

Abstract

Research Title : Using Online Strategy for Sales Promotion of Used cars of BB Smartcar Company Limited

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Major : Marketing

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The purpose of this research aims to investigate the appropriate content of effective marketing website. This research employs the 7C analytics tools which are Context, Content, Community, Customization, Communication, Connection and Commerce. These seven elements are the factors influencing decision in online purchasing cars. The researcher aims to adapt these elements as online media strategies of BB Smart Car Co., ltd. Data were collected through a questionnaire administered to a sample of 140 customers.

From the past, magazine advertising was used car business strategies. The business owners must develop a new business plan to meet the customer habits. The research results indicate that customer give the important to customer to customer used cars advertising website besides the reliability of company. Therefore, the business owners must pay attention in this element as well as the full description and easy function of online media tools in order to achieve

customer satisfaction and purchasing decision.