (2008) argues that SNSs are "networked publics" that support sociability, just as unmediated public spaces do.

Advantages of social networking for online business

Social networking would be appreciated for your online business due to its reach and enormous business possibilities since social media can work as “one stop shop” for your online social needs. Though social networking seems to grant the great benefit to online business but there could be circumstances of it that would not prefer by entrepreneurs.

Advantages

- The visitor and user can bookmark their favorite pages and revisit them at anytime, which make customer more convenience to find interesting information at all time.

- Also make a direct connect to your own customer at any time.

- Social networking provides service for sharing the bookmark with friends and family to increase its reach rapidly.

- Moreover can connect to a lot of people just as the real-life networking.

- Social networking source also provides rich source of naturalistic behavioral data such as the user profile and linkage data and these information can be gathered by entrepreneur to analyze or explore the large-scale pattern of friending usage and other visible indicator who can assume as the target audience or customer.

- Publishing you word out without intermediary as a columnist and could establish yourself as an expert of the field.

- A social media network can build the increasing of the page rank and raise up the traffic for a website. Although page rank seem nothing but the numerical value could bring trust to your business.

- The entrepreneurs can even rank their own bookmark.
- SEO (Searching Engine Optimized) can be build through bookmarks and the page gets indexed and engines in no time.

- Tagging or category based classification help people to assign and search the content when needed easily.

- Social Networking account work as a one-stop shop containing all your online bookmarks therefore its results in easy management and tracking.

**Limitations**

However, there are some limitations associated with social networking and these are discussed as below

- Due to there are free of publishing word in the site, in other word, as no standard set of keywords are associated with a type of content, searching for quality content and stories become an issue.

- Also the user could publish any spam stories on a social bookmarking.

- Some people might make duplicate stories and content on different social networking site and this create the negative experience to overall user.

- The amount of competitors are out there in there

- Most of the connection might not become the paying client and customer.

- A social networking site is providing the specific information but might receive too much reply or what is unwanted.

### 3.2 Definition of Small-sized entrepreneurship

**Definition of entrepreneurship and small-sized entrepreneurship**

Entrepreneurship is become a particular subject, which is very interesting nowadays since many people have turned themselves to be entrepreneurs and run small business of their own. As an objective of this research, the report is directly involved in entrepreneurship area and to make the research much more efficient to the target audience, the definition of entrepreneurship and small-sized entrepreneurship would be provided as a literature review of the research.

Risk taking, innovating and adventurism those words seems to be the characteristics of entrepreneurship therefore some might say these as various
names of entrepreneurship. There are different definitions of entrepreneurship and the one, which can clarify the entrepreneurship in this particular case, is given by Jeffrey A. Timmons (2003) He defines entrepreneurship as the ability to create and build something from practically nothing. In the other words, it can conclude as a human creative activity which is a crucial motivation through all the entrepreneurship process including initiating, building and achieving an enterprise or organization, not only by watching, analyzing and describing. Furthermore, ability to take calculated risk and to reduce the chance of failure is required in the entrepreneurship process. Beside the definition of Jaffrey A. Timmons, A.H.Cole (1959) also provides another interesting meaning, which can support to the previous one, entrepreneurship is the purposeful activity to undertake initiating, maintaining or expanding profit by production or distribution of economic goods and services (Sharma, 2009) and all these activities can be done by just an individual or a group of associated individuals and that also can be in any amount of persons.

As the definition which is given above describe that entrepreneurship can be managed by an individual or group entrepreneurs and by the research purpose that aims to focus on small-sized entrepreneurship; therefore, the definition of small-sized entrepreneurship as it refers in this particular research will be defined as an individual entrepreneur or up to a group of ten entrepreneurs. In addition, even entrepreneurship can be summarized as a creativity process, which is managed by innovative person called “entrepreneur”. There are also many types of entrepreneurs that can specify and classify clearly regarding entrepreneur personality or attitude.

**Types of an Entrepreneur (Danhof, 1949)**

- **Innovation Entrepreneurs**: They are aggressive assemble of information and analysis also in experiment. Innovative entrepreneurs are able to put attractive possibilities into practice cleverly. Moreover they can see great opportunity to introduce their innovation technique, new products and especially, new market. One crucial capacity is raising money to launch an enterprise, considering the various factors and choose front roll executive and manage the firm going.

- **Imitative Entrepreneurs**: They duplicate the technology and also techniques, which created by others, in the other word, they are characterized by imitating the innovation entrepreneurs. Although they seems not creative but they are important in underdeveloped nations.
- **Adoptive or Imitative**: These entrepreneurs are faceless risk and uncertainty; they transform the system with the limited resources available. They prefer to do production rather than creating but they always adopt best practice.

- **Fabian Entrepreneurs**: They are very careful and skeptical while practice any change so they not used to introducing new changes or even adopt any new methods. Lazy and shy, do not prefer to take risk so they usually follow predecessors. Their decisions depend on custom, religion, traditions and past practices. They imitate only in situation when it become absolutely necessary.

- **Drone Entrepreneurs**: They are quite slow and organize in the traditional way and prefer routine style, refuse any chance to change and adopt new opportunities to make change in production procedure

### 3.3 The behavior of the modern customer

It would be careless not to mention the change in customer’s behavior nowadays. The study has shown that people shop more online than in the past, and also online shopping can be addictive and some products are bought mostly on impulse. There are many types of items that people buy on impulse including electronics, books, jewelry, clothing, music, flowers, shoes, tools, sporting goods, candy, and toys. (Main, 2010) There are many good reasons to shop online; it is both easy and time saving.

The customer is the core of marketing activities and customer’s satisfaction is the principle key to success of every business. The Internet can facilitate the interaction between customer and company, allowing the company not only to be able to satisfy the customer but also to understand the needs and habits of the customer more quickly and cost-effectively. (Krishnamurthy, 2006)

In particular, the study of customer behavior on the Internet is strongly related to certain marketing variables (Hoffman, Novak & Young, 2000) of fundamental importance for the support of managerial activity and specifically for the following:

- “Creating communication and relationships with the customer
- Stimulating buying and contact with the company
- Checking the degree of online customer satisfaction
- Understanding the role of online company brand names
- Construction of interactive and attractive Internet sites” (Krishnamurthy, 2006, p. 174)
Furthermore, the Internet modifies two fundamental marketing components: communication and relations. This is due to its intrinsic communicative features and, in particular, (Krishnamurthy, 2006, p. 179)

- “The ability to store at low cost vast quantities of information in different virtual areas (Peterson et al., 1997);
- The availability of powerful and economic tools for search, organization, and diffusion of information. (Peterson et al., 1997);
- Personalization of communication (Quelch and Klein, 1996);
- The possibility of taking advantage of informative experiences is much greater than that provided by a printed catalog (Peterson et al., 1997);
- The temporal synchronicity that changes the method of traditional company communication “to one way”. (Mckenna, 1997)”
4. Conceptual framework

This conceptual framework is developed in order to see the structure and process of analyzing data by using the materials, which are provided in the research. A stages in a process is applied in our thesis to present the relationship between all materials, how they relevance to each other. In addition, the crucial thing to be aware is boxes and arrows in this conceptual framework are not served as relationship among causes and effects but they cite the logic and proper order of using material in analysis process.

