

STRATEGIC DIGITAL MARKETING DEVELOPMENT: A CASE STUDY OF AN ONLINE ENTREPRENEUR IN FACEBOOK DURING EMERGING DISEASES OF THE NOVEL CORONAVIRUS 2019 (COVID-19) PANDEMIC

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ABSTRACT: The purpose of this research was to study big data, social media, Web Data, Sensor, Mobile Usage correlating to Strategic Digital Marketing Development: A Case Study of an Online Entrepreneur in Facebook During emerging diseases of the Novel Coronavirus 2019 (COVID-19) pandemic is quantitative research in the research is a group of entrepreneurs selling online products, a total of 1,332 people determined the sample size by Taro Yamane (1973) was a sample size of 400 people. questionnaire created by the researcher which is a 5-level estimator and the data is analyzed by means of the standard deviation and the statistic used to test the hypothesis were multiple regression analysis.

The results showed that Big data, Social Media, Web Data, Sensor, Mobile Usage correlates with the Strategic Digital Marketing Development: A Case Study of an Online Entrepreneur in Facebook During emerging diseases of the Novel Coronavirus 2019 (COVID-19) pandemic statistically significant .05

KEYWORDS: digital marketing, big data, emerging diseases of the Novel Coronavirus 2019 (COVID-19) pandemic

1. INTRODUCTION

At present, the world is entering the digital age, which is more important and plays a role in life in many matters' technology comes along with the internet which affects, causing the behavior of consumers to change gradually. As a result, consumers focus on online shopping and it is predicted that during the coronavirus pandemic crisis, online sellers like Facebook will increase and people who work from home (work from home) will use online shopping services. As a result, marketing in the digital age will continue to grow in response (Wan PhenPhutthanon, 2020). Generates a large amount of information that is rapidly increasing in volume. There are a variety of styles that have not been analyzed. This transforms the way marketers operate with instant access to information about consumers. Fast because consumers are using digital devices with sensors that collect marketing consumer behavior. Therefore, it can track and analyze consumer behavior in depth. Technology has been developed to help replace human labor. When the world enters digital, the behavior of the new generation from waking up to their online life is like being tracked all the time. When going through the online system, there will be a large amount of data or Big Data. These are all information for entrepreneurs to use with value with analytical tools Efficiently, businesses have unprecedented access to information. Walmart, for example, collects more than 2.5 Petabytes of data per hour from customer transactions, while on Netflix Approximately 1.3 Petabytes of data are collected per day to create a Netflix recommendation system. It is the information that each consumer or customer leaves in the digital world, enabling companies to learn more about the consumer or customer (Petabyte, abbreviated as PB, is a measure of the size of a computer's data, for example, as a measure of capacity. Of memory or hard drives, 1 PB = one trillion-byte petabyte equals approximately 20 million filing cabinets) (Xu Frankwick, & Ramirez, 2016; NaruebodeeWattanakom, 2020) Success in harnessing Big data to drive the right products to the right customers, at the right place, and at the right time. Big data is fundamentally about collecting and analyzing large amounts of data to get trends and patterns, this data can stay in the base. Company data (database) or retrieved from external sources. Including social networks. Expectations that will affect the products and services of the company. and has a greater impact on customer engagement but it begs the question, "Does Big data really make a lot of money?" As Professor Dan Ariely Hebrew, professor of Psychology and Behavioral Economics at Duke University, says, "Big data is like teenage sex: everyone talks about it, nobody really knows how to do it, so everyone claims they are doing it..." many organizations, both the government and the private sector, therefore, recognizes the importance of adding value in marketing as if it is a wonderful technology that will benefit the organization a lot.

