
Global Extension by Online Marketing for SME: Customer-based Brand Equity through Social Media

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Abstract: *This paper aims to review the predicaments on SME (Small and Medium Enterprises) and seek references from great and reverse commercials for future global development. SME become the target since which occupy the majority of the business world; most of them cannot extend their business more than local customers and even face the bankruptcy. Rather than blaming and complaining the scenario caused by globalization, regional agreements and/or alliances, or modern technology, SME should employ positive methods to conquer. Due to the uncompetitive conditions ranging from finance, market shares, to fame, SME should not obey the rules adopted by large business corporations; SME must be more flexible and fast adjustment on promotion when they have less tolerance to unexpected impacts. Establishing CBBE (customer-based brand equity) model by marketing styles through commercials can be the distinctive style for SME to compete with big companies; seeking advantages and fully reverse ones from existing commercials for promotion and policy-making seems to be rational. In fact, commercials can be regarded as the representation of operation philosophy and corporate strategies; SME and their designers for marketing, ranging from their own staffs to advertising agencies, should learn ideas and lessons from existing commercials with indispensable amendments based on SME business demand, scenario, product, and culture. Attributing to the social media, we can access diversified commercials and obtain valuable concepts from them since both of loyal responses and harsh criticisms can favor our brainstorming with ambitious ideas; social media incite fundamental change of business by providing free channels for commercials. Due to the crucial roles with impressive contribution, this paper will rivet on social media as major concern and resources while discussing those business elements. This research will outline the business models for SME as guidance, which should be helpful for workable thinking and conceptions.*

Keywords: *SME, Commercials, CBBE, Marketing, Strategies, Social Media*

1. INTRODUCTION

Big businesses dominate the market with economies of scale and sufficient budget on promotion; SME cannot compete with major players if without unique features. Carving out an effective niche, SME need methods with perspectives distinguished from conventional ones adopted by large corporations. The management guru Peter Drucker claimed that "The purpose of business is to create and keep a customer"; this quote manifests that SME can challenge big businesses to offer workable strategies instead of retreating from the market. Although there's no standard criteria and/or guidance on workable modes for SME, quality, service, and other values should be something available to break out the shackles against those major players.

Regarding the strategies, social media, viewed as Web 2.0 proposed by O'Reilly (2005), should be proper and provide abundant perspectives for brainstorming. Web 2.0 is defined as "a collection of open-source, interactive and user-controlled online applications expanding the experiences, knowledge and market power of the users as participants in business and social processes." (Constantinides and Fountain, 2008, p. 232) That displays the wide, easy and accessible characteristics of social media. Most of them are free for viewing, scribing, uploading, and downloading; which makes them imbue the natural charm on business. The mentioned features drive them to be with higher concern even though "the relative novelty of social media in business and lack of academic research" (Jussila, Kärkkäinen, & Aramo-Immonen, 2014, p. 607). The novelty enriches the diversity of social media as well as the rich elements; which guides the skillful performances from shooting, plotting, editing, and highlighting. Considering of popularity, social media are considered as the best device for both of Business-to-Business (B2B) and Business-to-Customer (B2C) trading since who can enhance communication, interaction, learning and collaboration (Jussila et. al., 2014).

In the martial arts movies and/or novels, different masters attract disciplines with their own methods; the famous ones have plenty of followers to promote, and the new ones can only broaden reputations with emphasis on unique features as advertisements. The famous ones, like the major players, have the advantage on quantity; the rest, like SME, must rely on the advantage on quality. Although their characteristics and status can be varied differently, the request of suitable channel to recommend themselves is the same; the channel can be entitled as social media at present day. The commercials on social media display the different strategies, which correspond to the proposal suggested by Bozkurt and Ergen (2014): “defense strategies” suit to market leaders, and “offense strategies [can be] for challenger firms” (p. 38). The offense strategies will be the subject for our research and discussion, and this paper will try to seek the efficacy of those commercials and their applications for other products and brands.

Manifesting the importance of strategies selection, two kinds of commercials, drink and medical syrup, emerged on Youtube are the cases to be discussed in this article; they represent different policies and perspectives adopted by international and small company, respectively. The data analysis results in explaining why “globalization, technology, intellectual capital, and increasing change” to be the most crucial “driving forces that increase the need for a strategic perspective” (Taneja et. al., 2013, p. 114); huge firms are giants, but not necessarily win or control each regional and even global competitions when the dynamic scenario is popular on diverse industries. The mobile environment and aura fleshes out the fluid of consumer products on brands’ loyalty and consumption curve; the disruptive and chaotic change can reshuffle the market share, and dismiss advantages, from finance, fame, to scale of economy, owned by big corporations. The two commercials identify the creative minds to be able to disturb and overwhelm the markets.

