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Impact of Social Media Promotion on Online Buying Behaviour-A Study

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Abstract

Social media can help both consumers and business organizations to improve the level of awareness and provide the data relating to the products sold online in the form of ratings, reviews, photos and videos etc. These types of content can significantly influence potential consumers. Companies are focusing on improving post-purchase behavior as it leads to customer satisfaction and hence ultimately leading to positive customer experience. By recognizing the importance of social media, the study is undertaken to investigate the impact of social media promotions on consumer buying behaviour. The qualitative research method was adopted for describing, interpreting and gaining an in –depth insight into specific concepts of social media promotion and online consumer buying behaviour. Exploratory research design was be employed to collect the requisite information. The study is based on both primary and secondary data. To collect the opinions of select consumers, convenience sampling techniques was used. Online shopping sites users were selected as sample to study. For this research study, Warangal and Khammam districts online users' opinions are collected due to these district people are educated and well aware of use of internet and they are very effective in use of social media and purchase of consumer durables. The minimum sample required size is resolute as 384 but, 406 (203 from Warangal District and 203 from Khammam district) online users have been selected for the research paper which is more than the minimum sample size required. The study observed that that majority of select online consumers affected by the promotional factors of publicity, personal selling and Word of mouth that are affecting online buying behaviour.

Keywords: Social Media, Online Consumers and Buying Behaviour.

Introduction

Social media can help both consumers and business organizations to improve the level of awareness and provide the data relating to the products sold online in the form of ratings, reviews, photos and videos etc. These types of content can significantly influence potential consumers. Then the business organisations with an internet storefront can understand the role of

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social media in online shopping or e-commerce. Social media plays a strategic role in driving online sales. When the brands or products go viral online, they can see a spike in sales, improving brand awareness and more direct interactions with consumers through promotions and targeted advertisements. Without that exposure, business organizations can find themselves isolated from consumers and unable to reach out and promote their brands or products or services. Social media has grown tremendously and expanded beyond platforms like Facebook or Twitter. Newer online platforms like Snapchat, TikTok and several other platforms with billions of subscriptions can get the word out and expose target consumers to the business organization's offering. The business organizations incorporate social media into its online shopping or e-commerce strategy, as it can improve consumers' brand or product awareness level which connect with more consumers, meet their requirements and for better understanding the present competitive market. The following are **major benefits of social media in online shopping** strategies;

- **Boost Brand Awareness:** To support consumer loyalty drive and remind consumers of the business organization, frequent online advertisements and product promotion from influencers can increase demand and encourage repeat purchases.
- **Interact more with Consumers:** Most of the consumers may call the business organization to complain or give feedback, but social media can also deliver direct consumer feedback. Consumers experience teams can monitor social media sentiments including complaints around the products or brand to gain insights into the customer journey.
- **Address Customer Needs:** As most business organizations use social media to promote their products, they can also see competitors' products or services and consumers' sentiments around them. While no marketing team should base its strategy on what others do. Social media can provide insights into what the competition does, which can spark creativity and show a company different ways to approach its target audience.
- **Understand Market Appetite:** Social media can help business organizations to gauge consumers' levels of interest in their products and offerings. If social media teams post new products and get feedback on them, they can gain insights into how the market might react. These insights can come from micro campaigns and real -time feedback on different platforms. Social media can also show business organizations how consumers use products or services and consumers' view the photo or videos of their products.

Significance and Research Methodology of the Study

Over the past two decades, marketing has made a paradigm shift from the traditional approach to the digital approach. The single biggest event that has affected marketing in the last two decades is the mass adoption of the internet into everyday life. Our generation is experiencing a digital transformation. Digital marketing is changing the market every second. The way customers buy products now is very different from how they used to buy in the past. Customers are now educated, smart and exposed to different platforms where they can get information about any product in a fraction of seconds. Businesses have been quick to realize how critically important it is to build their online presence for creating brand awareness, generating business, and also to exist in this highly competitive market. Social media is playing a critically significant part in the buyer's journey as social media advertising influences customers at every stage of the buying

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process starting from recognition of a need and till post-purchase behavior of customers. Companies are focusing on improving post-purchase behavior as it leads to customer satisfaction and hence ultimately leading to positive customer experience. By recognizing the importance of social media, the study is undertaken to investigate the impact of social media promotions on consumer buying behaviour.