![Conceptual framework of the research](Author’s illustration)

In order To understand and as well to judge the roles or functions of social networking and in this particular case, Facebook to marketing a small business or entrepreneurship and let it works efficiently toward a goal, social networking knowledge including crucial literatures which is directly responding to the research
are advantages and limitation of social networking, there is the area that entrepreneurs would understand for the purpose of using social networking site for their business, as well as entrepreneurship and behavior of modern customer concepts are provided as a tools and inspirations of the research. Three various fascinating case study stories and efficiency secondary data are acquired as an empirical data to discover the relationship also the gap between theoretical concepts and the practical circumstances at an analysis process. The process aims to explore the best use of social networking sites in small sized entrepreneurship as a consequence. Additional, knowledge and recommendations are also produced by purpose as information for doing small business in this kind.
5. Empirical Findings

The empirical data that will be presented in this section has been collected from the various and reliable sources in terms of both, primary and secondary data, scientific articles from trustworthy webpages and books and particularly the interview of outstanding case studies which all relevance to objective area of the research. Firstly, the data concerning marketing and entrepreneurship is given in order to discover the basic functions of marketing those entrepreneurs would know and how those functions relate to social networking sites. Secondly, in order to follow the study the knowledge of social networks and E-marketing is significant to acquire to present how it can be used to support each other. The last and the most influential information is the story of case study, there are three prominent entrepreneurs that we select to bring out their stories regarding their entrepreneur attitudes along with their way of organizing small business through social networking sites.

5.1 Marketing and entrepreneurship

According to Crane (2010), marketing in an entrepreneurial context is different from marketing in established cooperation. Unlike an executive in a corporate environment, the process of entrepreneurship requires an entrepreneur to use marketing to

- Identify new products or services to market to new customers and not simply use it to sell existing products/services to existing customers;
- Obtain his or her “first customer” and not simply manage an existing customer base;
- Build a new brand and not simply manage an existing brand;
- Establish effective marketing channels of distribution and not simply manage existing distribution means;
- Establish initial price points for his or her offers and not simply manage current prices for existing offers;
- Persuade customers to try his or her offers and not simply remind customers to continue to buy;
- Find creative ways to leverage his or her marketing efforts due to resource scarcity, especially early in the venture startup phase. (Crane, 2010)
And the most important of all is that an entrepreneur must use marketing to discover and satisfy customer needs. Crane (2010) suggests that one of the best ways to do so is to go into the market and talk with and listen to customers.

5.2 Social Networks and E-Marketing

Apart from SNSs’ benefits on personal level, it is important to notice the relation between e-marketing and social networking. To put simply, social networking can be described as a new trend of E-marketing. Business companies are now using social networking services to support their products or customer services. (Yang, Kim and Dhalwani, 2008). Social networking services are services related to the creation, management, optimization and maintenance of Social Networking site (SNS).

By creating and managing a competent SNS, it can help businesses reach million of users, which include both their current customers and prospects. SNS helps engage users in conversations about products and services and therefore, grow their marketplace and help them make more profits. However, in order to achieve the goal, SNS has to be implemented and managed properly and correctly. (Relativity, 2008)

Marketing through social networking channels can take a form of viral spreading which is how it can reach a lot more people than the traditional way does. Moreover, people are increasingly inured to television commercials, direct mailings, etc. At the same time, companies like Amazon, Google and hotmail succeeded terrifically almost without marketing; their success based solely on word of mouth. (R. Dye, 2000) A recent study found that positive word of mouth among customers is by far the best predictor of a company’s growth. (F. Reichheld, 2003). The key advantage that word-of-mouth marketing has over advertisements is the creditability. (S. Jurvetson, 2000) People usually find a recommendation from a friend or their trusted sources more reliable than the one they receive from the other channels like the company itself.

5.3 The stories of the case studies

There are three various kind of business that will be presented as different stories, start with creative cupcake bakery business, Pandora; follow with BigKnit, the first modern knitting café in Thailand and Sleeping pills, the unique fashion store is presented at last. Although the three entrepreneurs are young and doing small business but they carry such a big heart and huge success.
5.3.1 Pandora Cupcake:

The cupcake fever finally hit Bangkok when Pandora cupcake opened the bakeshop at one of the famous hang out avenues in town, The Avenue on Chaeng Watthana Road two years ago.

Pandora Cupcake consists of four young innovative people working together to create the business of their dreams. One of the owners, Panita 'Pookie' Klaitanord, has told her cupcake story to Bangkok post, one of Thailand’s respectful newspapers that everyday, the cupcake connoisseur will give hundreds of these little cakes a makeover making them look all pretty and tasty as well. She said that the most fun part is this process of decorating which allows them to use their creativity as well as artistry. Pookie said that it only requires “Thinking out of the box” concept and there, you can do so many things with cupcakes. This is why all Pandora cupcakes are handmade as much as homemade which makes none of them look exactly the same and that is what makes these cupcakes special.

Not only, the customers can enjoy the cupcakes at their store but also can order cupcakes or have them served at their special occasions such as birthdays and weddings or even product launching events. Due to Pandora, the cupcakes have now become special treats for many occasions and many people seem to enjoy this idea of having cute cupcakes displayed and served at their special events. Pandora cupcakes have also featured in the big events in Thailand recently including the celebration of Channel 3's 40th anniversary, the most prominent TV channel in Thailand. It is a common thing that each Pandora cupcake serving will have Pookie’s cute, lively or even comical versions crafting specially designed to suit every occasion. For instance, she piped creamy and colorful bras on the cupcakes for a lingerie brand, whereas another collection boasted bare boobs with pink nipples. "That was nudity on cupcakes," she said. "It's art and it's our job."

It is indeed about art, and the cupcakes become a canvas to portray flowers in Pandora's latest collection Blossom Summer: Tribute to Vincent Van Gogh. The collection's lovely sunflowers and other blooms will be available at the bakeshop until May. June brings World Cup fever, when the cupcakes will carry soccer-inspired designs.

As well as making them cute, Pookie has to ensure that the cupcakes taste as good as they look. Recipes have been modified for Thai people, who may prefer cakes with a softer texture, and the variety includes vanilla, chocolate, brownie and the signature red velvet (cocoa and vanilla). At the bakeshop, there are currently around 20 assortments (45-70 baht).

