

Effectiveness of Social Media Tools and It's Impact on Promotions

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Abstract: As per analytics information of year 2018, there are 3190 million population, who comprise of 42 percent of total population, are using socialmedia as a communication tool. The main objective of this research was to examine the influence of promoting content on a social media platform with reference to social media users. Another objective was to analyze the comparative outcome of information provided by a marketer on a social media platform for securing the attention of its users. Social media is attracting many people for searching and communicating with each other. This paper will try to explain the reason behind significance of social media for enterprises as business promotion tool as well as an effort in finding out relevance of online promotions on Social media platform with reference to the Indian social media tools users. The present work is a descriptive research; with a sum of 420 respondents are from social media users. A survey was conducted with a well-structured questionnaire with eighteen statements. The researchers have used both open and close ended questions asked to analyze the purpose of the research. Result of this research revealed that the promotions on social media do not fulfil the information need of its users. Finally, Research concludes that promotions on a social media platform have different influence with a change in sponsored promotional content placement on social media.

Keywords: Social media, Online promotion, Social media tools, Advertisement

I. INTRODUCTION

Baglione, S. L., & Tucci, L. A. (2019) has done similar work on the relevance of Facebook as a promotional tool and ethics in targeted promotions with the help of demographic variables of users and they found the poor advertising and found it unethical to be target on the basis of interests but useful, meaningful, and leading to purchase intentions. Viral Promotion is a considerably important part of today's content market in various forms. Traditionally, advertisement on TV and Radio was the medium to promote the products, but this scenario has changed significantly after the revolution in the era of internet media and it has changed consumers buying search process also. The way consumer lifestyle has changed and the similarly new medium of information search has changed with the entry of social media technologies. Consumers search for the time-saving and convenient shopping experience.

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Due to this buying behaviour, social media content promotion concept creates a lot of interest in the consumer's mind and therefore the consumer is willing to buy online now. As many people got attracted towards the online retailing, banner advertisement promotions have acquired great importance in advertisement age. At the same time, entry of social media has created great interest in communication and advertisement sector. Social media attract many people for searching and for communicating amongst people. Facebook is one of the important social media websites having largest number of users in social media (e-marketer, 2013). People use the social network for the sharing of information and connecting with friends. Companies are looking towards those social networking sites as a key buyer's population for the promotions. Lorenzetti, J. P. (2008) discusses the use of Facebook advertisement as promotional tools for the education sector and reveals the use of Facebook, to target both graduate and undergraduate management students having a sports background. Most of the organizations sponsoring promotional advertisement on the social media and investing lot of money are mistargeted, due to lack of proper knowledge about a perception of social media users. A large number of promotions go unnoticed by consumers because advertisers choose the wrong advertisement characteristics; such as placement of promotions on the blocks of social media platform, messages sent are unclear, and the demographic characteristics of the target audience are not clearly identified.

The fame of social media websites like, Facebook and Twitter has created immense interest in the world of social communication. At present, many users interact with each other through social networking platforms easily and social media identifies their choices, interaction with particular content, demographic characteristics of users and so on. Social media has millions of unique visitors each day. Sponsored content providers have started following users of social media to reach a large audience through their search preferences. In the age of social networking, people interact with one another; they spend most of the time on online networking site to chat with friends. Such customers exhibit vast possibility for enterprises reaching their target audiences through promotions with ease.

Many companies have implemented various ways of promotions by using social media. Friends motivate their friends to comment about their choices and preference to select restaurants or movies. Promotional content acceptance interest relies on the conviction of these mediums, that they are trustworthy.



It is believed that conviction results are reliable lead for business / product promotion. Friends keep trust in friend's recommendations and these trusted recommendations given by friends will lead to growth in the acceptability of promoted product or services. Findings by Zarouali et al. (2018) reveal that well persuasive promotional content influences decision with the help of important social persuasive communication.

Although, it is not yet clear to understand the extent of expenditure made on the type of promotion and placement location on display page and its acceptability or conversion to click on said sponsored promotion content of product or services. The exact outcome of using such media tools was still unknown and it is part of the further study. In order to address those problems related to an outcome of promotion, present analysis has set the objective to analyze and compare the influence of different sponsored advertisement on the buying decision of users. There are various online shopping portals, promotions on Social media and they regularly pop up on the webpage of Social media, for example - Jabong, Olx, Junglee, Naaptol, Lenskart, Flipkart, Amazon, Snapdeal and eBay, etc.

Present research is to study the influence of online shopping advertisement in the social media purchase decision of user and analyze the perception of Social media users about e-retailing promotions.