Although the research emphasizes the importance of the magnificent ideas, unique features with outstanding performances of products are still required; SME should seize every chance to demonstrate the characteristics as the implication of their irreplaceable status. Commercial is indispensable assistance, but well-built product is the core; SME must bear that in minds if they do really want to reign certain regions or even extend markets with the consideration of globalization.

1.1 Sources of Commercials

Due to the regional cultures, the design of some commercials can only provoke feedback from local clients; this articulates the importance of universal value. Evading wrong interpretation or no response caused by unfamiliarity, different versions should be considered; this requirement highlights the importance position of social media since the different commercials requires high expenditure if by conventional mass media. Besides, social media also offers sufficient conditions to expose commercials to public; the functions and the coverage can be compared with traditional mass media. Although the successful utilization of social media should include all of available tools, ranging from Youtube, Facebook, Instagram, Line, and even Wikipedia, Youtube is the sole unit to be applied for this research; the popularity and the easy access to statistics of feedback are the main reasons for the selection.

Youtube is the most applied one by posting different films with great arrangement on editing and programming. All of the searchers can trace meaningful films through key words, titles, modes, and products; in fact, much of the commercials are displayed on this channel for searching and tracking. The best news is that this channel doesn’t require any charges for uploading those films even though those ones with payment on advertisement can obtain attention easier. Clearly that this channel is good for exhibiting goods with personal data for further contact; businessmen can spend more money on filming and without charge on this channel. The creative and/or particular methods ensure of more clicks and with positive responses, which can be the best tool to recommend the products.

Assuring of obtaining sufficient data for analysis and checking relevant factors in commercials, this research selects one commercial from one internal brand, “Pepsi Cola”, with soft drink as product, and one Thailand brand with cough syrup as the product; plenty of feedback from viewers can be identified as the useful impact factor for analyzing the effect, both of positive and negative, of commercials to clients. From the results, manufacturers of consumer products should have better notion about future design of commercials, and relevant conveyance of corporal philosophy

1.2 Social Impact Factors to Commercials

There are three kinds of comments to commercials from participants: positive, negative, and neutral. Except that, different responses to those comments can also be collected and analyzed; therefore, profound analysis of mentality

and acceptance can be tracked. The feedback from viewers can be seen as the representation of social reaction; which can be entitled as social impact factor. The higher factor means the praise of the content of commercials, and can be followed; the lower factor shows a sign to warn makers not to commit the same errors for new version of commercials.

1.3 Flow of Brand Familiarity

Consumer products hardly can have brand loyalty, the brand familiarity, from customers unless with significant differences and/or index; this condition makes manufacturers of consumer products always renew commercials, and even with some promotion ranging from discount, activity, to packing. Since “Well-recognized brands make shopping easier”, makers and marketers intend to provoke purchase desire through advertisements; the establishment of brand familiarity is difficult and can be divided into five levels: “(1) rejection, (2) nonrecognition, (3) recognition, (4) preference, and (5) insistence” (Perrault, et. al., 2017). Following such kind of concept, the intense competition, and even mutual attack as rivals, among diverse manufacturers can be expected.

2. THEORETICAL BACKGROUND

2.1 Brands Associations

While adopting social media with commercials, corporations should assure that “they are beneficial for their (corporate) reputation” (Dijkmans, Kerkhof, & Beukeboom, 2015, p. 59) since they acquaint audience with fast and long “brand association” (Kotler and Keller, 2006) ranging from “brand-related thoughts, feelings, perceptions, images, experiences, beliefs, [to] and attitudes”. Therefore, the bad commercials can provoke negative images, feelings, and perceptions and even overwhelm the brand loyalty from positive to negative; which can be attributed to the brand associations as “The strength of the associations depends on how the information [interpreted by commercials] enters consumer memory” (Keller, 1993, p. 5). And since the acoustic-optical effects stimulate and deliver more intense response, well-designed commercials become the key channel on transmitting information to the audience.