Getting into the deep and insightful interview with the owners of Pandora made us realize that business is more fun than it looks. Contributing to their beloved Pandora cupcakes with passion, Pom, short for Mr. Varin Meethavorn, and Mao, short for Mr. Riksh Upamaya, have given us a lot of useful tips in creating their business. Started in 2007, Pookie opened her first baking shop, which has their
specialty in cupcakes as a selling point. From the very beginning, the intention of Pandora shop was to be a hang out place for their friends and family gathering as the shop is close by to their house, they did not look at the shop as a business that will grow in the future. However, the reason Pookie chose to open a cupcake shop rather than an ordinary bakery shop is because there were a lot of bakery shops already in Bangkok and they did not seem to be unique in their positioning in the market. Considering this fact, she decided to make cupcakes, not ordinary ones but special cupcakes which no single shop has done before in Bangkok. After a while, her brother, Pom and his friends came back from abroad and helped her expanding the business as well as developing the brand. Pom, a young graduate from the US has some experience in helping his friends in the US re-organizing their shops and menus, although he has no direct experience in entrepreneurial activities. Pandora has got its name from the intention of Pom to make it sounds unique and also luxurious. After coming across a few names, somehow, he had a feeling that this is the right name for it. Pom, currently the head of the team at Pandora, saw that in order for their cupcakes to be known in a wider audience and also, to change the attitude of Thai people about cupcakes, he needed to hit the niche market and start from there. He therefore made a move to contact the most famous and luxurious department store in Bangkok, Siam Paragon. He intended to open the second shop at the Siam Paragon in order to be accessible by their target customers. However, opening the shop in Siam Paragon is very competitive and Pandora finally did not make it. However, Siam Paragon had suggested him to open the shop at their sub department store, The Emporium, which is smaller but very selective for people who love gourmet food. Pandora took that chance and opened a small kiosk right in the gourmet food selection area and that is when Pandora has made its opening to the high-end food market.

In order for their cupcakes and the Pandora brand to be known, social networking site has come into the picture and become the main channel for Pandora to create awareness of the brand. Pom and Mao, who are mainly responsible for communicating to their customers and prospects through Pandora Fan page on Facebook said that the main reason they use social networking site, namely, Facebook and Blogspot as their main channel because it is almost cost-free. Back to 2-3 years ago, Facebook is not that popular in Thailand, they used to open the domain and design a webpage, especially for their brand. Later they used Facebook more extensively and reduced the use of the brand website as they saw that Facebook is more effective in spreading updates and news, and also, Pandora has visible networks on Facebook which they can see that the networks are gradually expanding. Realizing that their target group is young adults who are the main active users of Facebook in Thailand and worldwide right now, Pandora believes that this is the effective way to reach their customers starting from their networks of friends and beyond. To differentiate the use of Blogspot and Facebook, Pom and Mao told us that Blogspot is good for detailed contents made specially for those who are really interested in knowing more about Pandora while Facebook has a reputation for its dynamic nature, users can receive news feed as
frequent as they log on to Facebook. Pom and Mao said they tried to update as much interesting news as possible about what is going on at Pandora to remind people of the brand and to strengthen the image and overall feeling of Pandora as a brand. Although the coverage of blog is wider but as long as they do not have a substantial numbers of blog followers, it is hard for people to get access to it, which is unlike Facebook that people use on a daily basis. Moreover, Thai people do not usually follow blogs, unlike western culture. The main advantages Pandora rely on Facebook are to provide information about the brand that the customers can use as their reference and also, to spread the news about activities of the shop. In the future, Pandora people expect to create a more interactive website that customers and prospects can access as well as having their actual shop (not a kiosk like they are having now at the Emporium) right at the Bangkok’s center area altogether. They believe that Facebook can help them more in triggering sales when they have an actual shop that is easily accessible. For now, Facebook has been helping in creating a foundation of the Pandora brand in order to support Pandora’s plan in the future. Furthermore, they also wanted to expand their product lines and also considered going into related business such as selling baking supplies and kitchen as well as writing cookbooks. Therefore, not only trying to sell their cupcakes, Pandora is now working hard on establish the brand and create an awareness that the brand Pandora is existing and there will be more of Pandora in the near future. They expect to have customers waiting for their new lines of Pandora in the market when they launched their new products. That is their purpose of using social networking marketing and the use of word of mouth on this viral-like spreading on the Internet. Nevertheless, they believe that they have come the right way, as their main target group is young people who are on Facebook nowadays. There is no better place to speak of their brand and the best of all; it is free-of-charge to do so. It is worth noticing that the guys at Pandora not only want to make money out of the business they are doing but they also want to do more, they want to change Thai’s people attitude and behavior of eating cupcakes and also, how the entrepreneur should focus more on developing the brand rather than just selling and hoping for short-term profits. Beyond that, their purpose is to strengthen the brand identity and sustain in the long run.

However, they are aware that there will be competitors in the market; therefore, they need to find their selling point and differentiate themselves from the others and not only the cupcakes that need to be different, it includes every little thing that Pandora people do and communicate to their customers and public. Facebook has been helping Pandora very well at serving this objective. Pom has told us about a vision of their team, which needs time and effort to constantly develop it into reality. It is a hard work for them.

We have asked Pandora that without Facebook, which other channels they would use. This is because now Pandora is using Facebook as their main channel to reach their customers and prospects. They have told us that without Facebook, they will have to do print ads and use direct marketing/sales instead, which surely,
is much slower to reach this quantity of customers they are interacting with via Facebook right now, especially in the cost aspect.

However, it is hard to measure the size of the audience. They do not know for sure how many users exactly on Facebook that their news and updates actually reach? The fact that Fan page is like a community or hub inside the bigger hub which is Facebook and there is a lot going in Facebook rather than checking Product or Brand Fan page, such as talking to friends, checking out friend’s photos or catching up with old friends. Mostly, those profile pages of the user’s friends are more interesting than interacting with the brand, which is the main purpose of Facebook. Marketing via Facebook is immeasurable in the numbers of audience who have seen the updated news each day. Also, it is hard to measure how the Fan page affects sales. Talking about the negative word of mouth, considering Thai culture, there is not so much of that because Thai people are reluctant to express their feelings in the negative way especially when all the rest saying the opposite. Mao, one of the owners said that he personally would appreciate the opinion from their customers even though it is negative because it signifies that they are interested to let them know and it is intended for improvement. It is better than they bought it, did not like it and will not buy it again. Telling the brand what they think is a really good feedback that the brand could use in improving their quality in the future. What they see now is that Facebook is helping them to create awareness that there is a brand called “Pandora” in order to create a strong foundation for their new shops and new lines of products in the future. They said they would like to do more on Customer Retention Management (CRM) using these contacts they have on Facebook. They said this is only the beginning for Pandora, they have planed to make more benefits out of Online Social Networking as their shop gets bigger and they have a store in the area that is easier to access by people like Siam Paragon which is located in the most central area of Bangkok. They said now that the channel that they can make more sales is via the word of mouth of their friends.