Big Data is data that is very large. The data is complex and requires software that supports management or analysis to be efficient in processing and can be exploited, such as Facebook/Twitter, Netflix, Google, etc., in order to be able to know the behavior. Customer insights, understanding customers, and can also be used to plan the marketing. Distribution channels to meet the target group Helps to expand the customer base quickly It can also take advantage of the information obtained in analyzing future market trends. Later, businesses can increase efficiency and effectiveness in building and maintaining a customer base by offering personalized products or services and automating the process of marketing activities according to customer needs and

changing behavior. However, the key point of big data is that Marketers must be able to create meaning from marketing data to gain knowledge. Deep understanding of customers (Consumer Insight) by turning big data into meaningful information useful to the organization or the product responsibly. Therefore, there is an important issue from the cognition arising from large-scale information. It must lead to actionable consumer insight. Marketers also need to combine big data, with traditional data analytics in order to connect all aspects of the target audience. Together with the market situation to enhance the performance of indicators in terms of price Advertising and Customer Relationship Management (Kim, 2019; Xu, Frankwick & Ramirez, 2016). Xu et al. (2016) so that companies can benefit from the integration of traditional analytics and big data analytics. Together to develop the success rate of new product offerings.

Digital marketers are expected to be able to manage, analyze and understand how big data can be used to support the presentation of key marketing strategies to senior management (Kim, 2019). Analyze market data, including information about customers, market conditions, partners, competitors, costs, and operations. To formulate strategies and create competitive advantages (Ogreaan, 2019). Marketing information management is a multidisciplinary science involving marketing, statistics, and action research. The challenge lies in finding relationships between diverse sources of information. Predicting consumer behavior and planning to design products that suit the needs and behaviors of consumers (France & Ghose, 2019). If at the national level, marketers must work with the Regional Marketing Team and the team. Global Marketing Team, who will be involved in reviewing and approving important decisions about the marketing mix strategy, especially in relation to the use of marketing budgets.

Marketing scholars and marketing executives need to understand the importance of big data (Haywood & Mishra, 2019) by adopting marketing information trends in business. Active is to point out new opportunities for product offerings or developments. As well as upgrading the quality of internal operations processes. 2) For newly established businesses, the management of big data will be used to develop product or service innovations (Hung, He, & Shen, 2020). Marketing information management will bring benefits to business organizations, including the Promotion of operational efficiency Identifying new markets accurate forecast error detection, and planning decisions to achieve goals (Erl, Khattak, & Buhler, 2015).

From such origins and importance, the researcher is interested in studying Strategic Digital Marketing Development A case study of an online selling entrepreneur in the type of Facebook During the emergence of the novel coronavirus disease 2019 (COVID — 19) due to the importance of and to make digital marketing more effective than ever before It can also be used in business strategy planning to achieve the goals.

2. RESEARCH OBJECTIVES

1. To study social media that has a relationship with the strategic digital marketing for entrepreneurs selling online products via social media like Facebook during emerging diseases of the Novel Coronavirus 2019 (COVID-19) pandemic
2. To study the Web Data that is related to the strategic digital marketing for entrepreneurs selling online products via social media like Facebook during the emerging diseases of the Novel Coronavirus 2019 (COVID-19) pandemic
3. To study the sensors that are related to the strategic digital marketing of online sellers via social media like Facebook during emerging diseases of the Novel Coronavirus 2019 (COVID-19) pandemic
4. To study Mobile Usage that is related to the strategic digital marketing for entrepreneurs selling online products through online social networks like Facebook during the. emerging diseases of the Novel Coronavirus 2019 (COVID-19) pandemic.

3. RESEARCH QUESTIONS

1. How do social media relate to the strategic digital marketing online forentrepreneurs selling online products via social media like Facebook during the emergence of the Novel Coronavirus Disease 2019 (COVID - 19)?
2. How does the Sensor relate to the strategic digital marketing for entrepreneurs sellingonline products via social media like Facebook during the emergence of the Novel Coronavirus Disease 2019 (COVID - 19)?
3. How does Mobile Usage relate to the strategic digital marketing for entrepreneursselling online products via social media like Facebook during the emergence of the Novel Coronavirus Disease 2019 (COVID - 19)?