II. LITERATURE REVIEW

Levin, Levin, & Heath (2003) are of opinion that the consumer inclination towards online and offline goods and services varies from various goods and services at various levels of buying practices because, involvement factor for the various products is different, it is dependent on the kind of goods. It is important to identify the difference in the shopping pattern of the user, whether he is buying online or offline. It was concluded that all kinds of goods cannot be purchased on the websites and for such a purchasing decision goods have to be classified and sold online accordingly. Norazah, Ramayah, & Norbayah (2008) revealed the necessity of online shopping in today's consumer day to day life and analyzed that the shopping pattern has changed and buyers are likely to buy online due to various factors and it is good option for consumer, due to higher convenience as compared to traditional buying were there are various factors like mob, lot of vehicles and jams on roads, scarcity of time, inappropriate parking slots, inconvenience. Boyd & Ellison (2010) defined "social networking sites as web-based services that allow individuals to construct a public or semi-public profile within a bounded system of networking and to articulate a list of other users with whom they share a connection, and can view and traverse their list of connections and those made by others within the system".

Mumtaz, Islam, Ariffin, & Karim (2011) analyzed important attributes of online shopping and confirmed that promotions on the social media websites, merchandise characteristic, store name, buying experiences in the past has major responsibility in consumer happiness in online buyers. Shoppers who are searching for monetary benefits are interested in reducing time as well as energy spent in buying, while pleasure of buying is vital for buyers

interested in recreation benefits, so utilitarian shoppers are easily attracted towards the time saving and effortless shopping (Bellenger & Korgaonkar, 1980). Virtual social media platforms like Facebook, Twitter are becoming powerful tools to reach a large customer base (Arnone, Geerts, & Scoubeau, 2009). Dennis et al. (2010) Charles Dennis (2010) proposed apparent utility in case of online buying is significantly associated with women's outlook and objective of buying at e-commerce platforms. Women are the main buyer of online shopping. In the grocery buying perspective, Morganosky & Cude (2000) said comfort, saving time are important things.

These variables like convenience, time-saving shopping are key motivators for purchasing groceries online. Kim & Eastin (2011) analyzed that hedonic tendencies of virtual website user are searching for information and enjoying surfing activity before purchasing product lead them to purchase decision. They also suggested that investigative data is certainly linked to search time and is linked to online Hedonic Tendencies as well as e-commerce customer buying frequency.

Facebook has started paid banner promotion on the side block of user news feeds and clarifies that social media platform wants to make it clear that marketers can pay for their stories as pay per like Moscaritolo, A. (2012).

Promotion on the social network is the most important promotional platform and it has become an integral part of an online advertisement on social media (Hart, 2008). Gruber (2006) has revealed that consumers agree to watch advertisement whenever they are getting free of cost service of social networking. In such cases, the consumer could be dissatisfied with advertisement content. Online advertisement has created great influence on attitude towards a particular store and if the advertisement creates a positive attitude then it converts into purchase decision (Bruner & Kumar, 2000). MacKenzie & Lutz (1989) uses a structural model to suggest that the attitude towards the particular advertisement is revealed on the likes of those advertisements. If the advertisement has more likes, then attitude towards advertisement is also high. Without knowledge of social media user's pattern, the advertiser can target the customers through the data analysis of social media databases. Lai, J., Cheng, T., & Lansley, G. (2017) explored the fame every key topic through user's information on social media and placed promotions with user choices. In general, analysis exhibits importance of GIS as well as user keyword data usage in creating important spatiotemporal data of most common or accepted preferences from Twitter data. Gil-Or, O (2010) are of the opinion that promotional power of the Social media by exploiting viral marketing, influence friends of the user. In social media, friends are the main influence of user decision making, as the association amongst users and more particularly friends raises the dependability of the information exchanges amongst each other.

Yousif (2012) concluded that social media user is more interested in the getting the knowledge about informative advertisement on the Facebook and

obtaining promotional information on social networks which are thrilling or tempting in changing opinion. Content of the social media advertisement is helping or motivating customers in buying, advertised goods and services. Social media has created an important communication tool or such position in the young student user and social networks are very admired advertising media in case of young social media visitors (Pelling & White, 2009). Daugherty, Eastin, & Bright (2008) also found that if the content of the online message is creative and user-friendly then a optimistic outlook for online contents created by social media users most of the times leads to rise in customers use of such information on the user of social media or social media advertisement. Ironically, Terlep et al. (2012) in the General Motors officials observed that paid promotions with Facebook did not influence car buying decisions. Yücebalkan, B., & Aksu, B. (2018) revealed that social media users are not interested in the promotional post on the pages and they are not affected by them and don't wish to use it for non-personal use.