Concerning the view towards entrepreneurship, Pom and Mao agreed that, to be a good entrepreneur, you need to have passion in what you are doing and most of all, enjoy the adventure from the business that you are creating. Social networking can be beneficial if you need to know how to manage and control, know the nature of it and use the communication that suits this channel. It needs to be interest-captured, up-to-date, catchy and concise. Show the uniqueness and creativeness and involves the tones of the speakers to create the shared emotion and experience among your customers and the brand. They said even though the profits from using Social networking cannot be measured into money value, they are confident that they have gained a lot of profit in the aspect of press coverage and Public relation value.
“The creative cupcake site, Fan Page of Pandora on Facebook”
5.3.2 Big Knit:

BigKnit, the first knitting café in Thailand, is the perfect relaxation space for people who love to knit as their leisure activities. However, apart from that, BigKnit also attracts other people who just likes sitting in a nice café as BigKnit has a very welcoming atmosphere and also delicious menus. The owner of BigKnit, Niece, said that she had got an inspiration to open the knitting café of her own while she was traveling abroad. She told us about the idea to combine a knitting shop with a café that she saw a group of people in western countries, mostly housewives, always knit at one of their friend’s house or move around from café to café when they gathered for the knitting activity. Also, while people are knitting, they always do something else along with knitting as well such as having a cup of tea or snack. That was why she thought she wanted to open a café for them to have just the place specifically to do all that. The name, BigKnit originated from Niece’s principle to “do things big”. She told us that she has this idea of doing things your best when you intend to do something. This is why she added the word “Big” in front of “Knit” to signify her principle and used it as the café’s name. She said, in order to be better and to differentiate yourself from the others, you always have to do everything more than the others do. BigKnit started from a small shop where they kept a stock of knitting yarn and only was known in a small group of people, which mostly were friends of her mother. BigKnit has now been in business for 3 years and is now operated almost solely by Niece. At first, BigKnit had 300 registered members in the first 9 months. Those customers, who were with BigKnit since the beginning, were loyal customers who also helped the shop by promoting it through magazines that they have a connection with for free. Niece said her café is lucky since it is still new and different in the market, the café was regularly asked to have some contents published in the media without having to pay for it. BigKnit also tries to get their café known by partnering up with lifestyle magazine by giving discounts and also setting up activities together with the charity “Wishing well” for kids who were suffered from cancer. Together, they made knitted hat for children. Niece talked about her marketing channel online. BigKnit has an official website, www.bigknit49.com which was set up since they opened the store 3 years ago. Generally, the members of BigKnit will receive newsletters from BigKnit. Later, Niece created a fan page in Facebook and used it as the other channel to keep in touch with their customers. Also, Niece mentioned that she expected to expand her target group from what used to be mostly housewives or woman with middle-level income and free time to college students or even high school students. Niece said mostly she uses Facebook to remind all the knitting lovers who are fans of BigKnit of new patterns and new fancy yarns. Niece said putting up beautiful crafts on the fan page inspires people to do the knitting and also, the yarns that BigKnit put on their page are only available at BigKnit, which is their strategy. When the customers see the beautiful patterns, they have to come to BigKnit not anywhere else because they are the only legitimate distributor of the yarns. She said having a fan page on Facebook is very effective in the sense of triggering the likeness of the products, she said even though facebook users that are men also feel like they
wanted to try knitting or wanted to have one of his own. To provide information that is up-to-date as to post daily news or announcement from the shop is one of benefits that BigKnit gets from using Facebook as a good marketing tool. Some of BigKnit customers switched from other stores since BigKnit provides a much more variety of yarn collections including their creative ideas in Knitting they give as a lesson for customers who buy their yarns and needles. Also, BigKnit always use Facebook to provide the tips of knitting to catch the interest of its target audiences. Apart from expanding the target customer by using a fan page on SNS, the next step of BigKnit is also to extend the product lines to other craft area such as Felt which is another type of crafting activity. Niece said she would only create a new product line only if she feels it is really interesting for the customers to do, she would not just expand the product line just for BigKnit to have more activities that the customers might not be interested in doing.

Although Facebook seems to grant some advantages to the business but a problem which often happens to the social networking site is “words of mouths”. Visitors have a right to give any comments and also, testimonial in the site. Furthermore, some might misunderstand even the brand regard and this did happen to BigKnit once by a Facebook user who mentioned the name of the other brand in the site. When the problem occurred, Niece said the way she solved the problem was simply by clarifying with positive statement and also, differentiates BigKnit from the other brand by showing how unique BigKnit is at the same time. She also gave useful information regarding Facebook changing activity of “Become a fan” to “Like”, Facebook sent an e-mail to the owners of Fan Page to clarify regarding the change that visitors would feel more inclined to click on “Like” more than “Become a fan” since the words represent different emotions, “Become a fan” gives a stronger emotion that some visitors might not prefer to click on while “Like” is softer and that is what we usually feel, hence, in order to acquire a number of people in the company page, “Like” would be the delight emotion to prefer in the site.

In addition, Niece has shared with us her view of being an entrepreneur. She decided to turn herself to be entrepreneur since she has a lot of ideas regarding her business and also a strong goal of herself but being employee for any company would not let her have many chances to follow her ideas. Therefore, for the purpose of doing business in her way, becoming an entrepreneur is the way she is happy to do. Niece enjoys creating everything for her business and shop such as logo, brochure and especially the way to organize her business. Beside that happiness of being entrepreneur of Niece, she said the number of problems that she must face also increase at the same time since it is her own business and in order find the best solution, she must work really hard. The biggest difficulty of BigKnit now is that there are so many shops opening in the same category and doing business almost exactly in the same way. In fact, the other shops that came later into the business are trying to imitate what BigKnit does since it is the first knitting café in Thailand. This problem affects both herself and her business,
mentally and economically. Niece expressed that there is not much she can do to solve this problem but the way she is doing, is trying to differentiate the brand from others by using as much creativity as she can since she believes that creativity is something that cannot be easily duplicated. Nevertheless, some shops are also business partners since they have ordered the yarns from BigKnit, which is the only legitimate distributor in Thailand and Niece said some of them used to be BigKnit’s customers. In summary, she said that being an entrepreneur, whatever what you do, you should study hard for it and make sure that you know it well and keep learning all the time and furthermore entrepreneur would not give up the dreams easily, there is always a way to overcome the obstacles.

“The First knitting café site, Fan Page of BigKnit on Facebook”
Facebooking Your Dreams
Facebooking Your Dreams

Knitting as Therapy By Del Sandeen
Just about any knitter can tell you what scientific research has been trying to prove for years: knitting is therapeutic. It’s not hard to get lost in the soothing, repetitive movements of fingers, yarn, and needles...
5.3.3 Sleeping pills:

Sleeping pills is an up and coming clothing brand in Thailand, originated in Bangkok in August 2009 by a lovely couple, Kwan and Pop. The name “Sleeping pills” was also created by them to represent an insight of shopaholics when they got their favorite clothes then they would have a good sleep. And certainly symbolize the owner, Kwan. The brand started to get their products known online by using the most popular Social Networking Site, Facebook and this started with the Facebook addicted life style of Pop. He has found a lot of interesting fan page of brands and a lot of functions in Facebook and it is practical for doing the business here. Sleeping pills basically consist of two people, which are currently doing practically everything regarding their business by themselves.