The qualitative research method was adopted for describing, interpreting and gaining an in – depth insight into specific concepts of social media promotion and online consumer buying behaviour. Exploratory research design was be employed to collect the requisite information. The study is based on both primary and secondary data. The secondary data was collected from the published sources like books, reports and published working papers and research papers. The primary data was collected by using structured questionnaire to study online consumers buying behaviour and impact of social media promotion on online consumers. To collect the opinions of select consumers, convenience sampling techniques was used. Online shopping sites users were selected as sample to study. For this research study, Warangal and Khammam districts online users' opinions are collected due to these district people are educated and well aware of use of internet and they are very effective in use of social media and purchase of consumer durables. The minimum sample required size is resolute as 384 but, 406 (203 from Warangal District and 203 from Khammam district) online users have been selected for the Doctoral research work which is more than the minimum sample size required.

Impact of Social Media Promotion on Online Buying Behaviour

Promotion in social-media is reaching to the most of the online consumers in world. It became an effective tool for online consumers during these days and age. There is no surprise that each one sorts of every business have turned to social media to seek out their promotion and connect with their target market. In this connection, the researcher required to study the impact of social-media promotion on online buying behaviour. Promotion in social media includes the personal selling, advertising, sales promotion, direct marketing, publicity and Word of mouth.

Impact of Personal Selling on Online Buying Behaviour

Personal selling is to interact potential consumers by the different channels. Personal selling in social-media includes receiving e-mails, sending notifications, messages about new products, receiving birth day wishes and offer sales. In this connection, there is a need to study the impact of personal on online consumer buying behaviour. The relevant data was collected and presented in Table1.

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Table 1: Impact of Personal Selling on Online Buying Behaviour

S. No.	personal selling variables	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Regular e-mails are received about sales	18 (04%)	37 (09%)	26 (06%)	33 (08%)	292 (72%)
2	Send the notifications to mobile about sales	28 (07%)	26 (06%)	30 (07%)	71 (17%)	251 (62%)
3	Receiving messages about new products release	39 (10%)	14 (03%)	6 (02%)	82 (20%)	265 (65%)
4	Receiving birth day and festivals wishes	45 (11%)	29 (07%)	20 (05%)	85 (21%)	227 (61%)
5	Reminding the sessional or offer sales	31 (07%)	57 (14%)	15 (04%)	55 (13%)	248 (61%)

Source: Field data

From the data in Table -1 it is observed that 72 percent of select online consumers are strongly agree with personal selling variable of regular e-mails are received about sales followed by 9 percent disagree, 8 percent agree, 6 percent are neutral and remaining 4 percent strongly disagree with personal selling variable of regular e-mails are received about sales. Further, 62 percent of select online consumers strongly agree with personal selling variable of Send the notifications to mobile about sales followed by 17 percent agree, 7 percent each strongly agree or neutral and 6 percent disagree with the personal selling variable of Send the notifications to mobile about sales.

Further, 65 percent of select online consumers are strongly agree with personal selling variable of receiving messages about new products release followed by 20 percent agree, 10 percent disagree, a negligible percent disagree and neutral 2 percent with personal selling variable of receiving messages about new products release. With regard to the personal selling variable of receiving birth day and festivals wishes, 61 percent of select online consumers strongly agree, 13 percent agree, 14 percent disagree, 7 percent strongly disagree and only 4 percent have neutral opinion towards the personal selling variable of receiving birth day and festivals wishes. It is also noticed that 61 percent of select online consumers are strongly agree with personal selling variable of reminding the sessional or offer sales followed by 14 percent disagree, 13 percent agree, 7 percent strongly agree and only 4 percent are neutral towards personal selling variable of reminding the sessional or offer sales.

Impact of Advertising on Online Buying Behaviour

Advertising plays a pivotal role in changing the decision of consumers whether they purchase at online or off-line. Adverting at social media is very effective in selecting the products and learning about product features. In this connection, there is a need to study the impact of advertising on select online consumers in the study area. The relevant data was collected and presented in Table2.

The data in Table2 indicates that the 71 percent of select online consumers are strongly agree with advertising variable of Image ads are so attractive and explain features followed by 9

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percent agree, 8 percent disagree, 4 percent strongly disagree and another 6 percent are neutral with advertising variable of image ads are so attractive and explain features. Further, there are 55 percent of select online consumers who stated that they strongly agree with advertising variable of video ads engage users and attractive followed 24 percent agree, 9 percent are neutral, 6 percent strongly disagree and only 5 percent disagree with advertising variable of video ads engage users and attractive.