Calisir (2003) in his comparative analysis of web advertisement and traditional advertising media claims that college going student is the frequent user of website content and they represent the large population other than traditional media. There are a number of factors playing an important role for the organization in promoting their product, such promotion strategies are cost efficiency, targeted promotions and time spent online. Stavrianea, A., & Kavoura, A. (2015) identified that important role promotion plays on Facebook is the way people get attracted and found to be the important medium people use when they search information and pay attention to the promotions. It also reveals the significant role of social media for promotions of products and services. There are two different researches that say that there exists an inconsistency on perceived effects of media, media content and repetitiveness of conduct in social networking. These findings contribute behaviours on social media which can be perceived as desirable or undesirable. The influence of content on social networks are larger on others than the self, with consideration of social distance as moderator to perceived media impact (Pham, G. V., Shancer, M., & Nelson, M. R. 2019).

III. RESEARCH METHODOLOGY

Main objective of research was to analyze perception of social media users about in feed promotion on Facebook. The present research will also endeavour to identify and analyze the importance of the promotional content published by a company on social media.

In the proposed research work, a total of 500 respondents from social media users were participating in the study, out of which 420 responses were accepted (Response rate 84%). The sampling technique used for the research is convenience sampling. The researchers have collected data with the different parameters for this study. Customers have different characteristics and different opinions about the use of particular media. Various demographic data had been collected, related to age, gender, profession and educational level for this study

A survey was conducted by a carefully developed well-structured questionnaire to analyze the perception of social media users about an online promotion on their webpage in India. The researchers have asked both open-ended and close-ended questions. Eighteen statements were used as the research instrument and for testing hypothesis. A Likert scale was used for quantifying data. According to the Likert scale the higher the opinion point of respondent means higher the response and similar to all questions (Alsmadi, 2007). Moreover, the primary five points of Likert scale was converted into four points Likert scale, so that it can be best used in case of our research objective. Middle point was excluded for some questions, using a forced choice method (Answers.com, 2012). This kind of method was accepted and validated by various researchers (Sekaran, 1984).

After rigorous reading and consideration of previously done work and theories, following hypothesis was generated for the current problem. Those hypotheses are as follows:

H1: There is a significant association between infeed promoted content and involvement in promoted content.

H2: Influence of promotion on social media differs with the gender of its users.

H3: Placement of banner promotions on the sidewall of social media platform influences the information need of its users.

H4: Promotional popup banner advertisement on social media platforms influences the purchase decisions of its users.

IV. FINDINGS

Table I explains characteristics of the sample, which was used for this study, the sample is based on the different demographic features of the respondent. The percentages of participants based on their gender are male (60.23) and female (39.77).

Table. 1 Characteristics of Survey Sample

Characteristics	Value	Frequency	Percent
Age Group	18-25	139	30.95
	25-30	137	39.28
	30-40	70	18.57
	40 and Above	74	11.19
Gender	Male	253	60.23
	Female	167	39.77
Education	Below Graduation	92	21.90
	Graduate	205	48.80
	Post-graduation and above	123	29.28
Profession	Govt. Employee	78	18.57
	Private Sec.employee	105	25.00
	Professionals	81	19.28
	Self-employed	156	37.14

Reliability test

In the most of the business research, a reliability coefficient is considered as 0.70 Or higher for significance test and it is acceptable in the most of the situations. Cronbach's alpha for the current study is 0.74 as shown in table-2.

Table. 2 Reliability Statistics

Cronbach's Alpha	N of Items
.748	14

The first dimension has tested table-3:

Bivariate Correlation test applied for the analysis, for the measurement of correlation between in- feed promoted

content and involvement of users in the promoted content with the help of IBM SPSS 19. A brief description of the test is as below:

Table. 3 Descriptive Statistics

	Mean	Std. Deviation	N
Infeed Promoted Ads	3.7214	1.64397	420
Involvement in Promo	4.3190	1.66047	420

Based on the result table 4, this can state that the infeed promoted content and involvement in the promoted content have a considerable linear association ($P < .001$) which is .592. The direction of the relationship is positive (i.e., the infeed promoted advertisement and involvement in the promoted advertisement are positively associated), it means that these two values are likely to increase together if the advertisers put more promotional content on the social media platform.

