MÄLARDALEN UNIVERSITY
SWEDEN

Master Thesis – International Marketing Program

EFO705

Digital marketing's impact on customers' perspective towards brand

(Case study of Blackberry on Facebook)

BlackBerry.

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Date: June 3, 2011

Abstract

Date:	2011-05-27
Program:	MIMA-International Marketing
Course Name:	Master Thesis (EFO 705)
Title:	Digital marketing's impact on customers' perspective towards brand
	(Case study of Blackberry on Facebook)
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Research Problem:	What are the online customer's perspectives through the use of Blackberry page on Facebook?
Purpose:	The purpose of study is to identify the online customer's perspective that effect to Blackberry's brand equity, when customer uses Blackberry page on Facebook. The analysis is to find that how marketing actions impact on brand equity.
Method:	A qualitative approach was used to achieve the purpose of this thesis. The data collection will be divided into two different types; the first is primary data from the observational research on Blackberry page on Facebook and interview the member of Blackberry's page, and the second is secondary data are collected from various valid and reliable sources. The analysis of the data has been performed according to conceptual framework developed from critical literature review in order to serve as a tool for deriving reliable and relevant conclusions.
Conclusion:	Digital marketing through online social networks can effect to customer response to the marketing action and build brand equity. As a result, these activities can increase the opportunity of customer purchasing decision then it affects to the company growth and competitive advantage as well.
Keywords:	Blackberry, digital marketing, internet, online social network, Facebook, Brand equity and Brand perception.

Acknowledge

Master Thesis as this cannot be completed without considerable support and encouragement from various people who are truly important to be acknowledged.

We would appreciate to express gratitude our tutor Johans Grinbergs for his guidance, constructive criticism and support throughout the process of writing the thesis. Additionally, we would like to thank our respondents who voluntarily participated in our survey. Moreover, we want to thank all the opposition groups for their feedback and comments during the seminar sessions.

We hope that the result of this study will be useful for those organizations interested in Digital Marketing and also would like to express our since gratitude to our family for their encouragement and support throughout our course of study.

This thesis would not have been possible without all of your involvement.

Issaree Promsopee

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June 2011

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1. Introduction

Nowadays, the internet has increasingly played an important role towards consumers' perspective. According to (internetworldstats, 2011), people over the world have increasing use the internet from year 2000-2010 approximately 44.8%. The power of internet is huge and growth swiftly since it becomes routine activities that lead the traditional medium communication has diminished and transforms to using the online medium in order to convey and disseminate their brand (Henlay, 2011). Moreover, broadband internet, Wi-Fi and phone web access are growth rapidly worldwide. Therefore, many company adopted the effectiveness of internet in order to creating value and strengthening powerful brand which create effectiveness on potential target worldwide.

Subsequently, on-line medium such as websites, pop-up ads and e-newsletters, have widely applied in business which is the way firms managed and presented with their customers is critical to a company accomplishment. Besides, the company has official websites which are a major on-line medium to transfer its brand equity in term of brand loyalty, awareness, association and perceived quality to its customer, monthly e-newsletters and pop-up ads and also search engine which are utilize to enhance the impact of the brand communications and coordinate with customers (Mayo, 2011).

While company website has transmit its product and service to their customers, some of target group might not access to the company so digital marketing has integrated with execute their strategies. Digital marketing is a phenomenon of new technologies that allows the marketer have quicken two-ways interaction communicate timely, relevant, cost-effective and customize service by using database-driven online distribution channel to outreach the customers(Satyam, 2010). Digital marketing can be the combination of push and pull internet technologies to develop marketing strategies which involve any form of online marketing channel through website, blogging, social network, e-mail, mobile and digital TV(Chaffey, 2008). This marketing tool can help the marketer measure and know the amount of how their potential customer's perceived and experienced the brand. Moreover, any feedback that consumer expressed in good or bad that will benefit to the company to exploit these information to develop and improve their brand. Therefore, many companies have to integrate digital marketing with their marketing program and business in order to gain a competitive advantage (Kierzkowski, A., Mcquade, S., Waitman, R., & Zeisser. M., 1996).

In addition, social network is one of digital marketing part that many famous well-known companies has been adopted to marketing their business and it's effective channel between the companies and its potential customers. Form of social network might refer to Blogging, Facebook, LinkedIn, YouTube and Twitter are online community allow users to exchange ideas, event, interest and activities within network (Hawkins, 2011). Among of social network, Facebook is stood at the first place among its challenger and has recently crossed over 500

million users over the world (Jain, 2010). Facebook is a social network website where users interact with their friend, family, co-workers or others who have similar interests and also allows users to create profiles that include their information, interests, and photos through wall post or private message to notify friends about themselves. In addition, Facebook play as vital role in global social network and has become a part of daily internet activity which can reach both personal and business users. Furthermore, a variety of applications on Facebook and API tools can create page layout and design on Facebook page (Facebook, 2011).

Then, Blackberry takes this opportunity to make a platform to initiate their business, include advertising, promoting and dealing with target customers by create fan page on Facebook and invite million of users become a fan of their brand. Facebook allow users to click "Like" buttons of Blackberry page to get information and they can share the information with Facebook friends. The ability of Facebook enhancing their online presence and be efficient business tool to advertise product, latest promos and keeps the customers loyalty with their brand as well. This opportunity makes the consumers aware of Blackberry product, change perception of consumers and gain market share in the market. Besides, marketing business on Facebook can gain a lot of potential customers to prosper and growth (Admin, 2010). Blackberry fan page is a new marketing tool for business to adopt which can create brand community for users in order to create and upload video, discussion and post testimonial in each other's on Blackberry page. Hence, this research will study of how consumers have perspective toward the Blackberry brand on Facebook. The users will have different perspectives and perception toward the Blackberry brand due to some factors such as culture or language.

1.1 Background

Blackberry is a Smartphone convergent of wireless and handheld which offers push e-mail, text message, web browsing, internet faxing, mobile phone other function on multi touch interface. Blackberry and its technology were developed Research in Motion called as (RIM) by Canadian company since 1999(WebHostingReport.com, 2009-2010). RIM was established in 1986 and be the first data technology developer and first in two-way messaging pager in North American (Mojave Media, 2009). RIM is an application provides their users with a proprietary multi-tasking operational system for the Blackberry devices to send and receive the information real-time over the wireless data networks easily. In addition, Blackberry Messenger app is the license of organization and it's a one of prominent selling point, it was popular among business users which allow them to chatting with other Blackberry users unlimited. The company has seen rapid growth since its original release of Blackberry device and their customers have reached over 20 million in 2008 (Martin, 2011). Recently, Blackberry gained the market share of 26.1 percent and had ranking in the second of worldwide Smartphone industry after iPhone (Christopher, 2011). Blackberry has executed the business marketing strategies through online community and social media channel to communicate and reach out its customers intimacy which managed by global business marketing team. The company had shift from the traditional marketing to digital marketing in order to reaching and supporting their customer Smartphone. Thus, Blackberry had

decided to marketing on social media which can build brand and gain the customer's loyalty. The company selected social media activities by beginning with launched Facebook page on 2008 then, followed by official Blackberry blog "Inside Blackberry", Twitter of "Blackberry and Blackberry Help" and expanded Blackberry's help blog by supporting communication in Spanish, on 2009 – 2010. It seems that social media strategies of Blackberry has an effect to Smartphone's users by according to stat of RIM's social media success over 30 Facebook pages, two million mentions per month and 700 messages per day on Twitter (Mclnneson, 2010).

1.2 Problem statement

Brand or marketer has limited channel to present their product/ service and to communicate their international customers by using the marketing strategy through the social network such as Facebook which leads to customers' responding to marketing action. The digital marketing may be one of the best ways to create the value of Blackberry brand and reduced the communication gap between marketer and customers. Moreover, it can be reduced the some problem of accessing to the brand because customers can access the Blackberry page anytime and they can get the information of Blackberry such as event, promotion, new product or etc (Weber, 2009).