Sleeping pills target the girls in the city who love to dress up and enjoy wearing unique clothes which the customers will not find the similar patterns offered by other clothing brands elsewhere. This is originated from the core value of Sleeping pills to be unique, which is why Kwan intentionally designs all the clothes offered by the brand by herself. Unlike most famous clothing brands in the past, Sleeping pills sell more online than at their offline shop, which is located at the heart of Bangkok in Siam Square area. As the brand began to be first well known online by customers who are used to online shopping and also familiar with Social Networking sites, Sleeping pills have continued to expand their marketing channels more online than offline. This is what Pop told us that they did marketing according to the growing sales online. He believes now that the online sales quantity is growing, he should focus his marketing plan on the online channels to reflect where the income comes from. However, he is quite certain that if Sleeping pills use more offline channels in marketing, the offline sales quantity will grow accordingly. Nevertheless, Sleeping pills still wants to expand their market share online which is what they were good at from the first place before they will do the marketing the traditional way such as published contents on Magazines and television commercials. They want to boost up the number of their customers and also the numbers of orders online up to the point they feel comfortable to expand the channel offline. However, they also said that, to expand the business, they must also consider the skills that they have. Even though, there is a lot of friends that offer them to do offline magazines but they realize that they do not specialize in this field so instead of enhancing the potential of their business, it might affect their business in a negative way.

Due to Facebook is the main channel to do business of Sleeping pills, the story of it would present through its page by doing various activities on the site namely, updating new collections, responding to the customer’s comment, answering the inquires and also, posting the press of Sleeping pills to encourage customers and this also builds a good image of the brand. Sleeping pills is currently using Facebook as their main marketing channel for product launching, advertising, and last but not least, contacting with their customers. The brand acquired a huge
customer’s group from the site since there are many people on Facebook. Rapidity is one of benefits of Facebook, which Pop mentioned that it help very much to keep contact the customer. Image, the owners believe that Facebook forms a good image of their brand and help to specify their target group. They use to create “blog” before coming up with Facebook as present but blog did not gain much attention, it might be because of the traffic of users in blogging network, which is not as popular as a Social Networking Site like Facebook nowadays. There is still a lot of interesting devices provided in Facebook which can be applied to use with the brand. Moreover, Pop admitted that many relationships and connections occur just here in Facebook not only that friends become customers but also, a number of customers have become their friends.

As the owners organize the business on their own, one crucial duty that the owners believes that it is a core of the brand is managing their Sleeping pills Fan Page on SNS since they believe that this is an efficient channel to have a direct contact to customer or the way they can talk to customers. Beside the messages, mood and tone that they respond to customer are also very important because these could represent them and Sleeping pills. This is why they do not hiring the third party to do it for them since it is not going to be in the same way as they do and customer would prefer Pop and Kwan anyhow. Moreover they are trying to keep update everything on the page as much as they can or at least once a week to let customer feel interested to have a regular visit, to comment or to leave any inquires at the site as frequent as they want to. Although, they would like to reduce the gap between them and customers, one thing to keep in mind is not to talk or post any personal contents, which do not concern the brand because it might affect the brand image and normally, it happens in a negative side. This could be considered one of the advantages of Facebook to keep the brand close to customers. On the other hand, it is also easier to create the problem by words of mouth to the brand due to its accessibility and freedom of speech. There is a freedom to make any comment, inquires and some are definitely complaints, which appear in public, and Pop said it can be seen as a problem but if we can solve those problems properly, the result will then generate the positive impact to the brand since it is available for everyone to see how good the brand manages their relation with customers. In other words, the negative side of words of mouth can be turned into an opportunity to gain benefits if you know how to manage it. However, there is still another problem that follows when there is freedom of accessing and it creates a negative impact to the experience of both their customers and the owners that is a duplicating issue. There are a lot of people in online business who try to imitate products, services or even ideas of Sleeping pills from the sites but Pop stated that it is nothing wrong with Facebook function but this has something to do with some individual person behavior.

In summary, it seems that Facebook is the fruitful marketing channel of Sleeping pills to do business at the early stage of their small business because of its advantages which the owners describe above and surely, it is partly because
Facebook costs them almost nothing of actual money to do business in the site. Nonetheless, the owners admitted that they are willing to pay if there is any cost occur in the future in using this efficiency social networking site as a tool for their business marketing since they believe that the reasonable profits will come as a return. The story above is the evidence of the benefits of social networking site in this particular case, Facebook, which drive Sleeping pills to stand in the top of small fashion business as nowadays. The definition of success is varied from one to another as Pop told us that they still feel like this is the beginning and they do not consider themselves successful yet. He emphasized that success depends on what goals you have set and how you accomplish them. Those are the words from the founders, innovative entrepreneurs of outstanding fashion brand, Sleeping pills, the brand which directly responds to the desire of shopaholic, “Sleeping pills a day, keep your obsession away”, Pop, Siwaj Charukijphaisarn and Kwan, Chalermkwan Sawangnak

“The unique fashion site, Fan Page of Sleeping pills on Facebook”
6. **Analysis**

Analysis and discussion are going to be the critical part of this research, the knowledge will be acquired through the analyzing process by means of using the literatures to consider, judge and understand the empirical data which is collected accordance with the research goal and particularly, provide an answer which directly respond to the research questions. To discover the best use of social networking sites as innovative and cost-effective marketing channels in small sized entrepreneurship, which is the purpose that we aspire to acknowledge in this research. The analyzing process will be divided in five major areas in order to deliver the comprehensible understanding, however, all topic areas are certainly in accordance to the main purpose. The five areas are formulated, starting from the initial stage which is the attitude of entrepreneur towards entrepreneurship and social networking sites, then, choosing the right and potential social networking site, creating, developing and maintaining the creditability and reliability of the site, following by the organizing process to generate the efficient answer for the best use of social networking site for small sized entrepreneurship or small business. The five areas are illustrated in order as follows;

- Entrepreneurship area toward social networking sites marketing channel
- Choosing the right Social Networking Site
- Creating effective social networks
- Developing a social network profile: That is both consistent with the brand’s image and sales effective.
- The strategy to handle negative word of mouth issue arising from the use of Social Networking Site to avoid bad reputation which can spread rapidly. And the duplicating problem which entrepreneurs normally face through their online business.

**Entrepreneurship areas:** Attitude of entrepreneurs towards doing small sized business through social networking sites.

After interviewing all the entrepreneurs from Pandora, Sleeping pills and BigKnit café, we have noticed something in common among the three businesses although they are not in the same industry. The factor that led to their success and
outstanding performance is nothing else but creativity. Nowadays, the new ventures, which come up with new innovations are not able to succeed in a long run if they stay static. Due to the fierce competition in the market, business always has to be improved and different. The question is “How?” Does “different” only refer to products? No, it does not. The true difference from business to business is the emotion or the feeling it gives to customers when they interact with the brand. And that is how to be sustainably different from the others.