Table. 4 Correlations

		Infeed Promoted Ads	Involvement in Promo
Infeed Promoted Ads	Pearson Correlation	1	.592**
	Sig. (2-tailed)		.000
	N	420	420
Involvement in Promo	Pearson Correlation	.592**	1
	Sig. (2-tailed)	.000	
	N	420	420

** . Correlation is significant at the 0.01 level (2-tailed).

The second dimension is tested in table-5:

Statistical test used for the analysis of above hypothesis is an independent sample t test with the help of IBM SPSS 19. A detail explanation of the test is below.

Table. 5 Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean
Ad influence Male	253	5.4931	1.28008	.08048
influence Female	167	5.6257	1.19860	.09275

If we see Statistics test results in table-5, the male respondent category in this test shows their advertisement influence is 5.4931. Similarly; Advertisement influence on female category respondent is 5.6257. The male category respondent has 1.28008 standard deviation and female category respondent is 1.19860. The numbers of respondents in the test are (male) 253 and (Female) 167.

Table. 6 Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Ad influence	Equal variances assumed	1.803	.180	-1.066	418	.287	-.13267	.12446	-.37732	.11199
	Equal variances not assumed			-1.080	371.378	.281	-.13267	.12280	-.37413	.10880

A value of Levene's Variance Equality Test (Table 6) is $F = 1.803$, $p > .05$ (.180) means the two - group variance is the same. Scientifically speaking, it means that the variability in the two categories is considerably the same, or we can say that this statistics holds the supposition of variance homogeneity. On the basis of Independent Samples t-Test statistics, the female respondent shows advertisement influence ($M= 5.4931$, $SE= .12446$) is not significantly different for male respondent ($M= 5.6257$, $SE= .12280$), and $t(420) = -1.066$, $p < .180$ ($DF= 418$).

As 'p' value is .180, Result of t test is not significant. We interpret the result as; there is no significant difference in the gender - specific impact of promotional content on social

media. The third dimension of the study is shown in Table-7:

For the third dimension, whether banner promotion on side wall of social media fulfils the information need of the user. One sample t-test statistics was used to measure this hypothesis. The average scale is drawn as a whole and compared to mid - scale point 2.5. Table-7 says that the average means = 1.9923 with P - value < 0.00 and 95 percent confidence interval with lower bound = 1.88 and upper bound = 2.1, which is significantly lower than 2.5 after applying the One - Sample Test. That's why; it states that banner content promotion on the side wall of social media does not fulfil the information need of users.

Table. 7 One-sample t-test

One-Sample Statistics						
	N	Mean	Std. Deviation	Std. Error Mean		
CSD2	420	1.9923	.85194	.05284		
One-Sample Test						
	Test Value = 2.5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CSD2	-9.61	419	.000	-.50869	-.6127	-.4016

The fourth dimension of the study is shown in Table-8:

Now, here we have to analyze the fourth hypothesis. The fourth dimension contains eight questions specifically aimed at calculating the influence of popup promotion on its users. The analysis of the mean score of the table (8) indicates that this dimension's average mean 1.59, that's considerably below 2.5. of the P - value < 0.00 at a significance level of 0.05 and the lower confidence interval of 95 percent = 1.5 and the upper bound = 1.6, hence, as we state that the fourth hypothesis, promotional popup banner advertisement on social media platforms do not influence the purchase decisions of its users.

Table. 8 One-sample t-test

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
CSD2	420	1.5968	.74253	.03342

One-Sample Test						
	Test Value = 2.5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CSD2	-24.904	419	.000	-.90754	-.9726	-.8457

V. CONCLUSIONS

Social media achieved the largest number of users of social media network amongst others; it reveals that Social media has a good audience to advertise. Not only Social media, but other social networking organizations also largely generate their revenue through online promotions. First hypothesis testing results show that the infeed promoted advertisement and involvement in the promoted advertisement are positively correlated. Infeed promotions on the Facebook wall in more effective. The present analysis shows that the influence of banner advertisement placement on the side wall of the social media platform is insignificant and do not change the perceptions of the users towards buying decision. It means that the promotional banner on the side wall of the platform is ineffective. The result of this study shows that the popup content promotions on social media do not fulfil the information need of their users. Users are not motivated due to insufficient product information provided by content promoters on social media through popup promotions. This study also highlights that promotions via social media do not significantly influence the purchase decisions of users. Infeed promotion is more effective as compared with sidewall banner advertisements or popup banner on the network platform. The finding of this study shows that the influence of advertisement on social media does not change with the gender of social media users. There is no significant gender differentiation and promotional influence on social networks.

It is also suggested that social media should make users aware of informative promotional content. The research concludes that promotions on a social media platform have different influence with a change in sponsoring promotional content placement on it. This study will help the marketer in the placement of promotional material on social media.

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