1.3 Research question

The research question has been formulated as the following:

What are the online customer's perspectives through the use of Blackberry fan page on Facebook?

1.4 Purpose

The purpose of study is to identify the online customer's perspective that effect to Blackberry's brand equity, when customer uses Blackberry page on Facebook. The analysis is to find that how marketing actions impact on brand equity.

We also expect that this thesis can be beneficial to the companies among same industry and people who interests in doing the marketing through digital marketing, and also knowing the effectiveness of new kind of cyber marketing strategy.

Key Word: Blackberry, digital marketing, internet, online social network, Facebook, brand equity and brand perception.

2. Literature Review

In the following section, the authors give an overview of the related theories as well as previous researches used as a foundation and overlay of this research. We found the relevant articles from online database such as Emerald, There are five topics with many articles to support in this thesis; the internet, the digital marketing, online social network (Facebook), customer response to marketing action, and brand communication and brand equity among social network as following:

2.1 The internet

There are many definitions exist by each authors. The internet is a communication tool to reveal it as social and relation technology for connecting and sustaining relationships with other such as friends, family and stranger(Boyd, D.M., & Ellison, N.B., 2008) and the internet is a single medium that becomes accessible to mass audience, but this definition has evolved because internet include with more different media such as e-mail, websites, e-commerce and blogs that make it more complex (Previte, 2005).

The internet version of traditional sampling and approaches to leverage, known as viral marketing, is an innovative way of distributing and promoting products and services. It offers free "products" to attract prospective customers, leading to trial, loyalty, and word-of-mouth "buzz." In addition, the benefit of the internet is the low cost, speed of providing and updating information or promotional materials. The cost savings, improved quality, timeliness of product manuals, information other promotional materials, and even training programs, distributed on the Internet are significant and improve both the economics and effectiveness of such materials Furthermore, as the cost of digital technology spirals down, the benefits of digital communication multiply: It offers flexibility; interactivity; ability to mix audio, video, and text; automatic translation to other languages; and automatic tracking of all activities (Wind & Mahajan, 2001).

2.2 The digital marketing

Nowadays, the use of digital channels such as the Internet, e-mail, mobile phones, and digital television in marketing has increased, and marketers need to understand how to use these channels for different purposes. It is rather difficult to find definitions of digital marketing from the literature and the term is not very commonly used. Many companies use the strategy of digital marketing to adapt its company and the successful adoption of technologies depends on the perceived ease of use. Digital Marketing Strategy emphasizes how digital technologies make marketing more effective because they allow for individual attention, better campaign management, and better product, marketing design, and execution (Pinkley & Urban, 2003).

Digital marketing is a new phenomenon of traditional marketing that allows the marketer have quicken two-ways interaction communicate timely and relevant, customize service and content to

suit with individually customers. Digital marketing which involve any form of online marketing channel through website, blogging, social network, e-mail, database, mobile and digital TV(Chaffey, 2008). This marketing tool can help the marketer measure and know the amount of how their potential customer's perceived and experienced the brand. Online marketing reduces the role of agent allowing companies to pass on the benefit to customers (internetworldstats, 2011). Moreover, any feedback that consumer expressed in good or bad that will benefit to the company to exploit these information to develop and improve their brand. Therefore, many companies have to integrate digital marketing with their marketing program and business in order to gain a competitive advantage (Kierzkowski, Mcquade, Waitman, and Zeisser, 1996).

In addition, digital marketing is one of the most significant phenomena having taken place in the e-commerce environment in the last five years. Because most firms have only begun to position themselves to exploit the business opportunities presented by e-commerce, it is difficult to know how best to measure the success and effectiveness of an e-business's efforts. To provide better management of e-business, more empirical research and theoretical development are required with respect to the effectiveness measure of web sites (Mahmood, 2004).

The momentum of business landscape are changed mainly occurring since the emergences of 'cyber consumer' and cyber business-to-business world, the changes are preceded by various factors including an rising complex and dynamic and chaotic world. Also the movement of entrepreneurship and innovation and occurrence of new business models has affected the changes. Not only people have changed the technology but also the digital world has created the way to approach consumers' need. The relation between products and markets that people consume, are changed by cyber technology. The unique capability of digital market is to build virtual communities for sharing a basis interest of consumers. The online services and products can be downloaded and billed entirely, which had shown a fairly direct proposition (Wind and Mahajan, 2001).

2.3 Online social networks (Facebook)

Social network is one of digital marketing part that nowadays, many companies have been adapted to their business marketing and it is effective channel between the companies and its potential customers. Any social network form of Blogging, Facebook, LinkedIn, YouTube and Twitter are online community allow users to exchange ideas, event, interest and activities within network (Hawkins, 2011). Obviously, there are many reasons that people join in social networking websites such as to stay in touch with friends, need for information, self-identify or values. A social networking site (SNSs) such as MySpace, Facebook and Cyworld is an online place where a user can create a profile and build a personal network that connects him or her to other users. In the past five years, such sites have rocketed from a niche activity into a phenomenon that engages tens of millions of internet users. The growth in the popularity of these sites has generated concerns among some parents, school officials, and government leaders about

the potential risks posed to young people when personal information is made available in such a public setting (Boyd, D.M. & Ellison, N.B., 2008).

Among of social network, Facebook is stood at the first place among its challenger and has recently crossed over 500 million users over the world (Jain, 2010). Facebook had been ranked by compete.com on Jan 2009 as the most used social network by worldwide monthly active users, and followed by Myspace, it was operated by Facebook, Inc. The main feature of Facebook is base on face-to-face relationship; users can make interaction with friends, add them or send the messages. The user also can build and update their profile online among their group. The webpage allows users to update real-time place and actions by upload albums and photo or status(Moral and Sandhu, 2009).

For example, ACNM has a page on Facebook with a 'fan' base of more than 2,700 individuals as of this writing. The site has linked to recent events, articles of interest, information about midwifery, and daily posting from midwives around the country. Sites like these can provide midwifery practices an opportunity for free marketing (Phillippi and Buxton, 2010).

Furthermore, Facebook is a social network website where users interact with their friend, family, co-workers or others who have similar interests and also allows users to create profiles that include their information, interests, and photos through wall post or private message to notify friends about themselves. In addition, Facebook play as vital role in global social network and has become a part of daily internet activity which can reach both personal and business users. Furthermore, a variety of applications on Facebook and API tools can create page layout and design on Facebook page (Facebook, 2011).

2.4 Brand communication and brand equity among social network site

In term of "brand communication" refers to communication between a company or brand and its customers. This can include advertising, direct marketing, newsletters, or consumer's activity in a brand community. Hence, we accept the broad view that a brand is not just a product or service but also an organization, a person and a symbol. Furthermore, our claim is that being frequently in touch with customers via digital marketing should help achieve positive effects on customer loyalty. In this thesis, we use the term "brand communication" to refer to communication between a company or brand and its customers. This can include advertising, direct marketing, newsletters, or consumer's activity in a brand community. Hence, we accept the broad view that a brand is not just a product or service but also an organization, a person and a symbol(Aaker, 1996).Moreover, there is an increase in numbers of marketers and marketing communicators who are to approach to the web-based marketing action by a combination between the traditional mass communication channel and the marketing concept for better conducts(Kiani, G.R, 1998).

Brand equity is the value of the brand, there are two components; brand attributes and brand strength, it can be estimated by subtracting the utility of physical attributes of the product from the total utility of a brand, and brand equity also increase cash flow to the business (Ghauri, P. &

Cateora, P., 2010). Then, the brand equity is affected to the purchase intentions and brand preferences (Cobb-Walgren, Rubble, & Donthu, 1995),including brand extensions which occurs when the consumers who are trust in the particular brand and display loyalty action toward a brand which are willing to try to adopt for attracting to the new people (Lassar, Mittal, & Sharma).