4. HYPOTHESIS OF THE STUDY

1. Social Media has a positive correlation to the strategic digital marketing for entrepreneurs selling online products via social media like Facebook during the emergence of the Coronavirus Disease 2019 (COVID - 19).
2. The sensor has a positive relationship with the strategic digital marketing of online sellers via social media like Facebook during the emergence of the Coronavirus Disease 2019 (COVID - 19).

3. The sensor has a positive relationship with the strategic digital marketing of online sellers via social media like Facebook during the emergence of the Coronavirus Disease 2019 (COVID - 19).
4. Mobile Usage has a positive correlation to the strategic digital marketing for entrepreneurs selling online products via social media like Facebook during the emergence of the Coronavirus Disease 2019 (COVID - 19).

5. SCOPE OF THE RESEARCH

The researcher chose a packaged program for data analysis as follows:

1. Population scope by collecting data from users of social networks such as Facebook during the emergence of the novel coronavirus disease 2019 (COVID - 19) in Thailand 2022
2. Content scope is Concepts of Big Data and Digital Marketing concepts, strategy Concepts by choosing to study online sales entrepreneurs in the type of Facebook during the emergence of the new coronavirus 2019 (COVID - 19) in Thailand 2022

Expected Benefits

1. Facebook Online Salesperson in Bangkok can provide information with budget planning allows us to reduce marketing costs, which are more economical than before.
2. Marketers can engage in marketing activities through various channels to respond to the needs for their target group.
3. Groups of people who want to study Big Data in Thailand come to plan business strategies to be more successful. Able to read and comprehend more easily.

6. LITERATURE REVIEW

i) Digital Marketing Concepts

Concepts and theories on digital marketing tools. The meaning of digital marketing is the development of marketing in the past. It's almost all marketing across digital media is a new form of marketing that utilizes digital channels. For communicating with consumers who can communicate two-way (Two-way Communication) with customers on an individual basis, the importance of digital marketing behavior using the Internet (Internet) of Thai people has increased to become. The main factors that Thai people use in daily life with the growth of technology that covers every social network is constantly evolving in presentations to make it easy to understand and communicate. At the same time, Facebook is important as a branding tool. It can also be a marketing force.

The form of digital marketing is causing access to information quickly. It is a direct communication to consumers who are interested as want in that product. This is because the consumer who is interested in a product will gather and discuss stories related to that product, resulting in communication via digital channels such as one-to-one communication. and can also record data, enabling monitoring at all times without having to access the consumer.

Some interesting digital marketing formats are as follows:

1. Telemarketing is using a smartphone can follow the News, work, and contact friends. All these activities can be performed via smartphone. The smartphone is an important tool to connect with consumers for the brand and create articles (Content), including the behavior of using smartphones of consumers has also changed.
2. Social Media Marketing is important to connect in every aspect, whether it is the budget for investing in social media, advertising costs that are increasing Including the ever-changing digital marketing.
3. Content Marketing It is important that consumers are interested in a brand on the platform online because of the content that is outstanding, good quality, attractive and has a story that consumers can access, thereby increasing engagement and extending to consumer relationship marketing (CRM), thus making it successful.
4. Social media video and interactive signage are another means of helping customers remember the brand. The customer engages with brands. The products allow the public to reach and engage through a call to action or other parties This is considered a success and also creates a commercial benefit.

ii) The Response Hierarchy Models(AIDA Model)

The phrase AIDA stands for Attention, Interest, Desire, and Action. The AIDA model is used in advertising to define the stages that exist from the time when the consumer first becomes aware of the product or the brand to when the consumer purchases a product. The AIDA model is one of the most established models among all the Response Hierarchy Models. The organizations employ the AIDA Model to obtain the necessary response from the targeted consumers through advertisements. This model can be operated successfully to stimulate the different emotions of the customers.