Discussing the social media, we should comprehend the characteristics of this channel for understanding the efficacy with wide application after modification for SME. According to the remark by Kaplan and Haenlein (2010), “Web 2.0 is ... as a platform whereby content and applications are no longer created and published by individuals, but instead are continuously modified by all users in a participatory and collaborative fashion”. The definition not only releases the technical features of social media but also depicts the nature of publicity to unspecified audience; and due to the features, these social media “allow(s) the creation and exchange of user-generated content” (pp. 60-61). This clearly points out that the social media aim to satisfy the needs of users, and the satisfaction manifests the customer-based feature for shrinking the gap and affording information required by audience instead of scheming without considering of practical need; which can be adopted by commercials for those potentials and existing customers. Social media have powerful strength and ability since they “allow users to create, exchange and share content over the Internet” with fast delivery and discussion, and “empowers individuals and communities to communicate and disseminate information cheaply and instantly” comparing to traditional media and press (Arnaboldi & Coget, 2016, pp. 47-48). They can potentially change the existing situation of business world while authorize convenient platforms for communities to articulate requirements. This deconstructed channel is a symbol of postmodernism; who can overwhelms traditional relationship between corporations and customers.

Considering of the formidable and far-stretched performance, there’s always some restrictions by law and/or regulations adopted by authorities, owners of social media, and companies with the commercials; but, sometime, we still can find some banned commercials, nothing to do with ideology or sexually explicit content, with improper accusation or attack. These commercials also convey some ideas, strategies, and policies of the industry; which can be reviewed with profound consideration once if with legal permission for these prohibited ones. This consideration will not focus on the moral points but the possibility of positive responses for those corporations because thousands of new products are launched and introduced each day, careful steps on commercials can drive companies to present more competitive images, not destructive illustrations, for real marketing. The frequent checking of social media can arouse sequent attention since “consumers will go to social networking sites, that is, to

learn about previous product or service experiences, which will be posted on these sites" (Tsimonis & Dimitriadis, 2014, p. 330); the quality and content of commercials can be examined with positive or negative comments through times without limiting by geography, and affect future selling, boosting or declining result, caused by the image created through the social media. That is why commercials on social media can be accessed easier than on traditional media with less payment or even be free of charge, more attention with prudent attitude should be done; the bad reputation can be lasted on internet forever, and which can worsen the selling by the label of disregarding quality of products and sellers.

2.2 Tools, Functions, and Consortiums

Applying diverse social media favors wide promotion of products; which means social media can be seen as diverse channels with own frequent visitors, and repeated presence of commercials on diversified ones can contact more clients. But, SME still need their proprietary websites to organize their buyers; the websites can guide visitors to resources with more understanding of products and corporate philosophy. Certainly that SME can have their own websites after obtaining positive comments left on social media, including "online communities, social networks, [and] blog marketing", or delivering messages to their e-mails; this "latest "buzz" in marketing" (Neti, 2011, p. 1) revolutionizes the worldwide industries with almighty effects within not longer than a decade. Proprietary website can play the role of headquarter with plenty of functions from own data presentation and prediction, outsourcing data collection, and corporate perspectives when social media strive to communicate and promote for SME. This symptom identifies and describes the era of digital business.

Digital business is the modern and future trend; four themes can be divided (Bharadwaj, et. al., 2013, p. 472): (1) the scope of digital business strategy, (2) the scale of digital business strategy, (3) the speed of digital business strategy, and (4) the sources of business value creation and capture in digital business strategy. Since the aim of this study is finding the valuable concepts from online commercials, the mingling inspection and discussion of four themes applied onto the two cases will be adopted in this paper for future application by SME. The content doesn't ignore traditional media since the popular commercials can be also seen from them; this emphasizes the limits of traditional media on promotion. Saravanakumar and SuganthaLakshmi (2012) used to state that "traditional media such as television, newspapers, radio and magazines are in one direction static show technologies. New web technology have[s] made it simple for anyone to create and most highly, issue their[creator's] own content (p. 4444)". Mutual communication and adjustment become the principle notions and actions between the both-side participants; the mutual activity can satisfy clients' desire of creation and manipulation as well as respect.