In term of customer-based brand equity is defined from the differential effect of brand knowledge on consumer response to the brand marketing (Yoo, Donthu, & Lee). Customer-based brand equity is the implication of different response of customers to the marketing activities of the brand based on brand knowledge, a composition of brand awareness and brand image. A brand can create both positive and negative effect on customer-based brand equity when consumers react differently to the same marketing mix launched by the brand, compared to other unnamed version of product or service. Then, customer-based brand equity is normally occurred when consumers are familiar with the brand with strong brand associations in memory. Moreover, issues such as building, measuring, and managing customer-based brand equity are discussed, as well as areas for future research (Keller, 1993).

3. Theoretical Framework

After deciding on research subjects, the relevant theoretical framework applied in the research was chosen. Information used as the theoretical framework was mostly taken from previous thesis, articles and books. Moreover, all the theories and models are relevant and reliable, since they were collected from trustworthy sources.

3.1 Customer response to marketing action

Nowadays, one of the important concerns of the marketers is to understand the customer's needs and wants. It is important for marketers to figure out who their customers might be, where they are and how to target them in order to increase their satisfaction which can lead to competitive advantage. In this part, "we introduce a model of how consumers respond to marketing activities with a view to providing some theoretical and practical implications. These levels have shown in a model which is called hierarchy of communication effects: Exposure, Attention, Perception, Learning, Attitude, Action, and Post-Purchase" (Evans, Jamal and Foxall, 2009).

Figure 1: Sequential effects of response to marketing

Source: (Evans, Jamal and Foxall, 2009).

As the above picture (figure 2), shows the sequence of communications effects that when each step of sequences moves up, it increases the probability of customer purchase decision. The sequence starts when a customer passes through from the initial exposure to a marketing activity until the post purchase stage (Evans, Jamal and Foxall, 2009).

Exposure

When the message of the marketers get a chance to be noticed by the consumer it is said that the consumer is being exposed to the message. There are many marketing activities such as packaging, sales material and in-store displays that must be placed within the customer's senses (vision, sound, touch, taste and smell) in order to be noticed by them.

Attention

Customers usually give the attention to the marketers' activities when these activities are relevant and interested to them. Marketers in order to get and hold the attention of the customers use some techniques.

Perception

These is being noticed and the attention of the consumer has been gained it should be perceived and interpreted. Perception means, the process in which stimuli is received and determined by the individual and is turned into a response. The information at this stage has been drawn from the psychology perception which could refer to sensory system.

Learning

This is the stage where the customer remembers the messages by storing it in memory which is characterized by application from the psychology of learning.

Attitude

In simple terms, attitude is a complex mental state which involves what one knows, one's own feelings, values, and disposition to act in a certain ways. An attitude refers to a predisposition to respond in a predictable manner to a stimulus. A personal attitude is a result of the learning of stimulus or object and thus an individual develops either like or dislike towards it. Stimulus can be anything from physical to social objects such as a brand, a person, and a retail store. Attitudes are essentially stable structures and are not easily modified. It seems to be difficult and costs a lot to enterprise in changing attitude.

Action and Post-Purchase

Regarding to the above figure, the previous stages of response from exposure, attention, perception, learning, and attitude move potentials customers through pre-purchase events so that there is a better chance of conversion of intend to buy into buying. When customers respond to or make their purchase at the action stage does not represent the end of consumer response to marketing efforts because a satisfied customer can probably repeat purchasing or spread their goodwill.

3.2 Components of Brand equity

Brand equity is a set of associations and behavior regarding the brand's customers and channel members as well as the related assets and liabilities such as brand's name and symbol that add or subtract from the value provided by a product or service to companies and customers. These assets include brand loyalty, brand awareness, perceived quality and association (Aaker, 1996).
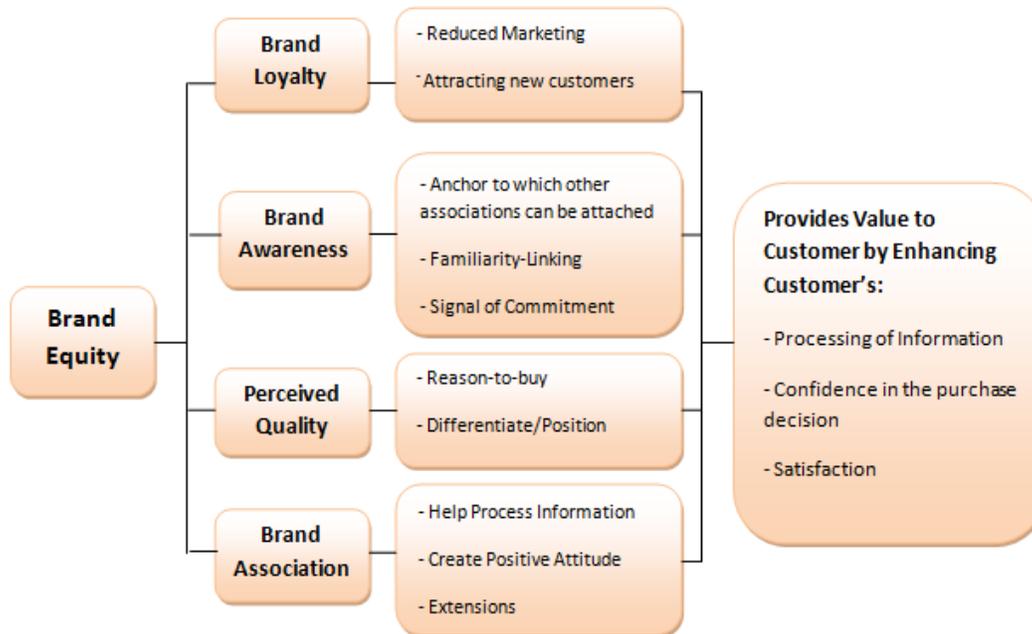
Figure 2: Components of Brand Equity

Source: (Ghauri and Cateora, 2010)

As the above the picture (figure 2), show the components of brand equity that the quality of products or services, brand loyalty, and brand associations are combined to the brand awareness to encourage the brand equity (Yoo, B., Donthu, N. & Lee, S., 2000). So, it can be chosen by researchers to evaluate each of the brand linkages, there are divided into four parts as following:

Brand loyalty is to reduce marketing and attract new customers. Company offers the product, image, or quality to respond consumers' need with the right price. When consumer perceives the brand, it depends on consumer's decision, expressed through intention or behavior, and to repurchase a brand continually (Media, 2010).

Brand awareness is an important method to promote brand both products and services, it helps customers to understand that products or services are belonging to which brand. As Aaker, 1996 defines brand awareness as *"the ability f a potential buyer to recognize or recall that a brand is a member of a certain product category"*

Perceived quality refers to consumer's perception of product or brand's ability to fulfill their need and that is the reason to buy its product (Studymarketing, 2011).

Brand association is a powerful aspect and consumer can associate and enhance the brand with positive imagery (expressions, attitudes, qualities, or etc). Whenever they see something on

brand associates, it will remind consumers to think back to the brand immediately(Kam, 2007-2010). As Aaker (1991), mentions that brand association normally connects a brand with a value or a customer's attitude towards the product.

Obviously, brand equity is to provide value to customer by enhancing customers such as processing information, confidence in the purchase decision, and satisfaction (Ghauri and Cateora, 2010).