Customer Decision-Making Process (AIDA Model) The AIDA model is presented by ST. Elmo Lewis. As a reaction that the recipient expresses after receiving the news, such as buying behavior

This is because the purchase of products offered to consumers is not instantaneous. However, buying behavior is the final step in consumers' purchasing decision process. Marketing communicators need to know how to approach the purchase readiness of the target audience to move into a higher-order until reaching the next level. the last one is in general; the purchase decision-making behavior of consumers is divided into 3 stages: understanding. Feelings and behaviors, all three of which are considered components of attitude, are used by marketers as a guide. Creating a response to the consumer or the purchase is. creating a positive attitude towards the brand

Communications Marketing Communications You have to decide how you want the response of the listener to be. Ultimately, of course, the ultimate response is that the purchase decision of the offered product is satisfied after the purchase. However, the buying behavior as a result of the consumer purchasing decision process Marketing communicators needs to know how to incentivize the purchase readiness of their target audience to a higher level until the last time. It is the ultimate purchase decision because generally, consumer behavior response is divided into 3 stages: 1) perception stage 2) satisfaction stage, and 3) behavior stage. Each step of the marketing communicator has different communication objectives.

iii) Strategy Concepts

Definition of Strategy:

Strategy refers to strategies or strategies that can be used at various levels, such as ministries, bureaus, departments, or organizations, including operational levels. It is a strategy used in the operation. There have been many scholars who have given the meaning of the strategy. which have corresponding and related meanings as follows:

ThongchaiSantiwong (2007) gave the meaning of the strategy. It is a story about long-term direction. It is a descriptive text to prepare a short-term plan and serves to coordinate the plans in the same direction for all departments Emphasis is placed on practice. And have the same understanding between the senior management and the middle level of the organization.

Certo and Peter (1991) refer to Strategy as an ongoing process. purposefully in order for the organization to be able to fit in with the environment appropriately.

Mintzberg (1991) wrote the concept of strategy in *The Rise and Fall of Strategic Planning* as follows:

1. Strategy is a plan or a guideline for achieving goals. Due to determination Strategies to determine a direction or a guide or course of action into the future, or a way in which to move from one place to another can be seen that all types of organizations have Strategies to deal with all situations, so the strategy is a plan.
2. Strategy is a form of activity (pattern) that the organization regularly performs regarding behavioral patterns in performance that are continuous in each period (consistency in behavior over time) reflected in planning. In the future. At the same time, the ability expectations of practitioners because in many cases the intentions or what management intends to do (intent strategies) may not be possible. Instead, practitioners may use other areas of expertise to adapt emergent strategies until they can be transformed into realized strategies.
3. Strategy is the status or position of the organization in the industry by focusing on the importance of the position or position of the business in competition Productivity needs to be appropriate. on-demand show that Lack of understanding of position or position lack of clear knowledge about the competitive environment would inevitably lead to failure.
4. Strategy is a perspective, which is the vision and direction of the organization.
5. The importance of considering the true status within the organization or the character (character) that Probability of the organization means Operation methods that require people in the organization to adhere to together. In conclusion, a strategy is a form of decision-making or action. for the organization to achieve the desired objectives.

Wright et al. (1992) defined strategy as a senior management plan that leads to outcomes consistent with a mission. And goals of the organization.

Dessler and Miler (1993) stated that strategy development requires a process. Which consists of 3 parts, namely strategic analysis, considering the organization's goals (goal), and SWOT Analysis.

David (1995) defines strategy as a means (means) to achieve long-term objectives (Long-Term Objectives).

Mintzberg (2000) defines strategy as a rational decision-making model. Combine a variety of things It is an action plan to lead the organization to achieve the desired objectives as follows:

1. Strategy is a plan that uses activities to determine direction. It is a plan for future work.
2. Strategies are patterns or behaviors that are continuously practiced for each period.

