

## **Effectiveness of social media promotion for online shopping sites: A study on buying behavior of consumer**

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### **ABSTRACT**

Developing ubiquity of web-based media constrained the advertisers to consider this media alongside conventional utilitarian spaces of promoting. Web-based media depends essentially on web or mobile phone-based applications and apparatuses to divide data between individuals. The quantity of online media utilized is more than the number of inhabitants in a portion of the nation today. Adjusting some type of promotion on the web through web-based platforms is a vital hub for all the organizations, particularly in business organizations where the drifts continually change like style and painstaking work. The aim of this research paper is to understand the effectiveness of web-based media for the promotion of online shopping websites which influence the customer buying behavior. This research paper is based on the data that was obtained through a survey study. Different measurable instruments have been applied to support the examination theory.

**Keywords:** Digital Media, Online Marketing, Consumer Behavior, Globalization, Promotion

### **INTRODUCTION**

With the rise of globalization and digitization, individuals, spots, and items have begun approaching, receptive just as moderate (Fouberg and Murphy, 2020). In today's world, the web plays a really necessary role in everyone's life. Social media is an internet-based tool that discovers new items of data, shares ideas, helps in gaining information, and interacts with new folks and organizations (Sajid, 2016). These days it's modified the manner of communication and creates totally different platforms for the folks to try to do communication processes in a much easier manner (Stelzner, 2018). This has totally different platforms that are available in several forms like photos sharing, videos postings, weblogs, blogs, podcasts etc. (Hajli, 2014). The relevance of social media are often seen in several fields like lifestyles, foods, business, recreation and plenty of others. Several of the marketers have with success used this media in reaching their potential customers (Liang & Turban, 2011).

Today, as we will realize, variant users on social networking sites like Facebook, Instagram, WhatsApp, Twitter have created an enormous impact on the person's life. It conjointly helps in flourishing not solely in sharing photos and knowledge however conjointly trade and business to realize a better success on an enormous platform (Jara, Parra, & Skarmeta, 2013). It is conceivable to

utilize various kinds of paid publicizing on the web so promoting can be focused on actually explicitly to potential clients (Castronovo & Huang, 2012). Taha , Pencarelli, Skerhakova, Fedorko and Kosikova (2021), endeavoured to dissect the effect of online media on customer conduct, as it looks at the impact of web-based platforms on the inclination of particular online shopping stores during the wave of the covid'19 pandemic. The study based on the impact of web-based media that are more arranged towards social business, guiding web surfers to online business destinations, while some web-based media are predominantly pointed toward encouraging agreeable and personal connections (WhatsApp) or expert connections (LinkedIn). The exploration discoveries uncovered the presence of genuinely significant contrasts in the utilization of web-based medium at the time of covid'19 pandemic as far as different segment factors just as a generally frail connection at the online platforms utilized and the buy in the online stores advanced on the social media (Barr, 2020).

Linda & LAI (2010) has addressed the new pattern of digital business as electronic trade influences Web 2.0 technologies and on-line digital media. The impregnation of recent technologies on the planet wide internet has connected the users in their accommodations and workplaces, therefore remodelling digital formations and business organization

transactions (Sharma & Jhamb, 2020). There are mainly three ideas that work collectively to create a world community or group that has already begun to take the place of ancient buying and selling and socialization: internet, a pair of web 2.0 technology, electronic commerce, and on-line digital media (LEE, 2014). Scientists have demonstrated that social business systems are property as a result of the varied incentives given to clients as they work together with others despite their identity and placement (Zhang, 2019). There has however to be analysis within the digital commerce field which will totally appraise and confirm these changes (Musa, 2016). Within the future, the most effective e-commerce firms of businesses will produce ground-breaking ways in which to make possible collaborations between the many lots of users within the internet technology (Saxena & Verma, 2019). The massive winners are going to be people who permit and inspire customers to require management, play a district and direct the styles of product and services that will be consumed (Manneh, 2017).