3.3 Conceptual Framework

Conceptual Framework shows relationship among literature and we also use the conceptual framework to understand and answer our problem statement. The conceptual framework illustrates how research will be conduct. From the study, the relationship is based on proper order and the theory will be shown as a process.
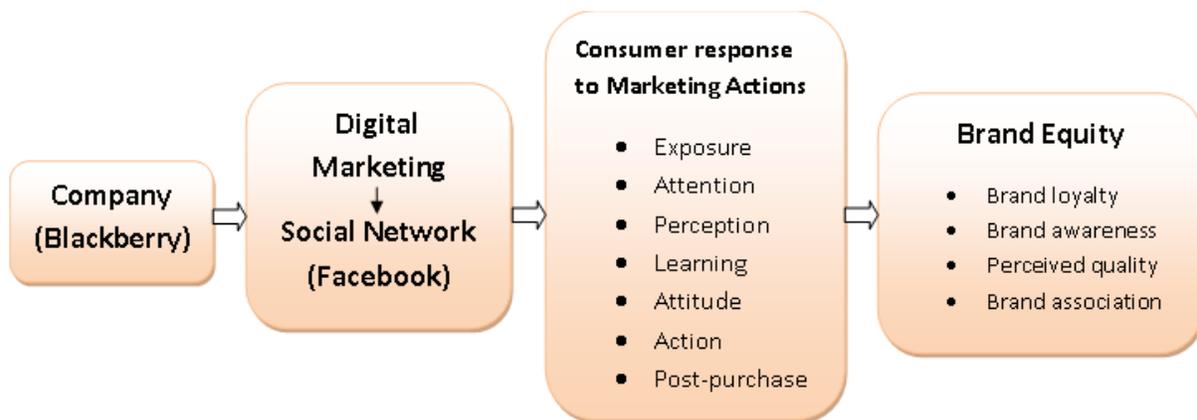

Figure 3: Conceptual Framework

Source: Own illustrate

The conceptual framework shown in figure 3 explains the marketing communication process of the company through online social network that can create a process of customer's response to marketing activities. The process begins when company uses the digital marketing to adapt its company, including social network (Facebook).

In this case, we use Blackberry fan page on Facebook to be our case study and it also leads customers into responding to marketing action such as Exposure, Attention, Perception, Learning, Attitude, Action, and Post-Purchase and could create brand equity of Blackberry. Mainly, we focus on the communication function of digital marketing, and it helps to enhance to loyalty of existing customers. We think that brand communication is the key element when cultivating customer loyalty via digital marketing, and elements of personalization and interactivity can be mixed into communication to reinforce its effects.

4. Methodology

This part describes the method that will be performing in this thesis as well as the reason for choosing the particular topic, particular research method as well as the plan for collecting data from both primary and secondary sources.

4.1 Choice of Topic

Choosing the right topic is a crucial stage of writing thesis; Fisher (2007) provides criteria for selecting a topic as it have to be interesting for the person who is doing the research as well as the external audience. The topic selecting for this thesis is narrowing down and focusing on customers' perspective and attitude on Facebook toward Blackberry brand. Due to digital marketing become a part of daily life and media has effected to consumer behavior so it's interesting to select the Blackberry fan page on Facebook to study because Blackberry is a well-known Smartphone brand that everyone get accepted and the application of Blackberry phone can link with the social network directly. Moreover, Facebook is a popular one of social media that almost people get accepted and communicate through their wall. Not only online user become using this social network, many famous companies also use social network to get the customers' perspective toward their brand.

In addition, Fisher (2007) also emphasized on the important of the durability of the topic that it should be relevant in a year's time meaning that the data and information collect should not face any rapid change during the length of the research. As the paper is focusing on customer's perspective, the result and data collected should not be interference with any of the mention problem. By narrowing the focal area of research to a particular Blackberry fan page on Facebook and this limit the breath of the research field to which is accessible and suitable for the time and energy available for the authors to carry out the thesis.

4.2 Choice of Interviewees

Finding people for personal interviews can be a difficult task, and we are well aware of that. Due to the fact that the research is studying overall customers' perspective and attitude of Blackberry fan page on Facebook by random to interview the current customer of Blackberry fan page both male and female around 30 persons; the age range 18-50 years old. Moreover, the sampling interviewees' age rank between 18-50 years old who usually use the internet to log in Blackberry page via Blackberry Smartphone or Facebook website as well. Besides, the age rank of 30 persons of interviewees that we had interview are the online user who became the fan page of Blackberry on Facebook and all of them can gave their attitude towards Blackberry fan page directly.

4.3 Research Design

Research is like an adventure: exciting, exploring and challenging because you never know before in what direction it can turn where it can lead you and what you may find along your way.

However, despite all the difficulties and frustrations, it always involves discovering something new and yet unknown. In order to approach and answer research questions and reach the goal of the study project we should use research methods. In our case we have chosen a qualitative methodology.

Qualitative approach has an open, exploratory nature with the focus on examining people and their senses and concerns with *meaning* and *interpretation* of human experiences in certain particular conditions (Creswell, 1998). There are three types of qualitative interviewing; 1) informal, conversational interviews 2) semi-structured interviews, and 3) standardized, open-ended interviews (Patton, 1990). The qualitative method, that is precisely what we would like to do, we want to give a general overview of the customers' perspective on Blackberry fan page, give some possible explanations and to develop understanding. We want to get closer to the people we are investigating through the in-depth interviewing and our observations. Therefore qualitative method, to our mind, is the most appropriate for this type of research because this method studies people's words and actions in narrative or descriptive ways and represents more closely the experiences of the participants (Marshall and Rossman, 1999). Anyway, the reason to choose this type of method for this research project derives from the aim of the study: to describe and possibly explain the digital marketing's impact on customers' perspective towards brand (Blackberry). The research question is open-ended and requires the answer with detailed description of this phenomenon and some possible explanations.

Unlike quantitative research, "*A quantitative research design lie mainly in their failure to ascertain deeper underlying meanings and explanation of BE, even when significant, reliable and valid*" That is inquiry from outside, highly structured and has as its aim to establish facts, give statistical findings and predictions; qualitative approach presents the results in the form of quotations and descriptions (Amaratunga, Baldry, Sarshar, & Newton, 2002).

4.4 Data Collection

The data collection can collect from both primary and secondary data. There are numerous research methods for collecting the information such as interviews, panels, questionnaire, observation and documentary (Fisher, 2007). We plan to collect the information from both primary and secondary data. Primary data, we collected the information through actual observations of the Blackberry fan page and also interview with the customers who is to be member of Blackberry fan page and also participate in this Blackberry page on Facebook, and secondary data, we found the information from several online articles, journals and online database to support our thesis.

Primary data

Observation

For qualitative data, participant observation is one of the most common methods and most demanding. The researcher becomes a participant in the culture or context being observed (Trochim, 2006). So, we were chosen this method to collect data and this method was conducted with Blackberry's page on Facebook. The observation subjects were purposively selected some users who log in Facebook page via Blackberry Smartphone and also join or comment their idea as well. We observed some feedback of the users who join and leave some comment on Blackberry's page, when Blackberry posted something new on Blackberry's page and how the customer's perception has, and then gathered data about their posts, activities, and interaction.

Interview

As we would like to get a better understanding of the digital marketing's impact on customers' perception and we want to select those methods that will help to generate appropriate data. That is why we decided to conduct in-depth personal interviews as a main approach. This is a good chance for reaching research aims, because we will have at our disposal first-hand personal experiences of the participants as the bases to answer the project questions. We also think that in this way we will gain a better possibility of having more broad perspective of the situation among the internet users on Facebook. Regarding to our qualitative research, the semi-structured interview which is one of the most important data gathering tools in qualitative research and yields rich insights into people's experiences, opinions, values, attitudes, and feelings will be adopted compatibly (May, 2001). With this type, we as interviewer can work out a set of questions beforehand, but intend the interview to be conversational. To do so, changing the order of the questions, giving more explanations, and leaving out questions which may appear redundant are allowed for the interviewer as long as interviewee talk freely and openly and in-depth information on what we are researching can be surely acquired(Rubin, 1995).