3. Planning for the future is necessary.

From the aforementioned definitions, it can be concluded that a strategy is a method of action or a plan is a process that defines a course of action to give clear objectives. In accordance with the goals of the desired organization Consider the best options to successfully develop the organization from present to future needs.

iv) Big Data

(Big Data) in marketing operations from the past to the present has to be based on management. and must focus on analyzing marketing data In the past, the data was much smaller than today. The size of the data is usually in kilobytes, gigabytes, or megabytes, and there are quite limited methods of analysis. Today's advancements in technology have given marketers access to a large amount of information In Which the marketing information management methods in the past were unable to be useful (Xu, Frankwick & Ramirez, 2016), nowadays It is more focused on such information, but in a more efficient manner known as big data Which means Data with large attributes (Volume) is changing rapidly (Velocity), Diversity (Variety), and has not passed. Veracity is accessible through the growth of digital media channels; mobile more than 2.4 billion people worldwide experience 4 million Google searches per minute. The number of customers on the Web Amazon reaches 278 million, generating massive amounts of data on online shopping and online shopping behavior. According to the International Data Corporation (IDC) of the United States, as of 2020 data, more than 450 billion Internet transactions per day, Facebook users worldwide generate 500 terabytes of data. Bytes per day in activities such as uploading images, and posting content like your favorite text or image. And messages posted by users about their status The data obtained from customers is real-time data, examples of large data sources such as social media, Web Data, Sensor, Mobile Usage, etc. (Jirasin Kitanuwat, 2015)

v) Emerging Disease Coronavirus 2019 (COVID- 19) pandemic

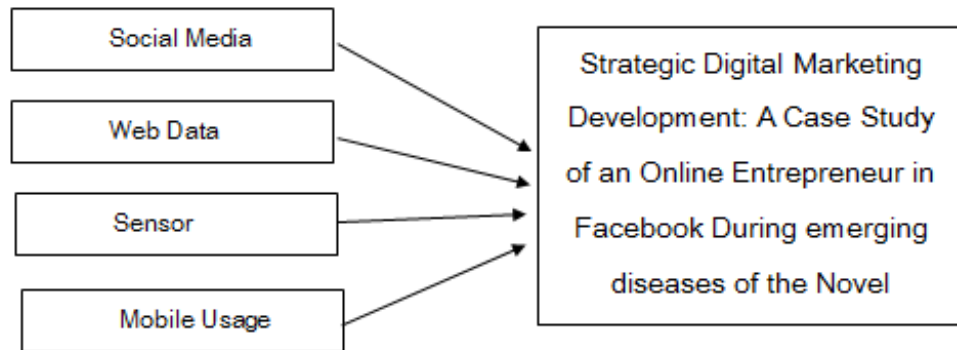
Department of Disease Control (2020) has explained the emerging disease coronavirus 2019 (COVID- 19), containing the nature of the disease Patient symptoms, treatment, nature of the virus self-defense and spread of infection The 2019 novel coronavirus is a family of viruses that cause symptoms ranging from the common cold to more serious diseases such as the Middle East respiratory syndrome. and severe acute respiratory syndrome, which is a new species that has never been seen before in humans causing respiratory illnesses The virus was first seen in an outbreak in Wuhan, Hubei Province, the People's Republic of China in late 2019.