As additional systems emerge, there'll be bigger capability for teams to arrange and participate in collective action, a trademark of civil society. Web based media are often effective for building social authority; people or organizations will establish themselves as consultants in their fields, and so they'll begin to influence these fields (Éva & Mirkó, 2012). Thus, one in every of the foundational ideas in social media is that, with social media, one cannot manage one's message fully, however one will contribute to discourses. Social media technologies are capable of reaching audiences everywhere on the planet. A good social media strategy ought to clearly outline the promoting objectives, evaluate the opportunities and choose the appropriate type of social media to speak about (Fan & Gordon 2014). Today's social networking sites are mobilizing themselves with analytical capabilities to investigate the reach, unfold and impact of a social media message regarding promotion of online shopping sites. The web promoting surroundings raises a series of opportunities and additional challenges for social media promoting practitioners (Chincholkar & Sonwaney 2017). The audiences become additional fragmented and proactive, but, on the opposite hand, the corporate has the likelihood to mix varied

modes and classes of knowledge in an exceedingly complicated message (Aghdaie, Piraman, & Fathi, 2011). Social media additionally allow the enterprises to gather, register, analyse and use client knowledge and feedback for higher targeting on-line audiences and customizing its messages (Jothi & Gaffoor, 2017). In fact, the particular characteristics of the web and social media applications square measure creating the implementation of integrated on-line promoting each inevitable and economical for an internet approach.

The cost-related factors, social interactions, interactivity, targeted market opportunities, and client services square measure the glorious options for organizations to adopt a proactive-reactive angle and to achieve social media promotion (Alves, Fernandes & Raposo 2016). On the other hand, the drawbacks of digital media promotion like time intensive, trademark and copyright problems, trust, privacy and security problems, user-generated content and negative feedback from customers square measure major barriers facing by social media marketers per coming up with and implementing a particular model of integrated social media promoting will integrate these characteristics (Kaplan and Haenlein, 2010). The message communicated on-line ought to be 1st infused with the core company values, then custom-made to the web strategy and ways of the organization, and eventually made-to-order for a particular combination of targeted audience and on-line channel (Alireza, Taher, Tahmoures, Fereshteh & Shadi, 2014).

Chandrasekar and Vethirajan (2020), has dissected how Amazon has made their business at large scale with the use of computerized technique and web-based advertisement techniques to achieve success and become famous in the promotion of advanced areas. Jindoliya (2017) has also talked about how Amazon has gigantic accomplishments in the online showcasing extent while they acquired latest experiences in the advanced advertising area. Online Media offers affordable opportunities that can reach a large number of people (Fan & Gordon, 2014). Digital media campaigns can also harness the persuasive power of interactive multimedia systems (Koch, Frommeyer & Schewe, 2020). Many

researchers and advertising tycoons have considered digital media as a powerful advertising tool (Rudkova, 2015). It has become a key element of the advertising mix, rising the way organizations interconnect with their customers. The proposed study aims to understand the importance and effectiveness of web-based media for the promotion of online shopping websites which influence the customer buying behavior. Social networking sites became associated avenues where retailers have extended their promoting campaigns to a wider form of shoppers (Nadaraja & Yazdanifard, 2013). Online networking space, including Facebook, Twitter, Snapchat, Instagram, and so on has just about billions records of individuals (Koivulehto & Ilona, 2017).

## OBJECTIVE

To examine the effectiveness of social media promotion for influencing customer buying behavior which means the objective will try to understand how promotion through social media is influencing the buying behavior of customers. To achieve the objective the following hypothesis has been formulated.