This method is very suitable for our research question since we look for an opportunity to get informants' feelings and experiences out, and to understand their points of views, regarding the problem areas rather than make generalizations about behavior. In these interviews, we will use interview guide to ensure continuity between the subjects and to cover all the essential topics for our research. To do so effectively, our interview guide includes making the question short; straightforward; and clear, remaining neutral, enjoying the interview, and especially using the probes and prompts to get as much information as possible (Rubin, 1995).The researcher will try to build a rapport with the respondent and the interviews will start with more general questions about general background (gender, age and occupation) and then will move forward with a few open-ended questions which require more descriptive answer and encourage participants to talk (Bernard, 2006). Using interview guide also means that we may paraphrase the questions or ask other questions if necessary, in case we think it may be appropriate to the purpose of interview. This will give the opportunity to make the questions more relevant to the interviewee and also

will help to maintain coherence throughout the process of interviewing. (These interview questions are presented in Appendix A)

In this case, we will use audio recording in order to carry out a full analysis of collected data and we will be able to maintain eye-contact with interviewees while, for instance, note-taking would be more distracting in this case for both interviewer and interviewee. During the interview, we will also try to pay attention to a number of the details in order to enrich our data such as gestures, body language, jokes, tone of the voice or etc. We also can offer to languages of communication: Thai and English. They chose depends on interviewee's background. For instance, English can be used with an interview with users who are fan of Blackberry page. The transcription will give us exact quotations and also that will be very useful for discerning arguments and thoughts of the participants, as well as for the future analysis, sorting and classifying of these conversations.

Secondary data

The secondary data are collected by searching the information on the online empirical data, academic literature, journals which are the most up-to-date research and articles about the digital marketing, social network website (Facebook) which is also supported to enhance the value of findings, including textbooks can be helped the authors in orientating in a field of literature, to support the theoretical framework and they also can be used as a source of references (Fisher, 2007). The authors will be making sure that the information sources will be relevant to the subject of study and is a truth worthy and reliable sources. Furthermore, the advantages of using secondary data is to prevent duplicate their work as well as less costly and time-consuming than collecting primary data (Ober, 2008).

In this research, the secondary data is the literature that related to the digital marketing as well as general information of Blackberry. The authors collected data from many sources for instance university database and internet sources. The main sources focus on customer's perspective in order to comprehend the overview of research topic. Moreover, the authors used the different online database and the reliable source from Mälardalen university electronic library as main tool as well as Emerald, Google Scholar search engine by using keyword such as digital marketing, social network (Facebook), brand equity, marketing action or etc, and other webpage that is relevant to the topic study.

4.5 Ethical considerations

We are also going to constantly keep in mind *ethical considerations* while conducting our project, which arise from the very beginning of the study and continue to be relevant throughout the whole research and its findings. Thus, for example, we are going to inform future participants about who we are, what are the aims of our research project and why we need to collect this type of data. We will treat all the informants fairly, with consideration and respect. During the interviews we will be neutral and non-committal on the statements made by informants. We will

not use the real names of the respondents anywhere in our research and ensure complete anonymity and confidentiality, regarding any information acquired from informants during the interviews and all of them will have a right to withdraw from the participation in our research. We will try to do our best in order to protect informant's identity: information that we collect shouldn't embarrass or harm them in any way.

4.6 Validity and reliability

We can define "validity" as the extent to which our research describes measures or explains what it aims to describe measure or explain. As for the reliability, we can say that something is "reliable" if it yields the same answer on different occasions, so to say the likelihood of the same findings to be obtained if the procedures were repeated. In qualitative research we tend to be less concerned with the issue of reliability because our research investigates particular phenomenon in a great deal. It doesn't have as the goal to measure a particular attribute in a large number of people. However, there are some shared opinions, that if qualitative methods are being applied appropriately it may be possible to generate reliable result (Willig, 1998).

In this research, the data that we are going to collect, most likely will not be able to present the whole customers' perspective on Blackberry fan page but we are random and also more aiming to investigate the customers' perspective on Blackberry fan page in depth, rather than make generalization for the whole member of Blackberry fan page. For primary data, we were collected the data by using qualitative method (interview) and the validity is more important because the intention is to investigate both customers' perspective and interaction with online marketing on social network site. The interview questions set up from theories of textbooks (Sequential effects of response to marketing) and relevant articles that based on theoretical data. For the secondary data, we were used many reliable sources such as online database, textbooks, articles and journals. We examine for each source in order to certain the precise of the data. As a result, both of our primary and secondary data was reliable for our research.

5. Empirical Findings

The empirical findings for this thesis are split into three major parts. The first part, the authors explains about the overview of Facebook. The second explains about the overview of Blackberry fan page, and the last one mentions to the interview (open question) results from users on Facebook.

5.1 An overview of Blackberry fan page

Blackberry has launched the official fan page on Facebook in 2008 and over 6,493,834 people had join their official Blackberry fan page which the authors had observed on May 6, 2011. As Facebook provides the features of wall, status update, video, link, question and discussion on page while Blackberry had join Facebook in form of business page which provided several key features of Blackberry fan page as following:

Figure 4: Wall of Blackberry fan page

Source: Blackberry fan page on Facebook (Facebook, 2011)

Blackberry page

On the Blackberry fan page, Blackberry has always update the information about their products, service, event and Blackberry application that support to products to their customers by link, post, comment or video on their wall as shown in the figure 1. In addition, their fan page can join in by add post or comment on wall page that will benefit to Blackberry fan page. Besides, the left side of the page provided the feature of wall, info, Playbook product, devices, worldwide, photos, BBM, what's news, notes and link for fan page which allow users to access the information of Blackberry easily. Blackberry also provided other pages of Blackberry apart from over the world that online users can click and be that fan page by press "Like" on that page (Facebook, 2011).

Blackberry info

Blackberry page has provide the tab info which offer the basic information about the company and other media channel such as Blackberry website, social networks, Twitter, communities and blog which directly link to their website and service. Thus, the basic information of Blackberry fan page helpful the online users to access and get the information of Blackberry easily (Facebook, 2011).

Blackberry Playbook

Playbook is another product line of Blackberry in form of tablet device apart from Smartphone. When the online users click into this tab, they will see the latest news and update of Playbook and they also can link from Playbook page to its website (Facebook, 2011).

Blackberry device

Device tab provide the overview of Blackberry Smartphone feature in various series and link of Blackberry device for full feature. Hence, it's convenient for online users to review and access to Blackberry Smartphone page easily (Facebook, 2011).

Blackberry worldwide

On the tab worldwide, the page has shown the link of Blackberry fan page worldwide of each continent that online users can find the Blackberry page on their area to get update information from their country (Facebook, 2011).

Blackberry photos

When the online users click on the photos tab, they will see the photos and video that Blackberry fan page provide for customers to update the recently event, TV commercial and the picture of Blackberry Smartphone. Blackberry page has sharing the current event by upload picture to their album (Facebook, 2011).

Blackberry BBM

Blackberry Messenger (BBM) is the unlimited chatting program of Blackberry Smartphone. It's providing for Blackberry Smartphone only by exchange pin of Blackberry Smartphone then they can make relationship through BBM chatting program. Besides, the online users can sharing BB pin or express idea about BBM program by posting comment on this page. Furthermore, Blackberry also provided the latest version of Blackberry Messenger for online users to download by enter your e-mail address to them, and then the download link will send into your mobile immediately (Facebook, 2011).

Blackberry what's new

What's new tab on Blackberry fan page provided the new product of Blackberry Smartphone which include feature, application, wallpapers and tips for these products. Besides, general discussion on new product will link to MyBlackberry page which allow online users to create and review discussion about general information, application, accessories of Blackberry products (Facebook, 2011).

Blackberry notes

Notes tab provide the coming events, new version of application, the campaign on social media and information about Blackberry to online users (Facebook, 2011).

Blackberry links

Links tab allow the online users to post any link which associate with Blackberry Smartphone and benefit to other by posting link on this page (Facebook, 2011).