People always accuse social media that overwhelm the ancient style and order of the world; this echoes the "four pillars", mentioned by Arnaboldi and Coget (2016), and can guide to new business activities. Pillar 1 is diffused authority and power; Pillar 2 is immediateness and authenticity; Pillar 3 is community as unit of analysis; Pillar 4 is plurality of perspectives and values (pp. 48-49). The four pillars challenge those authorities and large corporations with sufficient wealth and budget for advertisements on traditional mass media, and afford SME and/or the sellers of the flea market a good chance to develop business with their own advantages even though they cannot afford money for expensive advertisements on traditional media.

Social media allow the public participation and turn themselves to become most huge channels for business. Evans (2010) declares that "People gather around a shared interest, cause or lifestyle in pursuit of a sense of collective experience" (p. 64) as which can make them be comfortable; this desire gives companies good reason to extend their products; the center of common topics can motivate loyal buyers and long-term purchase habits. This paragraph indicates the information sharing generates trading interest for customers, and major function played by social media as well; when modern news can be conveyed among more people through social media, the influence of high expenditure for advertisements on traditional media withers.

3. POSITIONING OF THE RESEARCH

3.1 Application of Commercials through Social Media

Checking the concordant request on CBBE through marketing, commercials on social media can be the most convenient method for the research; due to the detailed discussions with indication of the sum of comments,

Youtube becomes the proper platform of this survey. Juxtaposing two consumer products' commercials, one from international brand and one from local brand in Thailand, the investigation can display the actual responses from viewers; this reflects customer's ideas and requests directly. From the feedback, manufacturers should be with full comprehension of participants, the visitors as the clients, for future strategies and schemes of commercials.

Regarding the social presence, Evans (2010) claims the participants to be divided into three dimensions: customers, stakeholders, and employees; the advertising agencies should be considered as part of the employees since most of commercials are created by them even though some SME develop commercials by their own. No matter w/o those agencies, firms should provide the concept of corporate culture, philosophy, intention, and products before discussing the scheme of the commercials; transmitting these messages can define the corporations' relationship with customers, segmentation and targeting, and with competitors, differentiation and posing (Perreault et. al., 2017). Then companies can determine the strategies on promotion according to the messages; the full planning process model from defining corporation to can be seen as Fig-1.

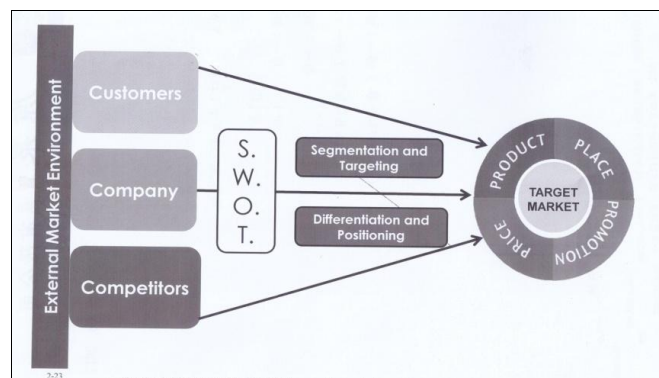


Fig 1: Marketing Strategy Planning Process (source: Perreault et. al., 2017)

Modern business affords the chances of convenient and huge involvement for three kinds of participants from visible merchandizes to invisible services; which bridge the interactions from input by corporate ideas, output by commercials and feedback by comments. This kind of modern business through social media allows less spending on promotion, mobile and prompt communication among customers, stakeholders, and employees, and easy modification and/or renewal of commercials; the substantial shift on the technical trend offers more chances for corporate creative departments while less for advertising agencies. This kind of trend permits series of weekly commercials by drama presentation without high expenditure comparing traditional mass media.

Due to the effective communication among the three dimensions of participants, the customer collaboration cycle (Fig-2) has been built; this cycle generates efficacy of commercials as a social ecosystem without unnecessary waste and spending.

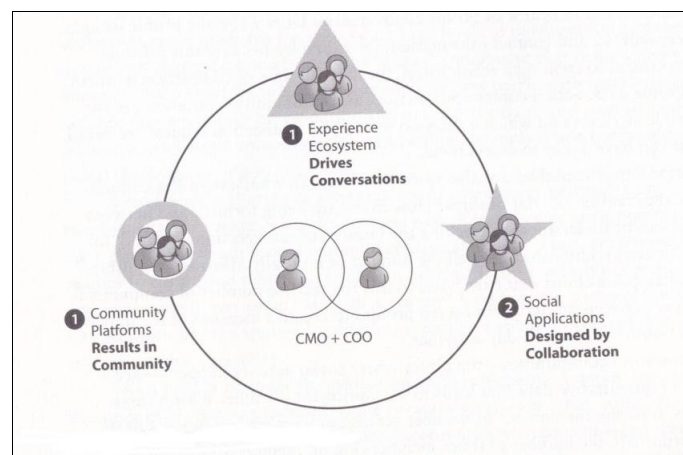


Fig2: The Customer Collaboration Cycle (source: Evans, 2010)