Table 2: Impact of Advertising on Online Buying Behaviour

S. No.	Advertising variables	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Image ads are so attractive and explain features	23 (06%)	34 (08%)	24 (06%)	35 (09%)	290 (71%)
2	Video ads engage users and attractive	25 (06%)	22 (05%)	38 (09%)	97 (24%)	224 (55%)
3	Carousel ads attractive to present the multiple products	24 (05%)	20 (05%)	44 (11%)	126 (31%)	192 (47%)
4	Promoted tweets share relevant information	28 (07%)	17 (04%)	50 (12%)	128 (31%)	183 (45%)
5	Promoted accounts to connect with people	45 (11%)	55 (13%)	35 (09%)	73 (18%)	198 (48%)

Source: Field data

Further data it is also observed that 47 percent of select online consumers are strongly agree with advertising variable of carousel ads attractive to present the multiple followed by 31 percent agree, 11 percent expressed neutral and 5 percent each strongly disagree or disagree with advertising variable of carousel ads attractive to present the multiple. With regard to the advertising variable of promoted tweets share relevant information, 45 percent of select online consumers strongly agree, 31 percent agree, 12 percent neutral, 7 percent strongly disagree and only 4 percent disagree with the advertising variable of promoted tweets share relevant information. Further, it is noticed that, 48 percent of select online consumers strongly agree with the advertising variable of promoted accounts to connect with people followed by 18 percent agree, 13 percent disagree, 11 percent strongly disagree and 9 percent have neutral opinion with the advertising variable of promoted accounts to connect with people.

Impact of Sales Promotion on Online Buying Behaviour

Business organisations are promoting their sales at social media to attract more and more consumers. Sales promotion at social media includes offering discount, coupons, buy-one-get-one deals, flash sales and loyalty programmes. In this background, there is need to study the impact of sales promotion on online buying behaviour. The relevant data was collected, processed and placed in Table3.

The data in Table3 reveals that 61 percent of select online consumers are strongly agree with sales promotion variable of product discounts are sending messages followed by 12 percent agree, 12 percent disagree, 10 percent neutral and 7 percent strongly disagree with sales

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promotion variable of product discounts are sending messages. Further, the data reveal that 53 percent of select online consumers are strongly agree with sales promotion variable of coupons encourage customers to purchase, 27 percent agree, 8 percent strongly disagree, 06 percent disagree and another 6 percent expressed neutral opinion towards the sales promotion variable of coupons encourage customers to purchase.

Table 3: Impact of Sales Promotion on Online Buying Behaviour

S. No.	Sales Promotion variables	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Product discounts are sending messages	30 (07%)	47 (12%)	35 (10%)	48 (12%)	246 (61%)
2	Coupons encourage customers to purchase	33 (08%)	25 (06%)	25 (06%)	108 (27%)	215 (53%)
3	Buy One Get One (BOGO) deals increase sales	44 (11%)	16 (04%)	4 (01%)	87 (21%)	255 (63%)
4	Flash sales encourage customer to purchase	50 (12%)	21 (07%)	16 (04%)	87 (21%)	226 (56%)
5	Loyalty programs to retain customers	28 (06%)	52 (13%)	19 (05%)	58 (14%)	251 (62%)

Source: Field data

The data also shows that, 63 percent of select online consumers are strongly agree with sales promotion variable of Buy One Get One (BOGO) deals increase sales followed by 21 percent agree, 11 percent strongly disagree, and negligible percent disagree or neutral towards the sales promotion variable of Buy One Get One (BOGO) deals increase sales. With regard to the sales promotion variable of flash sales encourage customer to purchase, 56 percent of select online consumers strongly agree, 21 percent agree, 12 percent strongly disagree, 7 percent disagree and only 4 percent have neutral opinion towards promotion variable of flash sales encourage customer to purchase. Further, it is observed from the data that, 62 percent of select online consumer strongly agree strongly agree with sales promotion variable of loyalty programs to retain customers followed by 14 percent agree, 13 percent disagree, 6 percent strongly disagree and only 5 percent are neutral towards the sales promotion variable of loyalty programs to retain customers.

Impact of Direct Marketing on Online Buying Behaviour

Direct marketing is a form of communicating an offer to a pre-selected consumer. Direct marketing in social media includes receiving phone calls about products, whatsup messages, personalized product details and etc. In this connection, there is need to assess the effect of direct marketing variables on consumer buying behaviour. The relevant data was collected and presented in Table4.