5.2 An overview of Facebook

Facebook is a social network website where users can join and interact with their friend or find some friends who have similar interests. In 2008, Facebook have more than one million joined and registered members generating 200,000 persons each day. In the past, Facebook is just a social network of high school until today Facebook is growing tremendously in international markets (Facebook, 2011) and it can be measured that Facebook is the seventh most popular online website which has many users to login in this website and also has more uploaded photos(Cassidy, 2006). Moreover, Facebook has many features such as Basic information, Wall (Status update, photo, link, and video), Notes and Friends as the below:
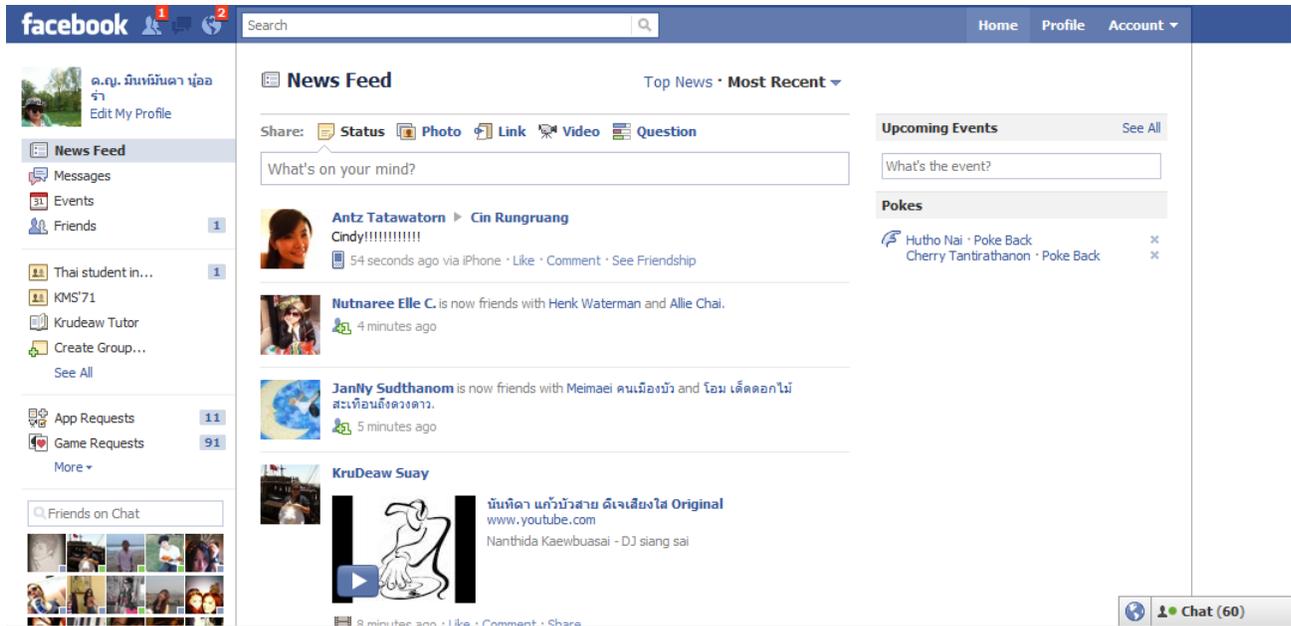
Figure 5: Facebook's page

Source: Facebook's page (Facebook, 2011)

Firstly, Facebook allows users to create their profiles such as basic information, education and work, activities and interests to notify friends about themselves. Secondly, users can post the status update on their wall or send private message to their friend when users post or change something on their wall. Then, users can upload and share photos, videos and link on their wall after that it will show on Facebook page, and others can see your update on Home page and they can leave some comment or press "Like". Then, Facebook has many update pages or groups on Facebook to offer users that users can join by pressing "Like" button on that page after that user will become to be a fan. And then, users can write or draft notes on their page to notice themselves or share with their friends and also see the friend lists or find some friends by searching name or email easily. Lastly, Facebook has a chatting online that users can chat with their friends while playing Facebook as well.

5.3 The results of interview from the member of Blackberry's page on Facebook

According to the interview question, it is obvious that there are more than half of 30 interviewees agreed that the access to the Facebook site via the Blackberry Smartphone is the convenient and approachable channel for the social networking communication in the present time. It is significant that to interact by the Blackberry Smartphone to log in to the Facebook site is very popular among the interviewees, who are willing to spend time discussing the research interview questions. In addition to this, the majority of the total interviewees agreed that the reason that they log in the Facebook site by the Blackberry Smartphone is because it the most convenient channel to communicate with their friends, co-workers, and other people for the instant interactivity. Furthermore, it is clarified by the result of the interview that the interviewees

become the new Facebook site's members because of their friends and co-workers influences. In other words, it is critical that the factor that lead the interviewees to become the users of Facebook site is because the convenience and approach of access to register to the member of the website by the Blackberry Smartphone.

Exposure stage

With this regard, it is the beginning stage of the Sequential effects of response to marketing of Blackberry Smartphone brand. It is considered to be **the exposure stage** of the customers or target audiences to access to the social networking communication channel. With this, the goodwill of the digital marketing impact by applying the Blackberry Smartphone to the Facebook site is the effective penetration to influence on the decision making of the customers to select the Smartphone brand as well. In other words, the customers or communicators are likely to prefer the Blackberry Smartphone to the access to Facebook site rather than the other social networking alternatives such as Twitter, MySpace, and more others.

Attention stage

When the customers are familiar to the connection to the Facebook site by Blackberry approach, it leads to **the attention stage** of to the Sequential effects of response to marketing of Blackberry Smartphone. With this, the ten interviewees out of 30 people concentrated on the expression of ideas about spending more time to interact with friends, co-workers and other stakeholders via the Facebook site by Blackberry Smartphone.

In this regard, there were 10 people of the total interviewees gave the reason that it is because sharing ideas and experiences through Blackberry Smartphone is the effective way to interactively communicate with people. It is also added by the other 2 interviewees that to use the Blackberry Smartphone to visit the Facebook site is beneficial for her to keep up on people's ideas and upcoming events, because the Blackberry Smartphone is the intelligent Smartphone to access the Facebook site among other Smartphone in the present time. Furthermore, it is agreed by the other 5 interviewees that Blackberry Smartphone for visitation of the Facebook site will foster the new information and updated news from people worldwide of the member lists, because the Blackberry fan page of the Facebook site are likely to post the comments, new tips, and also the personalization tips to update the Blackberry's Playbook usually. Therefore, the people prefer to use the Blackberry Smartphone rather than other Smartphone such as iPhone4 and other Smartphone brands to interact with other people because the Blackberry approach is easy for them to access to the participation to online community in the present time. The digital marketing execution by the Blackberry brand to foster the interaction with the target audiences for the digital marketing communication is considered for this study.

With this, it is supported by the authors that brand equity combined with brand loyalty, brand awareness, the quality of products or services and brand associations (Yoo, Donthu, & Lee,

(2000). It is critical that the decision making of the customers to respond to the digital marketing of the Blackberry Smartphone brand will be complementary to the increase in brand awareness and to lead to the brand equity by time. In long term, the effective mobile marketing for the social networking communication practices will be efficient for the communication of people in the society. Furthermore, the 20 interviewees also responded to the question that the customer's positive attitudes and perspective towards is impacted by the effective mobile marketing of Blackberry Smartphone brand. For instance, the supporting support by the communication officials of the Blackberry Smartphone brand are willingly to interact with the customers immediately and provide the information that they inquired in time. This is the significant factor to foster the positive attitudes and perspective for the Blackberry Smartphone brand. Because the instant replies to the customers' inquiries or posting question will motivate people to prefer to connect to the fan page of Blackberry Facebook site as the new interactive digital marketing intelligence. Hence, it is crucial that the result of the interview tends to be positive from the ideas and opinions of the customers towards the service quality of Blackberry Smartphone brands.