1. Symptoms of the novel coronavirus disease 2019: typical symptoms include respiratory symptoms, fever, cough, shortness of breath, and difficulty breathing, in severe cases. It can cause complications such as pneumonia, pneumonia, kidney failure, or even death.
2. Treatment of 2019 Novel Coronavirus Patients Palliative treatment to alleviate the symptoms.
3. The nature of the virus, the duration of its existence in the environment, such as on objects and food, there is no clear information. While preliminary data suggests the virus may survive in a few hours. The disinfectant can kill the virus from being able to infect.
4. The severity of the 2019 novel coronavirus compared to other coronavirus strains, that people infected with the 2019 novel coronavirus have flu-like symptoms. Respiratory symptoms such as fever, cough, and runny nose. Some patients may have severe symptoms, leading to complications such as pneumonia, pneumonia, kidney failure, or even death. Although many of the symptoms are similar because it is caused by a different virus, Therefore, it is difficult to identify a disease based on symptoms alone. Therefore, laboratory testing is required to confirm the infection.
5. The spread of the 2019 novel coronavirus is mainly spread through contact with an infected person. Through phlegm from coughing, sneezing, snot, and saliva, there is currently no evidence to support transmission through surface contact with the virus and then in the mouth, nose, and eyes.
6. Self-defense Avoid close contact with sick people. Maintain a distance of at least 1 meter, avoiding touching the eyes, nose, and mouth without washing your hands. Wash your hands often with soap and water. or 75% alcohol-based hand sanitizer. If you have a fever, cough, or trouble breathing, seek immediate medical attention. And inform travel history when sick should prevent the spread of infection to others. should stay at the home cover mouth and nose Clean and disinfect all materials, objects, and surfaces, and if suspected of being sick from the 2019 novel coronavirus, especially those suspected of 2019 novel coronavirus disease, will have fever along with gastrointestinal symptoms. Breathing such as coughing, sneezing, runny nose, and shortness of breath, you should seek medical attention. along with informing travel history for further diagnosis and treatment. Types of masks that can prevent coronavirus infection If a person has no respiratory symptoms, it is not necessary to wear a mask. Because there is no evidence to protect people who are not sick. However, a mask may be worn. in countries at risk or when in a crowded community to protect yourself Individuals with respiratory symptoms should wear a mask and see a doctor if they have a fever, cough, and difficulty breathing.

7. RESEARCH CONCEPTUAL FRAMEWORK

Strategic digital marketing development, a case study of Facebook-type online sales operators during the emergence of the novel coronavirus disease 2019 (COVID- 19) pandemic with the primary variable being Big Data are social media, Web Data, Sensor and Mobile Usage as follows (JirasinKitanuwat, 2015)

Primary variable



Dependent variable

Figure 2: Research Conceptual Framework

8. RESEARCH METHOD

Population and Sample

- Population:** The population used this time is Facebook online sellers during the emergence of Coronavirus Disease 2019 (COVID - 19) in 2022 from the Department of Business Development Total number of 1,332 people.
- Sample selection:** the samples used in this research were Facebook online sellers during the outbreak of the Coronavirus Disease 2019 (COVID -19) outbreak in 2022
- Sample size:** the samples used in this research were Types of online sales operators on Facebook during the emergence of the novel coronavirus disease 2019 (COVID - 19) in 2022From the Department of Business Development, totaling 1,332 people, therefore, the sample group was calculated. Using the calculation of the sample size of 400 people, using the Taro Yamane formula calculation (1973 cited in YutKraiwan, 2002) at the error level of 0.05 percent, the confidence level of 0.95%.

Research tools

The nature of the questionnaire is divided into 3 parts as follows:

Part 1 The personal data questionnaire consisted of gender, status, age, education level, occupation, and income level.

Part 2 Questionnaire, large data source

Part 3 Strategic Digital Marketing Questionnaire

The statistics used in the analysis In this study, two analytical methods were used:

- Descriptive statistics or basic statistics are used to describe the characteristics of the collected data, such as finding the percentage, mean, and standard deviation.
- Inferential Statistics Used for hypothesis testing, including multiple regression. The form of assigning variables to all equations (Enter Method), is a statistical method that shows the values of two or more independent variables.

9. RESULTS OF THE STUDY AND DISCUSSION

400 respondents. Most of the sample groups were female Accounting for 88.00 percent and males accounted for 12.00 percent Most have marital status Accounted for 50.50 %, followed by single status, accounting for 22.00 percent widowed status, representing 15.30 % and divorced status accounted for 12.20 %, with most of them being less than 30 years old, accounting for 88.00 percent, followed by 31-40 years old, accounting for 6.80 %, 41-50 years old, accounting for 3.80 %, and the youngest was 51 years or more accounted for 1.40 percent of the educational level, most of them graduated with a bachelor's degree accounted for 89.00 percent, followed by a master's degree, accounting for 11.00 percent of the occupation, most of them had personal business accounted for 82.20 percent, followed by private employees accounted for 9.20 %, unemployed accounting for 3.00 percent, government service accounted for 2.80 %. And students/students accounted for 2.80 % in terms of income level mostly at the level 10,001-20,000 bath, accounting for 48.80 %, followed by less than 10,000 Baht,

accounting for 32.50 %. The income level at 20,001-30,000 bahts, accounting for 11.20 %, and the lowest income level of 30,001 Baht or more, accounting for 7.50 %.