The modern customer collaboration cycle by social application turns traditional concept of 4P, product, price, place, and promotion, into an intimate interaction among all participants; which not only save money on advertisement but also provide better access for companies to access consumers' ideas as well as cheaper bargain and suitable items for clients as feedback. This incites a positive and active business cycle, which favors all of the participants from energy, time, and finance.

3.2 Selection of Social Media

There're too many types of social media; the most popular ones with commercials are YouTube and Facebook. Considering of the features of social presence / media richness, and self-presentation / self-disclosure, as well as the highlight on content according to Table 1 drafted by Kaplan and Haenlein (2010, p. 62), YouTube has been selected for the research. Besides, the detailed figures of comments from viewers can also be identified below the commercials as evidence; the application of YouTube can be more scientific, trustworthy, and effective than traditional questionnaire survey.

Table 1: Classification of Social Media (source: Kaplan & Haenlein, 2010, p. 62)

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

YouTube plays the role as an open stage of performance for all participants w/o registration; but, only those ones with registration are qualified to upload films and/or leave messages. Such design attracts those ones who are really interesting in the content showed on YouTube, and offers best angle for sellers, from manufacturers to marketers, to collect precise and immediate responses from potential customers as well as modify merchandizes and/or services according to the requirement of the market. Though some claims online banner advertising is "the most popular marketing tool of business" as it "generates huge revenues for website owners" (Detera et. al., 2017), the commercial should be more suitable to SME; banner advertising requires some charges, which can be a financial burden to SME. Besides, banner advertising needs the brand loyalty to lure attention; this is not a good method for SME to extend the fame.

3.3 Integration with Local Official Website

Although own official website won't be discussed and analyzed, the necessity of this part should be emphasized. Social media have rich sources to provoke the desire of buyers, but buyers, especially the alien ones, always worry about suppliers' credibility, product's actual quality, etc.; social media cannot afford warranty to potential buyers caused by the feature of easy access. If local firms can pay some to official website unit, customers should be able to reduce worried stress by searching more of supplier's merchandizes, certificates, and other relevant data for identification. This issue is something relevant to Customer Relationship Management (CRM); customer's satisfaction is the crucial factor to all sorts of businesses and can achieve the goal of brand loyalty. The problem is that the traditional CRM cannot match up contemporary request of speedy responses even though which can be confirmed to be with real existence. From this point of view, the close tie between traditional CRM by real entity for actual warranty and modern one social media for fast feedback.

In fact, the R.O.C. government has established official B2B website, Taiwan Trade, <https://www.taiwantrade.com/>, for assuring of the real existences of the local companies with cheap charges; the local companies can upload news, films as well as search and contact possible buyers for local enterprises. The owners of these companies can adopt YouTube with proper films for uploading them onto the website as commercial. Taiwan Trade is an official channel, which is considered to be trustworthy, and those companies can be asserted to be realistic from the image of virtual entity by social media. Fig-3 manifests both of the traditional adoption of customer-centric management system, and the modern conversion by social media; the dual CRM methods can explain why the small and medium firms

need to engage with the social media for customer service even though their real entities and/or stores can provide the same function.

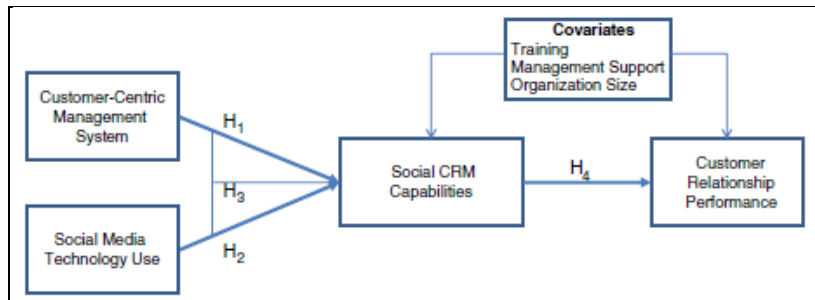


Fig 3: CRM by Social Media

(source: Trainor, Andzulis, Rapp, & Agnihotri, 2014, p. 1202)

Since “Implementing management systems and configuring an organization around customer-centric processes can enable social CRM capabilities in several ways” (Trainor, et al., 2014, p. 1203), companies should utilize diverse social media for different functions as recommended by Table 1. The combination of different modes of social media together with official B2B website can enable local small and medium enterprises obtain worldwide orders and against the fast stream of globalization.