Thinking like an entrepreneur not a corporate executive helps business in achieving its goal of attracting customers, making believe and creating emotion and shared experience. An entrepreneur will not only rely on the existing products or existing customers. He will always have to seek more, do more and most of all; he always has to inject the personality of himself into the brand. The customer has to be able to picture the brand as a person with personality and uniqueness, a person that the customer can have a relationship with. No more, it is about products or services the business provides. Instead, it is the entrepreneur who customers believe and finally, buy. All the entrepreneurs have told us the same thing that the other brands can try to do just as what we do, similar products even using the similar channel and try to copy our style. However, creativity is not something that can be imitated. Therefore, creativity is undoubtedly the core of marketing in an entrepreneurial context, which also applies to social networking channel like Facebook.

This is the reason why the entrepreneurs turned to Facebook as Facebook is dynamic allowing the room for creativity, spontaneity, interest-arousing contents and most of all, stimulating responsiveness of customers to the brand. To correspond with the modern customers whose buying is somewhat triggered by what they hear about the products or services. The use of Social networking which relies heavily on word-of-mouth has played its critical role nowadays especially for small sized business. Due to the customers of small sized business usually grow from their friends to friends of the friends and so on. Not only the word of mouths that this mean of marketing can carry, it also delivers the news and updates of the brand right to the customer’s door, making them feel closer to the brand than ever before. Having Facebook is like having your friends around whether they are old friends or the ones you just met that you can reach them whenever you want. Now, imagine what Facebook can do for your business. Never before that your business is this close to customers and never before that it allows you to demonstrate and let people talk about your product in this wide audience without affecting your business any costs. What is left for the entrepreneur to do is to capture the interest of the audience using the charm and personality of a small business, which is friendly and welcoming, be dynamic and sincere to the customers as if they are friends. Impression can trigger buying so as relationship can retain the customers.
Choosing the right Social Networking Site: The guiding of social networking sites which exist nowadays and can relate to the small business

According to the literatures that were presented in the previous parts regarding Social Networking Site concept, the various sites exist on the Internet and they are also created by many purposes. Even though, some of them are similar to the others, some difference exists. Also the purpose of using Social Networking Site by entrepreneur are various, although in this particular case studies is focusing on Facebook but the brief information regarding different site that provides in the literature section is use as an inspiration for the purpose of understanding the features of the sites and it would provide practical benefits of using the site properly for entrepreneurs. Facebook in this particular is the famous social networking site that our case studies select to use as the main marketing channel for their creative business. Facebook provide variety of practical functions that are useful for doing business in the site, and good application would drive to an increase in traffic. Facebook is the site that can be claimed as the heavy weight of social networking in the United State, which is now expanding widely all around the world. The site is great for keeping in touch with people and finding people you are out of touch with. In addition, users can create a page as a “fan page” to promote their business and also, start or participate in a group which is related to their business and interests. Due to a huge number of Facebook users nowadays and it is still in a trend to enlarge over time. Furthermore, the three case studies in this research admitted that the purpose of using Facebook is to reach their target groups and they obtain abundant audiences from their Facebook sites, additionally, those audiences have a tendency for converting to be purchasers afterwards. Moreover, the report reveals that the online users at the present times are not just only young people but the users also become broader and older, adult at aged 35 and over has the fastest growth in these times. This also means that the audiences or users have more chances to become the customer since they have purchasing power more than teenagers who might not have much money to buy products and services. In other words, Facebook has become a superior source in order to explore the target group of the business since numerous people are out there and they are in various jobs, different in personalities, attitudes and life style. On top of that, as Facebook is the Social Networking Site, the audiences might have some connections to each other for somehow. This as well grant good benefit to the business since people would prefer to spend their money on firms that they can count on and if they find out that there is the relationship between their friends and the company, it definitely forms the trustworthiness in their mind. Then, they would prefer to become the brand’s customer rather than the customer of others firms. Testimonial of friends or even others, which usually show in the sites, will convince audiences more than copyrights in the usual advertisements. Networks, which spread rapidly, is one outstanding profit that Facebook and other social networking sites can do for the business and this can be called “viral marketing” strategy with surely in an almost cost-free manner. Furthermore, social
networking site does not create just a rapid expansion but also a quick response is a practical function of social networking sites likewise, firms can keep contact with the customer directly and quickly in form of posting updated contents or reply to any queries that are posted by the audiences. Thus, the hard work of entrepreneurs is to discover, reach and maintain their target audience by their purposes and strategies. It seems that dedicating time to do business on Facebook is one worthwhile channel for the organization of small businesses.

Besides Facebook, there are still many more SNSs to use, which could serve as a useful marketing channel for small businesses as well. For instance, MySpace is also a good way for building support for certain type of business such as bands and other music related companies. Although MySpace once lost its position as the leading SNS to Facebook, especially, among adults but there is still a huge group of users, which consists mostly of teenagers that are on MySpace. Secondly, Twitter; Twitter is one of the popular SNSs for the current moment, the site allows users to send short messages which are limited to 140 characters each. The message has a specific name, which is called “tweet.” Here in twitter, entrepreneurs can create “tweet” regarding their small business, which short be very short and concise but also, interesting and amusing to catch the attention of audiences and capture their interest. Although Twitter is expanding widely and rapidly but a recent study cited that sixty percent of people who start using Twitter stop within a month. In other words, there is a huge number of “Twitter Quitters” therefore, the usefulness of Twitter for long-term business viewpoint is still on evaluation process. However, in the mean time, Twitter is still a good channel to keep the name of small business in front of people. LinkedIn is another site that is very useful for the business, this social networking site seems not very well-known as other popular sties but in fact, LinkedIn is created by purpose of helping people connect for business purpose rather than social subject. The site provides various sources to search for consultants and contractors and also, identify people in companies that entrepreneur might wish to do business with. Moreover, LinkedIn has become a major source for posting professional job opening. Therefore, LinkedIn site is one of the beneficial SNSs, which provides benefit for entrepreneurs and also jobs seekers and headhunters. The last one, which will be described, is one of the most popular sites on Internet, which also turn itself to become one of SNSs by its additional function. As everyone perceives that YouTube provides a channel to watch videos posted by an individual, as a result, people might overlook the use of YouTube as a marketing tool for their business. On the other hand, YouTube can be a great channel to provide information and advertising such as making the video of how to use the products or describing the services or even video testimonials to convince viewers even stronger. Moreover, entrepreneurs can see how popular of the video they have posted since there are numbers of viewers presented on each video posted on YouTube.
In conclusion, we are not going to judge that which is the best social networking site to do the business but we are providing the information which would be useful for entrepreneurs to choose which SNS that best suits the nature of their business as presented. Nevertheless, the information can be altered and updated at any times hence it is hard to say which is the best one, it also depends on assorted conditions such as fields of business, its customer behaviors and especially time, how much time that firm invest in their site and what is the right one at the right time to create the great opportunity for their business. It could be Facebook site at the moment but it might not be as applicable as these times in several years in some manner. However, those sites have different characteristics, which can be used to support the business in different ways and certainly, it is low-budget investing. All the social networking sites are operating on the Internet, what the entrepreneur should do, is to know the nature of each SNS as well as the nature of their business so that SNS will be used properly and effectively and afterwards, it will definitely produce a fruitful outcome in return.

Creating effective social networks: Social networking site is not entirely productive on itself; there are the ways to make it efficient.