## Methodology of the study:

This research paper has been conducted through exploratory and descriptive research methods to know the impact of social media promotion for virtual shopping. An online survey was collected through Google forms to study the growing impact of online shopping website promotions through social media platforms on buying behavior of customers. Information has been accumulated from both the primary and secondary source. Primary research methods have been applied to test hypotheses. The age group of the target audience is to 18 and above from Jaipur associating to multiple demographic profiles. Secondary data have been collected from internet, books and journals to study the effectiveness of web-based media promotion for online shopping sites which influence customer buying behavior

## Data Analysis

The data had been analysed by utilizing various statistical analytic tools and techniques. We have used descriptive statistics, graphs, pie-charts and various statistical tools using MS- excel and other statistical processes. Primarily we have used

frequency tables with percentages and Chi-Square Test to test the hypothesis.

## Hypothesis:

H0: There is no relation between effectiveness of social media promotion and buying behavior of customers.

H1: There is a relation between effectiveness of social media promotion and buying behavior of customers.

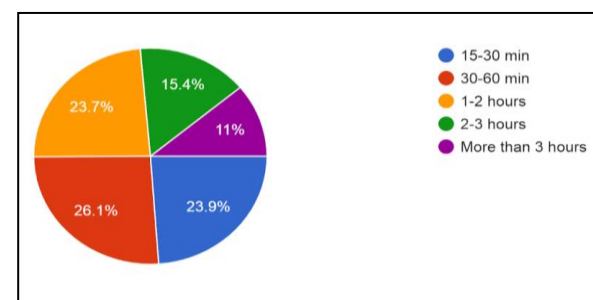
We break the hypothesis further into sub hypotheses to be more clear and precise. The sub-hypothesis is as follows:

H0.1 Time spent online, and purchase intentions are independent of each other.

Out of inventory the following questions have been taken into consideration

**On applying Chi square test for both the variables the output of the test is as follows:**

**Fig 1. Pie chart showing number of customers as per time spend in a typical day on online networking sites (Own Analysis)**



**Table 1:** Chi-Square Tests to analyse the relationship between time spent in a typical day on online networking sites and the use of the internet for researching a product with the intention of buying it in store.

## Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.130a	4	.536
Likelihood Ratio	3.135	4	.536
Linear-by-Linear Association	1.630	1	.202
N of Valid Cases	591		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 29.92.			

**Table 2:** Chi-Square Test for relationship between respondents have visited pages/accounts of retail brands on their social

sites and usage of internet for searching a product with the intention of purchasing it in online shop

**Chi-Square Tests**

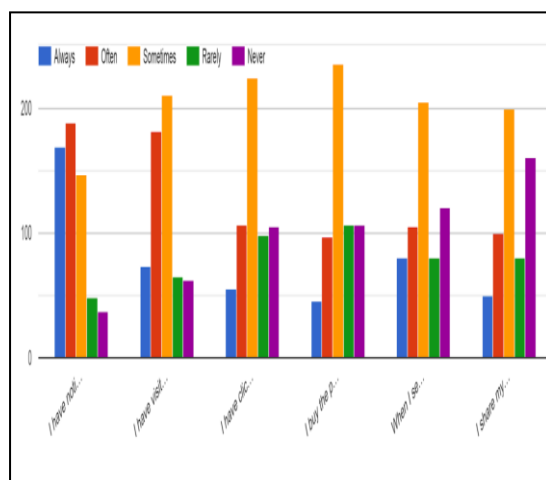
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.168a	4	.127
Likelihood Ratio	7.181	4	.127
Linear-by-Linear Association	.299	1	.585
N of Valid Cases	591		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 28.53.

**Interpretation:**

It is seen that the Asymptotic value is 0.127 which is greater than 0.05 thus we may accept the null hypothesis that online social media page of retail brands and use of internet for researching a products with purchase intentions are independent of each other

**Fig. 2. Bar graph for no. of respondents as per their behavior regarding online shopping sites**



**Interpretation:** It is seen that the Asymptotic value is 0.536 which is greater than 0.05 thus we may accept the null hypothesis that Time spent online, and purchase intentions are independent of each other.