As Keller (1993), customer-based brand equity is defined from the differential effect of brand knowledge on consumer response to the brand marketing and also considered that it is agreeable to the definition that the Blackberry Smartphone brand is positioning its brand as the differential experience for the customers in the digital communication era. Therefore, the service quality that the Blackberry Smartphone brand provides to the customers via the Facebook interactive channel is considered based on the demands of the customers as well, discussed by three interviewees out of 30 people. As a result, the researchers also agreed with the interviewees and the author, Keller (1993) that the service quality of the Blackberry Smartphone brand has been responded to what the customers need and want by nature. Thus, it is the breakthrough phenomenon of the digital marketing for the Blackberry Smartphone brand in the present time. In addition to this, when the customers are influenced to log in to the Facebook site by Blackberry Smartphone more often, it leads the customers to become the Blackberry fan page by time.

Perception stage

The action of the customers also directly has influenced on **the perception stage** and cognitive ability of the communicators to recognize on the Blackberry Smartphone brand afterwards. In addition to this, it is critical that the Blackberry fan page on Facebook can post the comments and ideas or opinions for sharing with people in the fan page for the expression of ideas with other people. Hence, the customer's behavior and the purchasing decision making of the customers could lead to the digital marketing intelligence on the customer perspective towards the brand perception in better way. Furthermore, the other communicative actions that the Blackberry Smartphone brand conveys the brand message to the customer perspective could be effectively performed are the events management, commercial advertisement in some countries such as in United States of America, in United of Kingdom and more other major countries. Therefore, it is agreeable that the other marketing incentives and integrated market

communication that the Blackberry Smartphone brand implemented to facilitate the marketing intelligence at the moment are also complementary to the digital marketing action. In the same way, the other communications via different channels that the Blackberry Smartphone brand has done by the sponsorship management, the commercial advertisement, the product placement in the music videos, product placement in films, and more other ways are the innovation of the marketing performance to affect the customers' perspective. It is crucial that the brand perception of the Blackberry Smartphone brand is affected by the personal background and cognitive ability of each person. For the interview, it is influential that there are more than 20 interviewees are the people that preferred to use the Blackberry Smartphone fan page to access the updated information and also acts as the fan page on Facebook website is the central mediated mean via the computer mediated communication.

Attitude and Action stage

To respond to **the attitude and action stage** questions, the interviewees majorly agreed that they are satisfactorily to keep up on the new feed from the Blackberry fan page on Facebook website in the present time and now on. Additionally, it is useful for them to spend time to learn people and ideas of other Blackberry Smartphone users through the computer mediated communication, which is via the Blackberry Smartphone fan page.

Post-purchase stage

For the final stage question, **the post-purchase stage** question is responded by the interviewees that they normally invited people to according to appropriateness of time and opportunity. In other words, there are 2 interviewees out of 30 sampling frame replied that they agreed that the Blackberry Smartphone fan page is the excellent page that all people at all age could log in and keep up for the better use of the Blackberry Smartphone and also it is the great digital marketing access to encourage supporting services. It is because the customers and interested people could attend the chatting page to learn the reviews of the Blackberry Smartphone users and this will influence the non-users to become the new Blackberry Smartphone users in the future. In general, when the new people log in to the Blackberry Smartphone fan page, they will expose to the comments and ideas sharing by the users, which are beneficial for the decision making of the non-users. This will lead the new people to be the Blackberry Smartphone users or fans of the Blackberry Smartphone fan page on Facebook.

6. Analysis

The analysis for this thesis, the authors present the analysis of information on the basis of our conceptual framework (Figure 3) by gathering information from literatures and interviews with the member of Blackberry's page on Facebook as our supportive cases.

6.1 Blackberry's page on Facebook

Facebook is the popular social network site of digital marketing that a large number of people get accepted and currently, many corporations turn to select the digital marketing integrates with marketing to execute the strategies. According to empirical findings of this dissertation, Facebook provides the function which the online users (Blackberry) can generate the fan page to reach the potential customers. Blackberry provide the fan page for online users in order to get the update information of Blackberry and each of tab menu provides the discussion board by let their fans of Blackberry fan page express idea or comment about the Blackberry. When the Blackberry post the recent video or information on Blackberry wall, their fans will comment on wall which benefit to the company in term of gain the customers' attitude toward Blackberry. In discussion board of Blackberry, the community that allows their fans discuss on problem or information about the Blackberry product and this will be advantage to the Blackberry Company to observe the activities of their fans on how they feedback and perceived Blackberry brand. Not only can the discussion board that Blackberry can gain the information by Blackberry take the unplanned problem from the customers to solve the problem of their products.

Regarding to Blackberry fan page, the Blackberry marketer who controls over Blackberry fan page, listen to the conversation of their fans and feedback them that the marketer have to follow up their fans' activities and respond them in advance. Moreover, the marketer can collect the information from community that their fans discuss to promote their brand.

6.2 The summary of discussion from the member of Blackberry's page on Facebook

For the analysis of the key findings, "The brand extensions is occurred when the consumers who are trust in the particular brand and display loyalty action toward a brand are willing to try to adopt for attracting to the new people"(Lassar, Mittal, & Sharma, 1995). It is important for the brand equity phenomenon at the final stage because the loyalty Blackberry Smartphone customers worldwide are impacted potentially by the expression of ideas and opinions via the Blackberry Smartphone fan page on Facebook. In the same way, the interested people are influenced by the effective and efficient digital marketing actions through the computer mediated channels rather than other marketing supports such as the grand opening events, the marketing campaigns by the retailing stores and authorized dealers of the Blackberry Smartphone executives in diverse countries, according to the sequential effect of response to marketing.

Likewise, the authors also considered that the brand equity is affected to the purchase intentions and brand preferences (Cobb-Walgren, Rubble, & Donthu, 1995). Additionally, it is significant

for the marketers and brand communicators in the contemporary context that the brand equity is the source of the purchasing intention and brand preferences, which is impacted by the effectiveness of the appropriate marketing communication. Further, the conceptual framework of the brand equity components is also considered in this study for the mutual research result and analysis of the key findings. Thus, it is clarified that the brand equity is the key factor to facilitate the non-users to become the intentional purchasers of the Blackberry Smartphone. Furthermore, it is observed by the researchers that the Blackberry Smartphone fan page on Facebook website is approached to the connection of the diverse executives of the Blackberry Smartphone brand in different countries such as the community executives of the Blackberry for North America, Blackberry in India, Blackberry in Australia and New Zealand, and more other regions. With this, it is the high involvement of the brand association with the interested people who log in to the Blackberry fan page. In addition to this, the customers or even the non-customers of the Blackberry Smartphone brand can inquire the questions to the executives of this brand in different regions. This is the accessible way to allow the fans of the Blackberry fan page to ask the questions about the products and services of Blackberry Smartphone directly.

Furthermore, Kiani, G.R. (1998) also pointed out to support that "There is an increase in numbers of marketers and marketing communicators, who are to approach to the web-based marketing action by a combination between the traditional mass communication channel and the marketing concept for better conducts." In addition to this, it is obvious that there are many marketing practitioners and general people to apply the digital marketing action for better understanding goal on the brand message and product information with the reviews by the existing customers and non- Blackberry Smartphone users through the Facebook website. Also, it is to allow the customers to have the sharing of information and opinions disclosure behaviors towards the product and service available in the market. Likewise, Lisa Wood (2000) supported that "The functions of accounting and marketing are fostered by the supporting means of the effective communication between these two functions." In addition to this, the communication effectiveness is the medium of the superior brand association for the Blackberry Smartphone brand and leads to the effect of the increase in brand awareness in the brand equity components process to support the positive customer's perspective towards the particular brand. Regarding to this, the Blackberry Smartphone brand is influential by the effective digital marketing impacts of the Blackberry Smartphone brand. It is because the majority of the Blackberry Smartphone users agreed that the digital marketing of the Blackberry Smartphone fan page on Facebook is the primary marketing alternative that they considered to be most effective at the moment. Among the other marketing alternatives such as the launching new models of Blackberry Smartphone events in some countries, the commercial advertising through the television and radios, it is obvious that the brand association is potentially created by the Blackberry Smartphone fan page on Facebook. Based on the customer's perspective, it is revealed that the digital marketing of this Smartphone brand is worthwhile and potential for the brand association and increase in brand awareness. It is because the numbers of 15 interviewees answered that they have been invited friends, co-workers and other known people to log in and press like for the Blackberry