4. METHODOLOGY

Identifying the universal value, two commercials from two brands are selected: *Pepsi-Cola*, one with high marketing share on soda drink, and *Contrex*, belonging to Nestlé, one with less share on mineral water comparing to the position of former one, in the world. *Contrex* is unable to defeat *Pepsi-Cola*; not because of the difference of product but the huge gap on selling records, finances, and even brand unity. *Pepsi-Cola* should be with better position to afford attractive commercials with rich content. Checking if the feedback corresponds to their industrial ranks, the two ads are selected caused by sufficient comments from active viewers; these participants can provide some valuable ideas.

Pepsi one, released on November 17, 2008, with 1,128,470 viewers and 540 comments till September 30, 2017; *Contrex* one, released on September 22, 2011, with 20,157,288 viewers and 950 comments till September 30, 2017. The later one has higher popularity from the perspectives of viewers and comments (Table 2 & Table 3; Chart 1 & Chart 2) although the uploading time is nearly three years later than the former one; which generates the idea that content of commercials is more concerned than brand on consumer products and with capacity on higher ration on discussion through comments.

Table 2: Provocative Desire on Checking Commercials: Pepsi vs. Contrex

	Pepsi	Contrex
Viewer (Audience)	1,128,470	20,157,288

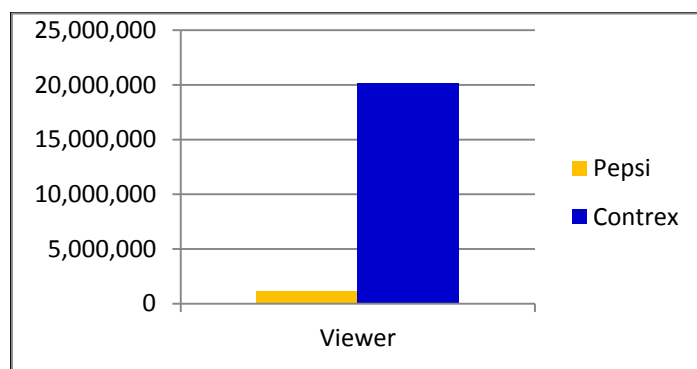


Chart 1: Provocative Desire on Checking Commercials: Pepsi vs. Contrex

According to the data, more participants to *Contrex* can be seen from messages left onto YouTube; the more discussion means higher probability on selling records. Except more discussion, *Contrex* also provokes more participants by leaving messages; this shows higher rate on exposure. The results identify the close relationship between plot of commercials and active attitude on checking and joining discussion among audience. This is something crucial to SME since the potentials are transformed from real persons to virtue world; customers reign over more privilege on decision-making of products.

Table 3: Popularity on Leaving Messages for Commercials – Pepsi vs. Contrex

	Pepsi	Contrex
Viewer (Audience)	540	950

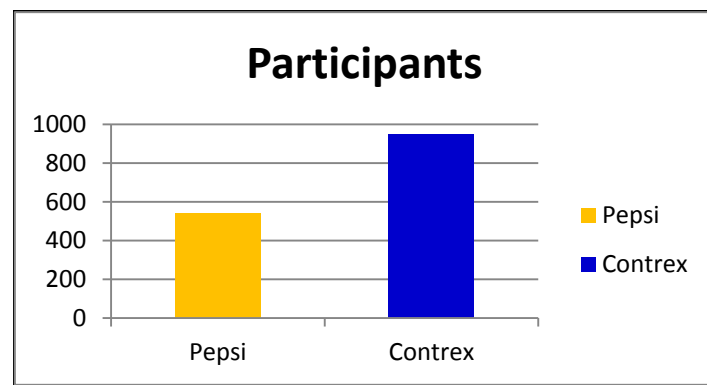


Chart 2: Popularity on Leaving Messages for Commercials – Pepsi vs. Contrex

According to the research, more audience would like to spend time on viewing and leaving messages to the *Contrex* commercial even though Pepsi cola seems to be more famous than *Contrex*. Although there's no competition between *Contrex* and *Pepsi*, relevant results identify the popularity of commercials is determined by content, not fame; which can afford a workable method on promoting products. Fame should be able to improve purchases; which is one of the key factors on marketing.