Social networking site would give the various advantages for the business as the knowledge that is provided in this research; but, only signing up and developing an account or fan page of the company would not be capable to achieve the target audiences or the company’s goals. On the other hand, it could become useless and a waste of time to manage the channel. In order to use social networking site as a proficient marketing channel, creating the effective social networks is a key challenge to success of the entrepreneur. Although, there are many advantages presented earlier, but the limitation also occurs in practical organization and in this topic, the limitation in this particular research will focus on traffic limitation, the first entrance to approach the target audiences. According to the data, which was granted by the cases the effective social networking sites in this particular case is defined as a site which could be applied as a main marketing channel to manage the business. To state this matter, the first stage of doing it, is creating the efficient traffic of visitors in the site, there are not only obtaining a huge number of online users but also, those online users need to turn to regular visitors. One of the most difficult things to do with social networking sites is to get visitors actually come back to the sites. The entrepreneurs must face this circumstance to build their stability of audiences as well as the three cases in this report that they are applying Facebook as their main marketing channel. Even if there is limited traffic in this kind of sites comparing to the company’s website which can be accessed by anyone, the audience within SNS has a tendency to be exposed to the news presented on the fan page more often than online users that visit the company’s website once in a while when they want to. Once you can manage to keep their
interests, the commitment of the member to the fan page became stronger as the nature of SNSs allows the company to interact and keep the customers updated more frequently without the customer having to click in to the page. This allows to company to have access to their customer more easily and almost effortlessly, as the news feed will show in the homepage of every online user that is a member of the page automatically. Therefore, it seems that what the entrepreneur needs to focus on is to always give the customers or visitors a reason to come back for the next visit in the future.

Social networking sites can be seen as a new trend of E-marketing especially marketing through this channel can take a form of viral spreading, therefore, it is the way to quickly get a flood of traffic. While social networking sites can produce large volumes of audiences but according to the study, entrepreneurs cannot just submitting anything or showing the experiences of success to obtain those amounts. In order to acquire that popularity through social networking site, entrepreneurs will have to outperform thousands of other competitors who are obviously out there and competing for the same purpose. Positive result must start with fascinating content, this is the core of submitting some component in the page and another basic element that can lead to success with social networking sites is the network of friends, the amount of friends and contacts will influence the traffic since friends or these connections will be willing to vote for their submission. If entrepreneurs have a large number of friends, it tends to form a great traffic also. SNS can be used as a way to build a connection to entrepreneur own pages, means that more committed connection would occur through the sites as our case studies also stated in the interview that there are not just friends who have become customers but also, many customers turned to be their friends. This strong commitment is possible to create the long-run traffic in an automatic manner. Moreover, due to a large number of friends in the site, visitors will see the site as the “popular” page and it will creates an emotional influence that there is something worth paying attention to. It seems from the interviews that SNS can give a noticeably benefit to the brand in their early stage as it saves costs to get their product known by the audience and help create awareness that the brand is existing in a public manner. However, there is a lot of cases that visitors who came across the brand or even get through the sites and does not return later. Therefore, keeping a regular publish of new interesting story or content will draw the positive result otherwise it will finally fade away from the member’s attention. The attractive content does not have exact format or pattern; it depends on the characteristics of the brands and as well life styles, behaviors, ages and attitudes of target audiences of each brand. The entrepreneur must learn to know best concerning nature of their target group, what they are interested in and what could approach them. According to the study of the cases, the data also present that they are using different stories and strategies to persuade their target audience since they are for different kind of products namely, bakeshop, knitting café and fashion store but, all in all, the stories are creative and attractive.
In summary, there are two basic components to create an effective social network. The first thing is interesting content and the second is the connections of friends or members of the page. If entrepreneurs are going to target social media, take the time to create the best content you possibly can and trying to keep contacting to the audiences, and the results will certainly follow. As the explanation regarding the advantages and the limitations of social networking sites and data of applying social networking site for small business given by the three outstanding cases which presented in the previous part, it could be summarized that social networking works best when they are optimized with standard structure of tag and keywords. The positive participating phenomenon can happen within even a minute once submitting a fundamental story. In order to get the best feedback or result ensures that your story is attractive, valuable and if possible unique. With high quality content that will be able to accomplish the traffic limitation. Nonetheless, social networking traffic can dry up at any time and so the well balanced of traffic from the variety of different social networking sites and also other marketing channels should always provide for the safe case.

*Developing a social network profile: That is both consistent with the brand’s image and sales effective.*

Another difficult task of entrepreneurs and this is also the most important and a hard work that must be focused on; to create a SNS that is also sales effective apart from being attractive. Although there are apparently a large volume of online users in social networking site, still, not many of the visitors attempt to buy the product, the percentage of connection of a customer that will become a paying client might be ridiculously small, this might imply that social media is not going to be the best source to sell the product. However, it does not always happen in this way, due to the case studies in this research emphasize that SNS such as Facebook is their main marketing channel and they have obtained their major customers from this source. Moreover, they are using this channel in every process of their business, advertising, marketing, launching or purchasing, this proves that although that situation, less of converters, could happen, it does not mean that it is waste of time to do social networking media marketing for the business. This circumstance would be solved by creating the interesting section on the site and submit the content which would be attract the interest of visitor not only just who might actually buy your product but all social media audience. Do not try hard to sell anything to them but better try to get their attention. For instance, according to our study, the cases shows that the great content could present in form of pictures, Sleeping pills usually create a section to post photos of celebrity that are wearing their clothes or the picture of the clothes which appear in other media. It gives an impact of the brand image and this is also important to build the faithfulness in the customer mind and this will convince visitors are confident to pay for their product. BigKnit provides tips of knitting in its site for the knit lovers and as well submitting
the creative and unique pattern of knitting which is created on her own to catch up the interest of its target. Pandora always creates good activities and special cupcake, which respond to the special occasion at that time such as this coming World Cup in June, the special cupcake will be designed in a soccer theme. The entrepreneur of Pandora brand also emphasized that they cannot measure the exact sale value but what they believe that Facebook give great Public Relations of the brand. A fundamental attraction like this with social networking site obviously can help to improve participating behavior of visitors and rise up the sale value. In the same time, this is intentionally turn the site to be the good looking profile of the brand and the credibility and good brand image will form in the customer’s perception.

Hard sell strategy in the social networking site will not be able to increase the number of purchaser since there is a lot of competitors are also in this channel. The way to convince visitor to become customer is just try to catch their attention and keep doing this as a long term strategy, the relationship between them and the brand will encourage them to pay for its products or services.