**Table 3: Chi-Square Test for analysing the relationship between respondents have clicked display ads shown on their social sites and usage of internet for searching a product with the intention of purchasing it in online shop**

**Chi-Square Tests**

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.458a	4	.114
Likelihood Ratio	7.467	4	.113
Linear-by-Linear Association	.808	1	.369
N of Valid Cases	591		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 25.77.

**Interpretation:**

It is seen that the Asymptotic value is 0.114 which is greater than 0.05 thus we may accept the null hypothesis that online advertisements and the use of the internet for researching products with purchase intentions are independent of each other.

**Table 4: Chi-Square Test for analysing the relationship between respondents buy the products by seeing ads on social media and usage of internet for searching a product with the intention of purchasing it in online shop**

	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	6.876a	4	.143
Likelihood Ratio	6.884	4	.142
Linear-by-Linear Association	.239	1	.625
N of Valid Cases	591		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 21.17.

**INTERPRETATION**

It is seen that the Asymptotic value is 0.143 which is greater than 0.05 thus we may accept the null hypothesis that products by seeing advertisements on social media and the use of the internet for researching products with purchase intentions are independent of each other.

**Table 5: Chi-Square Test for analysing the relationship between respondents have visited pages/accounts of retail brands on their social sites and usage of internet for searching a**

product with the intention of purchasing it in online shop

#### Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.633a	4	.458
Likelihood Ratio	3.628	4	.459
Linear-by-Linear Association	1.602	1	.206
N of Valid Cases	591		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 36.82.

#### Interpretation:

It is seen that the Asymptotic value is 0.458 which is greater than 0.05 thus we may accept the null hypothesis that online social media pages of retail brands and use of the internet for researching products with purchase intentions are independent of each other.

**Table 6:** Thus, to summarize

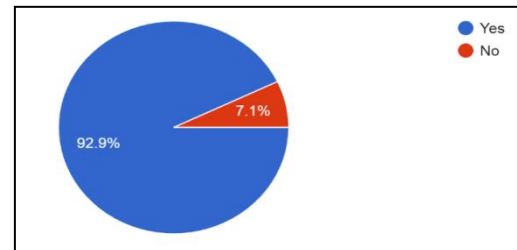
	Usage of internet for searching a product with the intention of purchasing it in online shop	
Statements	Pearson Chi-Square (Asymptotic Significance (2-sided))	Remarks
I have noticed display ads on your social sites;	0.726	Ho accepted
I have clicked display ads shown on your social sites	0.114	Ho accepted
I buy the products by seeing ads on social media	0.143	Ho accepted
The pattern and design of advertisements for product through social media draws my attention	0.954	Ho accepted

All the values indicate that Ho is accepted which means the behavior parameters are independent of intention of purchase. Further another hypothesis developed that whether

social media account presence affects the intention or not.

**H0.1: the social media parameters and presence of social media account are independent of each other.**

**Fig. 3.** Pie chart for number of respondents as per their account on social networking website?



**Table 7:** Chi-Square Test for analysing the relationship between respondents who have noticed display ads on their social sites and does a respondents have an account on a social networking website?

#### Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.118a	4	.538
Likelihood Ratio	2.984	4	.561
Linear-by-Linear Association	1.815	1	.178
N of Valid Cases	591		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.63.

#### Interpretation:

It is seen that the Asymptotic value is 0.538 which is greater than 0.05 thus we may accept the null hypothesis that display ads on social sites and the customer's account on social networking websites are independent of each other.

**Table 8:** Chi-Square Test for analysing the relationship between respondents who have visited pages/accounts of retail brands on their social sites and whether respondents have an account on a social networking website?

**Chi-Square Tests**

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.420a	4	.247
Likelihood Ratio	5.579	4	.233
Linear-by-Linear Association	1.223	1	.269
N of Valid Cases	591		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.41.			

**Interpretation:**

It is seen that the Asymptotic value is 0.247 which is greater than 0.05 thus we may accept the null hypothesis that the official accounts of retail brands on social sites and the clients account on social networking websites are independent of each other.