The ratio between brand familiarity and responses to the advertisements (Chart 3) can clarify and explain the importance of commercial plot. There are 540 comments to *Pepsi* advertisement on YouTube from November 17, 2008 till September 30, 2017, viewers with positive attitude to the content is 142, negative is 265, invalid is 133; the ratio is 26.30%, 49.07%, and 24.63%, respectively. There are 950 comments to *Contrex* commercial from September 22, 2011 till September 30, 2017, viewers with positive attitude to the content is 520, negative is 113, invalid is 317; the ratio is 54.71%, 11.85%, and 33.43%, respectively.

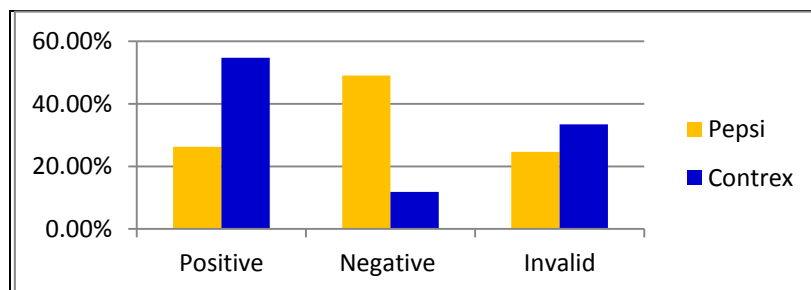


Chart 3: Public Attitude to the Content of Commercials: Pepsi vs. Contrex

Contrex adopts sexual humor, not too much, to gain attention without much indecent critic; *Pepsi* utilizes attack to competitor, Coca-Cola, and arouses huge complaint caused by savage. The data informs that adequate humor can be the best tool on marketing. On the other hands, the attack to competitor should be cautious since which may backfire and motivate customers' preference from royal to dissatisfaction; although mocking can be one of the advertising methods, skilled treatment by delicate content instead of imprudent and ruthless criticism should be done.

Except above research results based on original design, some other interesting data should be able to discuss for others. First, more participants with manipulation of different idioms from diversified nations are emerged on *Contrex* commercial; which can be considered as the implication of globalization of the film. Second, quite amount of participants do not release their opinions to the commercials; most of invalid ones on *Pepsi* try to check why the commercial is banned while those ones on *Contrex* intend to check the music or discuss the filming place. This means there is still huge potentials to be explored since they do not pay much attention to the content with their own ideas.

5. CONCLUSIONS

Regarding the importance of social media to modern business and their strong effect, Dutta (2010, p. 128) suggested today's leader embrace social media. The three main reasons are as follows: First, they provide a low-cost platform on which to build your personal brand, communicating who you are both within and outside your company. Second, they allow you to engage rapidly and simultaneous with peers, employees, customers, and the broader public, especially younger generations, in the same transparent and direct way they expect from everyone in their lives. Third, they give you an opportunity to learn from instant information and unvarnished feedback. Active participation in social media can be a powerful tool – the difference between leading effectively and ineffectively, and between advancing and faltering in the pursuit of your goals.

We must admit the enticement power of social media and with strong influence; which can be utilized to promote goods and concepts. But, just like the notion mentioned in introduction part that product is still the key point to the success; sole reliance on social media without qualified item is impractical. Combining both of products and commercials, SME will have better chances to compete with global major players and hold customers as well as orders. Such kind of model should be introduced and well-planned by tertiary education as which can benefit industries.

Although this paper cannot afford a full-scale application and instruction of best strategies about the utilization of social media, the incitation of the ideas with further interesting by those ones with future research on this topic should be worthy. If there's more data collection and analysis on comments to diversified commercials, maybe different SME can find their own proper paths easily. And the further research on this topic should also favor tertiary education. Scholars may try the best to improve the interaction between campus and business world; but virtue situation without juxtaposing academy teaching and industry activities should fail to solve the dilemma. If this research can guide the teaching perspective to industry mode for tertiary education, students should be more capable before graduation and with better to generate their business natures for job career.

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