The strategy to handle negative word of mouth issue: Arising from the use of Social Networking Site to avoid bad reputation, which can spread rapidly. Also the problem of “duplicating ideas”

The relation between social networking concept and social networking and market data which mentioned in earlier parts, cites that word of mouth has become an influential means of advertising and marketing, hence, if it happens in positive way it will generate the fundamental outcome as Amazon, Google and hotmail. These big brands admitted that without word of mouth, they would not have these dramatic growths. In the other hand if negative word of mouth does occur it will definitely form the disaster since it has a strong potential to produce the perception in people’s mind. And if this situation happens on social networking site, which has power of spreading any information rapidly, there will be the big problem of entrepreneurs. Although, if it is so but there is always solutions to solve and as well avoid this problem. The entrepreneur must see this as a problem that easily happens in social networking site, Facebook in this special case but they can see it as a great opportunity also. The stories of the cases gave the data regarding this issue, Sleeping pills, the fashion brand did face complaints that posted by customer but instead of making a bad reputation of the brand, the owner turn this situation to be an opportunity to clarify the quires to its whole customer. As well as the entrepreneurs of Pandora, they mentioned that normally they do not have many negative word of mouth due to the Thai people’s attitude that not usually complain something in the public but they express that they would appreciate any comments which are both good and bad because those opinion will help to understand the customer’s satisfaction and improve their brand and products. Hence the strategy to handle with the negative word of mouth is entrepreneur
need to turn the problem to an opportunity not just get anger and delete the negative post then the good reputation and credibility will occur as a result.

In addition, the problem which online entrepreneurs normally confront through online business especially in social networking site is “duplicating or imitating”. This is also another limitation of using social media, people can easily duplicate the story, products and ideas of the brands and this does happen to all the cases which present in this research. This problem can occur with anything which publish in the sites such as products, content, ideas even the profile’s look and this impact both internal and external factor of entrepreneurs. It gives a bad experience to the innovative entrepreneurs who try hard to create the productive strategies for their business but some immoral persons just imitate those ideas easily. Customer might perceive the negative image of the brand as well, moreover it also affect the sale value of their business. To avoid this duplicating problem there is not much that social networking site can cope with since the core of this problem is people attitude and behavior. Although this problem happens as a circle and would be never end because those people exist but the entrepreneur admitted that the way the overcome the trouble is “keep creating” others subjects might be able to be imitated but creative talent is not the attribute that can easily copy. The businesses which run follow others will not exist till the last therefore keep standing in the front with the new creativity and innovation will definitely lead to success.
7. Conclusion and Recommendations

Referring back to the initial stage of the research, this thesis is conducted by purpose of discovering and providing knowledge of how to make the best use of Social Networking Sites as innovative and cost-effective marketing channels in small sized entrepreneurship. Therefore, the outcome of this research can also be served as recommendations for the audience. Five divided parts of entrepreneurship towards Social Networking Sites marketing channel are analyzed in order from the first stage, why social networking sites, how to choose the right one, creating effective networks, developing a social network profile, and problem solving of the social networking sites. There is no common strategy to do with this regards, what we aim for in this research is to provide another sources of information to consider concerning applying the social networking site as a marketing channel. The reason of being social networking sites as Facebook in this particular case, which we have discovered by this research is that it has a potential to create a quick response between the brand and its target audiences directly. Yet, the information is still expanding rapidly and the sites have a fast growth, which increases over times. Although the study focuses on Facebook, still, we will not going to say that this is the best social networking site among all the rests, the continuous change of the world would affect its potential. Therefore, Facebook can be justly claimed as the very efficient site in term of the population at this moment since it is, according to the statistics, the largest social networking site in recent years. Nevertheless, other sites also have different practical functions, which can be used as a support source for business. The most important thing to note is that only having a profile page on SNSs would not do the work; it will not be capable of working effectively as a marketing channel by itself, the site must be sales effective as well as carrying a positive image of the brand. In order to do so, interesting content and amount of friends or contacts are the influential attributes. Hard sales strategy on the public social networking site will not help to obtain the number of paying client but keep attracting the audience’s attention will encourage positive buying behavior as well as the popularity of the sites can draw up the good brand image. Even though the social networking sites sound to be very advantageous, some limitations definitely are there. Negative word of mouth and duplicating are the common problems that obviously occur, to cope with negative comments issue, the entrepreneurs must be able to turn the situation to positive side and should see it as an
opportunity to clarify themselves to the customers. Regarding the imitation, creativity is the best solution of entrepreneurs to overcome the issue.

In summary, applying social networking site as a main market channel is a profitable way for organizing the business in these times due to its functions and popularity. Keeping balance of using various marketing channels will help the firm stand in the safe position. Moreover, one thing to keep in mind is that creativity is the heart of being entrepreneurs and doing business in the entrepreneurial context, the good material and opportunity which exist does not have ability to bring the success unless creativity is put through all the organizing process. The innovation entrepreneur will work very well with innovative channels and will bring the entrepreneurship to success.
8. References


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Interviews:


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9. Appendix

Question for interviewing

Background

1. Why did you decide to be an entrepreneur or turn yourself to be an entrepreneur?

2. How did you come up with the idea of this kind of business? (cupcake, Knitting cafe, clothing, etc.)

3. Regarding the name of the brand and product and their story and so on...

4. Do you manage and organize everything on your own or leave some parts for a specialist such as financial, production or investment consulting?

5. How did you come across the idea of marketing through social networking site?

6. Do you manage the Fan page on Facebook by yourself? Why did u choose to do so and not hiring the third party to handle it for you?

7. What advantages do you expect to gain from your social networking site?

8. What advantages did you get so far from having the site? And what is the most satisfying benefit you get from the site?

9. Are you using the social networking site for a specific purpose such as advertising or you are using it for all processes of your business including advertising, marketing, launching or selling products?

10. Do you find the Social Networking site productive for your business?

11. What if you’re not using SNS, which other channels would you choose to market your products/services?

12. Have you ever found any problem arising from having the site and what is it?

13. Do you think using only social networking site (Facebook) is enough for marketing your brand and product? If not, what are the next steps?
14. Do you think, a social networking site work as the same as a company website, if you do why don’t you create a company website instead or if not how they work differently for your business?

15. How many channels are you using to marketing your business and what are they?

16. In your opinion, what is the best way to market your business?

17. Which channel do you acquire your main customer?

18. The customer whom you get from social networking sites and other channels, are they the same? If they are not, what is the difference between them? (For example, if the customers from social networking site are mostly friends, do they have a better attitude towards the brand?)

19. Which strategy do you use to acquire more customers over time and also retain the existing customers?

20. How long have you built your business and how long have you been using this social networking site for your business? (Did it start at the same time as your business?)

21. Until now that your business is quite well known, do you think social networking is still important to your business? And social networking site can help your business more in which way?

22. Have you had a shop since you created the brand or at first you just did the business only via Internet? And if you used to only have a site online why do think having an actual store is important? Is there any problem to do business without an actual store?

23. Do you provide the shipping for the product via the site? And if you do, is there any problem regarding it? And how do you solve or avoid the problem?

24. Have you ever faced any critical crisis of your business, and if yes what was it? And how do you solve and overcome the problem?

25. Is there any problem with your business which often happen and hard to avoid?

26. To be an entrepreneur as you, what do you think it is the basic condition that people might concern? Such as budget, is talent is necessary for being entrepreneur or hard working would be preferred?

27. Do you have any recommendation regarding doing small business to the new entrepreneur? And especially for social networking site as you are doing.