Smartphone fan page. Further, Lisa Wood (2000) also agreed that "The brand management is also facilitated by an appraisal of performance with the model for the management of brand equity as the centralized action for the innovation of Blackberry Smartphone digital marketing." In the same way, it is crucial that the effective brand management is fostered by strategic brand management and the innovative marketing actions. In addition to this, the Blackberry Smartphone fan page also acts as the evaluation of the products and service by the existing or past users by itself. It is because the Blackberry Smartphone fan page on Facebook is the primary channel that the customers can inquire and get response as fast as they can. In comparison to the other marketing means, the Blackberry Smartphone fan page plays important role on changing the people's attitude from negative or neutral to be positive as soon as possible. It is because the nature of the innovative marketing mean through the Blackberry Smartphone fan page on Facebook is the immediate channel to communicate between the supporting service operators as well as the other peer-users of the Blackberry Smartphone at that time. Therefore, it is considered that the Blackberry Smartphone fan page on Facebook is the potential marketing communication medium to lead to the sequential effect for the response to the marketing action of the Blackberry Smartphone brand. In other words, the Blackberry Smartphone fan page on Facebook acts as the social networking communication device for the Blackberry Smartphone fans, interested people, the Facebook members, and the other people who attend to learn from empirical experiences.

Moreover, the news feed and push notifications of the Blackberry Smartphone users in diverse cultures or multi-national context can share ideas and updated information through Blackberry fan page on Facebook, which is more interactive than e-mails, customer's letters, the phone calls, and the other direct communication between customers and Blackberry Smartphone brand's official people. It is because the social networking communication and digital marketing action is flexible and transformable for other people via the connection to the Internet easily. For this, the interviewing result provided idea that the Blackberry Smartphone fan page on Facebook is the central communication mediation between several stakeholders that are related to the Blackberry Smartphone brand. Therefore, it is critical that the customers, including with any people that log in to the Blackberry Smartphone fan page on Facebook and other people who are interested, and intentional to communicate via the Facebook channel is the targeted audiences of the digital marketing action. With this, it can be summed up that the relationship between the sequential effects of the response to marketing action is related to the brand equity by time.

In consideration to the brand equity components, it is significant that the differential effect of the Blackberry Smartphone fan page on Facebook approach is potentially resulted for the positive attitudes, in accordance to the interview result. It is because the majority of the answers are likely to foster the positivism towards the marketing action by the Blackberry Smartphone brand in the present time. Therefore, it can be summarized that the effectiveness of the Blackberry Smartphone fan page through Facebook can increase the brand awareness for the Blackberry Smartphone brand and also to lead to the brand equity in the future if the quality of products and

services by Blackberry Smartphone brand is maintained and developed for better process. Consequently, it will facilitate the Blackberry Smartphone brand to gain the highest market share among other Smartphone brands in the Smartphone industry in the global stage. Among the other competitors, the Blackberry Smartphone brand is widely accepted by the users and fans of the Blackberry Smartphone fan page on Facebook by time. Therefore, the researchers concluded that the digital marketing action through the fan page on Facebook is the most effective means in comparison to other marketing actions such as the sponsorship, the commercial advertisements and the marketing events.

7. Conclusion

We conclude our purpose of this study and answer the research question of "What are the online customer's perspectives through the use of Blackberry fan page on Facebook?" Some recommendations for further study will be proposed for other researchers in digital marketing on Facebook. We have collected the data by the observation, interview and gathering relevant online information. Through the case study of Blackberry fan page on Facebook and empirical findings and analysis, these led us to the following conclusion.

According to the recent activities of the Blackberry's customers on Facebook that we have mentioned in the empirical findings part, shows that they always leave feedback and comments. This can lead to both positive and negative attitudes towards Blackberry brand and product to other customer's perception. According to analyze which shows that the marketing activities can assist or support Blackberry brand to increase the level of customer satisfaction and purchase-decision of customer as well.

Regarding to findings and analysis, many famous companies becoming use digital marketing as a marketing strategy to execute and communicate their brand to their target and potential customers. Refer to case study of Blackberry brand, Blackberry use the Facebook which is one of online social network updates their information and communicate to customers regularly and emphasize on using digital marketing to do marketing in order to get the customers' perspective as well. Furthermore, customers would like to join Blackberry's fan page on Facebook via Blackberry Smartphone or website when they want to know the Blackberry's information which is always up-to-date such as new application, new product, photos or etc. In addition, customer can share the idea and expression with other users about Blackberry, which is benefit to Blackberry Company to create the customers' perspectives towards product or service on the Blackberry's page on Facebook. Then, the instructions of Blackberry function or application on Blackberry page, it can attract and arouse the customer's purchase decision and consideration purchasing product through online store.

As we had gathering all information, we can answer the research question "What are the online customer's perspectives through the use of Blackberry page on Facebook? Blackberry use digital marketing as a medium marketing tool to communicate and reach its customer, also gain more about the customers' attitude towards Blackberry fan page which it can affect to the response of marketing activities and build brand equity as well. And these activities can increase the opportunity of customer purchasing decision then it is affects the company growth and competitive advantage as well.

We also expect that this thesis can be beneficial to the companies among same industry and people who interests in doing the marketing through digital marketing, and also knowing the effectiveness of new kind of online marketing strategy.

8. Recommendation and the further study

As a conclusion of the analysis the authors came up with the list of recommendation for Blackberry's page on Facebook for further development and improvement.

Nowadays, doing marketing on digital media is quite popular because there are many media to communicate the message to reach the customers. Facebook is one of online social network that most famous companies' interest and join as a member on this site which a number of online users use and still popular among social network. Thus, it doesn't mean these marketing will be success or failure; it depends on how the company has some tactic to promote their brand and attract the online users. According to interview of this topic, we found that Blackberry Smartphone use the digital marketing on Facebook to be marketing activities in order to emphasize the benefit of customer. Normally, customers who have Blackberry Smartphone, they will access to Blackberry's page on Facebook via Blackberry Smartphone easily but not many customers visit Blackberry's page regularly. So, Blackberry should update Blackberry news, promotions or set some activity to encourage customers to join in order to increase the number of target customers to their online media in order to launch the Blackberry news on news feed of Facebook online users regularly. Moreover, Blackberry should concern more the marketing actions of customer that it has positive or negative sides to Blackberry brand and why Facebook affects to customers' perspectives toward Blackberry brand.

Finally, we can see that Facebook has an impact on customers' perspective and it would be better to further study about digital marketing in order to develop the marketing activities and expand the marketing channel to reach to the customers. These marketing activities could be succeed if Blackberry encourage customers to join to be a member, visit their page and give some feedback when Blackberry post news, advertisement or etc. In addition, we also hope that our research can generate some useful ideas for researchers to do further study in digital marketing topics.

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Appendix 1 – Interview Questions

The list of open questions has been used in the interview as following:

Exposure

- What kinds of factor motivate you to become Facebook user?
- How often do you spend time on Facebook?
- What kind of reason influences you to become Blackberry fan page?

Attention

- How often do you visit Blackberry fan page on Facebook?
- How long do you spend time on Blackberry fan page?

Perception
- Does the Blackberry fan page help you to notice information of Blackberry Company?

Learning

- What do you expect from becoming one of Blackberry fan page?

Attitude

- What kind of activities that Blackberry fan page provided on Facebook lead you satisfied with it? (Post comment, link, video, photo and etc.)

Action

- What kind of activities do you normally participate in Blackberry fan page? (Post comment, link, video, photo and etc.)
- What is the main characteristic of Blackberry fan page?
- Has Blackberry fan page effected to your purchase intention?

Post-purchase

- Have you ever invited your friend to become one of Blackberry fan page?