**Table 9:** Chi-Square Test for analysing the relationship between respondents who have clicked display ads shown on their social sites and do respondents have an account on a social networking website?

**Chi-Square Tests**

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.130a	4	.274
Likelihood Ratio	5.137	4	.274
Linear-by-Linear Association	3.213	1	.073
N of Valid Cases	591		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.98.			

**Interpretation:**

It is seen that the Asymptotic value is 0.274 which is greater than 0.05 thus we may accept the null hypothesis that display ads shown on social sites and the customer's account on social networking websites are independent of each other.

**Table 10:** Chi-Square Test for analysing the relationship between respondents who have noticed display ads on their social sites buy the products by seeing ads on social media and do respondents have an account on a social networking website?

**Chi-Square Tests**

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.884a	4	.299
Likelihood Ratio	5.678	4	.224
Linear-by-Linear Association	1.310	1	.252
N of Valid Cases	591		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.27.			

**Interpretation:**

It is seen that the Asymptotic value is 0.299 which is greater than 0.05 thus we may accept the null hypothesis that buy the products after seeing ads on social media and the customer's account on social networking website are independent of each other.

**Table 11:** Chi-Square Test for analysing the relationship between the pattern and design of advertisements for particular product through social media draws respondent's attention and does a respondent have an account on social networking website?

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.218a	4	.994
Likelihood Ratio	.218	4	.994
N of Valid Cases	591		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.21.			

**Interpretation:**

It is seen that the Asymptotic value is 0.994 which is greater than 0.05 thus we may accept the null hypothesis that the pattern and design of advertisements for particular products through social media draws customer's attention and the customer's account on social networking websites are independent of each other.

**CONCLUSION**

**Table 12:** After applying the test the following data as summarized indicates that all the  $H_0$  are accepted leading to conclusion that presence of social media account and social media parameters are independent.

	Do you have an account on social networking website?	
Statements	Pearson Chi-Square (Asymptotic Significance (2-sided))	Remarks
I have noticed display ads on your social sites	0.538	Ho accepted
I have clicked display ads shown on your social sites	0.274	Ho accepted
I buy the products by seeing ads on social media	0.299	Ho accepted
The pattern and design of advertisements for product through social media draws my attention	0.994	Ho accepted

The result shows that the display ads on social networking sites and purchase intentions are independent of each other. It is seen that the asymptotic value is 0.538 which is greater than 0.05 thus we may accept the null hypothesis that time spent online, and purchase intentions are independent of each other. Further on comparing the responses of statements with usage of the internet for searching a product with the intention of purchasing it in an online shop. All the values indicated in the summary table above indicates that Ho is accepted which means the behavior parameters are independent of intention of purchase. Further another hypothesis developed that whether social media account presence affects the intention or not. After applying the test, the following data as summarized indicates that all the Ho are accepted leading to conclusion that presence of social media account and social media parameters are independent. Thus, from the above statistical tests and asymptotic values it can be easily concluded that there is no relation between effectiveness of social media promotion and buying behavior of customers. Therefore, the study has closely investigated the impact of digital media promotion on influencing consumer buying behavior. It is also proved that there is no relation between promoting products and services via digital media platforms significantly affecting the

customers buying behavior. The study has provided evidence that social media enables powerful verbal exchanges between buyers and e-commerce merchants. The result showed that the profitability or extreme popularity of online products through web-based media platforms can create a lasting impact on buying behavior of customers. By agreeing to a purchase after most respondents click on an ad festival on social networks, the online consent step is built up step by step, affecting the customer's buying behavior. According to the results, it can be said that product reviews on online shopping websites are an important factor for influencing customers to buy from e-retailing sites. The findings also showed the availability of advertisements of products through social media has not created consumers a lot of up on regarding brands for making buying decisions. Finally, our results show that more significant components inspire the consumers to buy the products online with the availability of discount offers, customer feedback and product rating information.

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