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Table 4: Impact of Direct Marketing on Online Buying Behaviour

S. No.	Direct Marketing variables	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Receiving phone calls about products	32 (08%)	45 (11%)	27 (07%)	48 (12%)	254 (63%)
2	Receiving letters, brochures and flyers	20 (05%)	30 (07%)	35 (09%)	87 (21%)	234 (58%)
3	Receiving Whatsup messages about products	23 (06%)	22 (05%)	44 (11%)	100 (25%)	217 (53%)
4	Receiving Personalize products details	27 (07%)	22 (05%)	45 (11%)	81 (20%)	231 (57%)
5	Responding very Fastly through mobile	26 (06%)	45 (11%)	42 (10%)	54 (13%)	239 (59%)

Source: Field data

From the data Table4 it is observed that 63 percent of select online consumer strongly agree with the direct marketing variable of receiving phone calls about products followed by 12 percent agree, 11 percent disagree, 8 percent strongly disagree and 7 percent have neutral opinion towards the direct marketing variable of receiving phone calls about products. Further, there are 58 percent of select online consumer strongly agree with the direct marketing variable of receiving letters, brochures and flyers followed by 21 percent agree, 9 percent are neutral, 7 percent disagree and only 5 percent strongly agree with the direct marketing variable of receiving phone calls about products.

Further, it is noticed from the data that 53 percent of select online consumer strongly agree with the direct marketing variable of receiving Whatsup messages about products followed by 25 percent agree, 11 percent are neutral, 6 percent strongly disagree and 5 percent disagree with the direct marketing variable of receiving Whatsup messages about products. With regard to receiving personalise products details, 57 percent of select online consumers strongly agree, 20 percent agree, 11 percent expressed neutral opinion, 7 percent strongly disagree and 5 percent disagree with the direct marketing variable of personalise products details. Further, 59 of select online consumer strongly agree with the direct marketing variable of responding very Fastly through mobile followed by 13 percent agree, 11 percent disagree, 10 percent are neutral and 6 percent strongly disagree with the direct marketing variable of responding very Fastly through mobile.

Impact of Publicity on Online Buying Behaviour

Publicity is the public visibility or creating awareness about the products or service or organisation. It is also referred as movement of information from its source to public. In this regard, there is need to study the impact of publicity in social media on online buying behaviour. The relevant data was collected and presented in Table5. The data in Table 5 shows that 66 percent of select online consumers strongly agree with the publicity variability of posting Live videos & stores about products followed by 11 percent agree, 9 percent each neutral or disagree and remaining 5 percent strongly disagree with the publicity variable of posting Live videos &

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stores about products. Further, it reveals that 66 percent of select online consumers strongly agree with the publicity variable of Engaging followers and customers followed by 15 percent agree, 7 percent strongly disagree, 6 percent neutral and 5 percent disagree with the publicity variability of Engaging followers and customers.

Table 5: Impact of Publicity on Online Buying Behaviour

S. No.	Publicity variables	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Posting Live videos & stores about products	20 (05%)	38 (09%)	36 (09%)	43 (11%)	269 (66%)
2	Engaging followers and customers	28 (07%)	22 (05%)	25 (06%)	62 (15%)	269 (66%)
3	Building a community with brand	36 (07%)	13 (02%)	11 (03%)	73 (18%)	273 (67%)
4	Monitoring customer reputation	42 (10%)	26 (06%)	26 (06%)	86 (21%)	226 (56%)
5	Measuring social media information	41 (10%)	19 (05%)	11 (03%)	36 (09%)	299 (74%)

Source: Field data

The data also shows that, 67 percent of select online consumers strongly agree with the publicity variability of building a community with brand followed by 18 percent agree, 7 percent strongly disagree and negligible percent neutral or disagree with the publicity variable of building a community with brand. With regard to the publicity variable of monitoring customer reputation, 56 percent of select online consumers strongly agree, 21 percent agree, 10 percent strongly disagree, 6 percent each disagree or neutral towards the publicity variable of building a community with brand. It is also observed that 74 percent of select online consumers strongly agree with the publicity variable of measuring social media information, 10 percent strongly disagree, 9 percent agree, 5 percent disagree and only 3 percent are neutral towards the publicity variable of measuring social media information.

Impact of Word of Mouth on Online Buying Behaviour

Spoken about the social media communication as a means of transforming details of product or service which will affect the online consumers while buying online. In this regard, there is need to assess the impact of word of mouth on online buying behaviour. The relevant data was collected and presented in Table6.