Table 1 Results of analysis of the mean and standard deviation of big data which are Social Media, Web Data, Sensor, and Mobile Usage that is related to the strategic digital marketing for entrepreneurs selling products online via social media like Facebook during the emerging disease coronavirus 2019 (COVID - 19)

Table 1

factor	\bar{x}	SD	Relationship Levels to Strategic Digital Marketing
Social Media	4.40	0.19	High
Web Data	4.42	0.19	High
Sensor	4.43	0.19	High
Mobile usage	4.44	0.16	High
average total	4.42	0.19	High

From Table 1 it is shown that Strategic digital marketing development, a case study of Facebook -type online sellers during the emergence of the novel coronavirus disease 2019 (COVID- 19) overall, found that it was at a high level(\bar{x})= 4.42, SD = 0.19) When considering each aspect, it was found that all aspects were at a high level. (\bar{x} = 4.44, SD = 0.16) followed by Sensor(\bar{x} = 4.43, SD = 0.19) Web Data (\bar{x} = 4.42, SD = 0.19) social media(\bar{x} = 4.40, SD = 0.19), respectively.

Table 2. Correlation analysis of variables by correlation matrix table by Pearson Correlation method.

Variable	Social Media	Web Data	Sensor	Mobile usage
Social Media	1			
Web Data	.832	1		
Sensor	.825	.935	1	
Mobile usage	.280	.293	.283	1

Table 3. In conclusion, the hypothesis testing Social Media, Web Data, Sensors, and Mobile Usage had a positive correlation with the strategic digital marketing for entrepreneurs selling online products via social media such as Facebook during the emerging disease. Coronavirus 2019 (COVID - 19) as follows

Table 3.

hypothesis	independent variable	Beta	Sig.	test resultshypothesis
H1	Social Media	.373	.000	accept
H2	Web Data	.392	.000	accept
H3	Sensor	.409	.000	accept
H4	Mobile usage	.298	.000	accept

Note : * means statistically significant at a 0.05 level

From Table 3. The results showed that Social Media, Web Data, and Sensor and Mobile Usage had a positive relationship. Because of the Sig. value was less than at the 0.05 level, it was a factor that had a statistically significant positive effect at the 0.05 level and the results reflect that. Entrepreneurs selling online products through online social networks such as Facebook during the emergence of the Coronavirus Disease 2019 (COVID - 19) pandemic, accepting Social Media, Web Data, Sensors,and Mobile Usage in marketing development. Digital and can be used for planning It is a strategic approach that can be combined for further benefits.

10. SUMMARY OF THE STUDY

To summarize the researcher used hypothesis-testing, independent variables in the test consisting of Big Data variables that were positively correlated showing that Big data in terms of Social Media, Web Data, Sensors, and Mobile Usage are all important to online businesses. Business intelligence corresponds to the use of new mobile devices such as smartphones, and tablets, and gives employees the benefit of using it to access the database anytime, anywhere,or show that ability to respond to business intelligence (Verkooij and Spruit, 2013) which must first transform information into valuable knowledge, Therefore, it will be beneficial to the competitiveness of the organization (Nemati and Barko, 2003), and the data movement that is critical in the

management and analysis of big data it will provide business opportunities by the changes. For information that is available immediately and at all times effectively (PanitaTonsiri, 2013) and affects the success of the business Continuing to create new business opportunities and higher competitiveness.

11. SUGGESTIONS FOR FURTHER RESEARCH

This research is a quantitative research study, it should be further developed in qualitative research to obtain information on the attitudes or opinions of entrepreneurs selling online products via online social networks such as Facebook during the emergence of the novel coronavirus disease. 2019 (COVID-19) to increase the body of knowledge that can be utilized in the development of digital marketing as much as possible.

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