Table 6: Impact of Word of Mouth on Online Buying Behaviour

S. No.	Word of Mouth variables	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	It easing consumers' purchase	20 (05%)	36 (09%)	20 (05%)	52 (13%)	278 (68%)
2	It reshapes the trust on products and services	32 (08%)	21 (05%)	17 (04%)	89 (22%)	247 (61%)

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3	It gives an ability to post content freely	45 (11%)	23 (06%)	04 (01%)	91 (22%)	243 (60%)
4	Exchange details between friends & family	43 (11%)	31 (08%)	22 (05%)	86 (21%)	224 (55%)
5	All ways sharing experiences	27 (07%)	50 (12%)	19 (05%)	49 (12%)	261 (64%)

Source: Field data

The data in the Table6 reveals that 68 of select online consumers strongly agree with the word-of-mouth variable of it easing consumers' purchase followed by 13 percent agree, 9 percent disagree, 5 percent each strongly disagree or neutral towards with the word-of-mouth variable of it easing consumers' purchase. Further, there are 61 percent select online consumers strongly agree with the word-of-mouth variable of it reshapes the trust on products and services followed by 22 percent agree, 8 percent strongly disagree, 5 percent disagree and 4 percent are neutral towards the word-of-mouth variable of It reshapes the trust on products and services. Further, it is noticed that 60 percent of select online consumers strongly agree with the word-of-mouth variable of it gives an ability to post content freely followed by 22 percent agree, 11 percent strongly disagree, 6 percent disagree only 1 percent are neutral towards the word-of-mouth variable of it gives an ability to post content freely. With the regard to Exchange details between friends & family, 55 percent of select online consumers strongly agree, 21 percent agree, 11 percent strongly disagree, 8 percent disagree, and the remaining 5 percent are neutral towards the word-of-mouth variable of Exchange details between friends & family. It is also observed that 64 percent of select online consumers strongly agree with the word-of-mouth variable of all ways sharing experiences followed by 12 percent each agree or disagree, 7 percent strongly disagree and remining 5 percent have neutral towards the word-of-mouth variable of All ways sharing experiences.

Further, there is need to assess the promotional factors of social media that affects the online buying behaviour. For this purpose, mean and standard deviation techniques are used to identify promotional factors of social media that affect the online buying behaviour to a greater extent. The relevant data processed and presented in Table 7.

Table 7: Social Media Promotional Factors Impact on Online Shopping Behaviour

S. No.	Social media Promotional Factors	N	Mean	Stand. Deviation	Rank
1	Personal Selling	406	4.17	1.28	2
2	Advertising	406	4.08	1.17	6
3	Sales Promotion	406	4.12	1.30	5
4	Direct Marketing	406	4.13	1.23	4
5	Publicity at Social Media	406	4.24	1.26	1
6	Word of Mouth	406	4.16	1.31	3

Source: Field data.

The data in Table7 indicating that the select online consumers placed 1st rank to the promotional factor of publicity is impact the online shopping behaviour followed by 2nd and 3rd ranks were

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given to the personal selling and Word of mouth respectively. At the 4th and 5th ranks are given to the social media promotional factors of Direct Marketing and Sales Promotion to impact the online shopping behaviour. The last rank was given by select online consumers to Advertising of social media promotional factor for online shopping behaviour.

Findings of the Study

- Majority of select online consumers strongly agree with personal selling variable of regular e-mails are received about sales, send the notifications to mobile about sales, receiving messages about new products release, receiving birth day and festivals wishes and reminding the sessional or offer sales. It is clearly indicating that the personal selling variables are showing high impact on consumer buying behaviour on products and services.
- Majority of select online consumers strongly agree with the advertising variables of image ads are so attractive and explain features followed by video ads engage users and attractive, carousel ads attractive to present the multiple, promoted tweets share relevant information and promoted accounts to connect with people. Therefore, it is concluded that the advertising at social media has moderate effect on online consumers in the study area.
- Majority of select online consumers strongly agree with the discounts are sending positive messages, coupons encourage customers to purchase, Buy One Get One (BOGO) deals increase sales, flash sales encourage customer to purchase and loyalty programs to retain customers.
- The majority of select online consumers strongly agree with the direct marketing variable of receiving phone calls about products, receiving letters, brochures and flyers, receiving Whatsup messages about products, receiving Personalise products details and responding very Fastly through mobile.
- The majority of select online consumers strongly agree with the word-of-mouth variable of It easing consumers' purchase, it reshapes the trust on products and services, it gives an ability to post content freely, Exchange details between friends & family and All ways sharing experiences.
- Majority of the select online consumers strongly agree with the publicity variability of posting live videos & stores about products, engaging followers and customers, building a community with brand, monitoring customer reputation and measuring social media information.
- It is observed that majority of select online consumers affected by the promotional factors of publicity, personal selling and Word of mouth that are affecting online buying behaviour.

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