

# The impact of E-Promotion on consumer buying behavior: A Case Study From Turkey

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**ABSTRACT:** The World Wide Web has propelled in no small extent of changes in the attitude and behavior of people all over the world. Due to this blessing, online shopping has merged which influenced the ordinary citizens. There are several factors which can influence the consumer buying behavior. In this study the stress has been put in to investigate the impact of e-promotion on consumer buying behavior and identifies the tools of e-promotion represented in e-mail marketing, website design, electronic advertising, social media. A statistically significant sample of size 196 was calculated for this study. The sample size is distributed among male and female equally. Convenient sampling technique was used to approach the targeted sample of 196 online consumers in Istanbul. Pearson correlation coefficient was used to investigate the relationship between the variables, and multiple regression analysis was used to test the influence of Independent variables on consumer buying behavior. Findings of the survey data indicated a statistically significant relationship between e-promotion and consumer buying behavior. Furthermore, it was also explored that social media as an e-promotion tool has a statistically significant relationship with consumer buying behavior. The website design as an e-promotion tool also showed a statistically significant relationship on consumer buying behavior. The study further explored that Email marketing as an e-promotion tool has a statistically significant relationship with consumer buying behavior. Moreover, the survey results also indicated that electronic advertising has a statistically significant relationship with consumer buying behavior. The overall findings reveal that the most significant effect on consumer buying behavior is electronic advertising. Moreover, the results of multiple regressions indicate that E-Promotion tools, Like Social Media advertisement and Electronic Media Advertisement have significant positive influence on Consumer Buying Behavior.

**KEY WORD:** E-Promotion tools , consumer buying behavior , E- promotion , Electronic advertising , E-mail marketing , website design , Social media .

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## I. INTRODUCTION AND LITERATURE REVIEW

### 1.1 The concept of E-Promotion & Promotion

The conceptual framework evaluates the e-promotion concept by comparing traditional and electronic modes of promotion. It will also focus on clarifying the differences between conventional and electronic advertising and displaying the e-promotional mix as modern technology. The applicability of the contemporary promotion concept would also be evaluated based on the customer buying behavior.

The concept of promotion is revealed through marketing mix and how the technology has influenced the organizations. Technology development has contributed to advanced marketing strategies through social media and other electronic mediums such as websites. Nowadays, the capacity of a particular company to compete effectively with its competitors rely on its set strategies for digital advertising (Niranjanamurthy & Chahar, 2013). The promotion strategies must be compatible with the current technology to meet the audience standards. Electronic promotion and advertising depend on the nature of the technology being applied to attract the targeted market's attention. Promotion and marketing intend to influence the consumers in terms of their needs and wants and presenting them with detailed information on the best product and services to satisfy their interests. More so, promotion enlightens customers of the product's benefits and prices. The vital details of the product are revealed to the consumer to influence their decision-making process. In this regard, e-promotion or e-advertising enhances communication through electronic media with attractive visuals and graphics. The promotion provides comprehensive details of the product or services to the targeted customer to convince them to purchase (Familmaleki et al., 2015). Therefore, the promotional campaign is undertaken through evaluating communication technology and advanced information delivery to the consumers.

### 1.2 The Objectives of Promotion

Marketing promotions are the linked with the goals and strategies of the company launching the project. It can merely be around the information to the general customer about good or services when launching new

product particularly. Further, to generate interest and desire among the buyers to buy the product by introducing them about the benefits of the product.

Furthermore, the objective of the marketing promotion could be creating preference for the buyer, and leaving a positive feeling about the product through an emotional connection, showing your brand personality with the aim to moving the customer from just liking the product to wanting the product. Finally, the marketing promotion major goal could be to positively influencing the customer, so that he/she would go ahead and take keen interest in the product i.e. show interest in downloading the brochure, make a phone call to confirm the deal, show interest to join the news latter or engaged herself/himself in the live chat.

### **1.3 Characteristics of E-Promotions**

E-promotions is considered a powerful tool essential for enhancing organizational reputation through advertising. The essential E-Promotion tools include social media, email marketing, content marketing, online video, and use of websites, among others. These platforms are important in generating online engagement whereby the organization generates greater profitability and success in marketing. E-Promotion tools contribute to the behavioral changes and brand awareness to target customers in online marketing (Hedid & Abdessamad, 2020). The technological advancement and society depending on the internet provide a more effective platform for E-Promotion. Furthermore, the changes being experienced due to the E-Promotion in marketing attract more online inquiries and use contextual banner ads essential in influencing the targeted customers' attitudes, virtual marketing, and brand awareness.

### **1.4 The Tools of the E-Promotions**

The digital business has experienced rapid development over time, giving both small and large businesses a chance to accommodate and adopting e-marketing. Technology development has enhanced the business practices and activities of organizations. The sales and marketing, promotion, and advertising practices have also changed with technology advancement and adopting a digital approach. In this regard, business competitiveness is based on the online business operations and integration of technology in business practices (Rita et al., 2019). The E-Promotion has contributed significantly to corporate marketing, especially in communication with the targeted audience. The companies have turned to digital platforms and E-Promotion tools vital in the marketing and advertising products and services (Rita et al., 2019). Various E-Promotion platforms have contributed to the business performance in digital marketing. Website is one of the E-Promotion tools that enable companies to market, promote and communicate with the customers through online platforms. The website enables customers to engage with the organization's agents to acquire and inquire about the products and services.

**The website** creation is considered the first step in E-Promotion whereby digital business activities are conducted in terms of marketing, advertising, and promotions (Rita et al., 2019). Organizations use their websites in communicating, marketing, promoting, and advertising product and services being offered. As an E-Promotion tool, the website encourages customers to visit and believe the corporate brand is winning the customers' trust. The company outlines the marketing programs in their websites whereby job vacancies, marketing offers and discounts, training programs, and other practices are articulated in the corporate websites. In this regard, the visitors and other interested organizational stakeholders gather more information from the websites (Bilgihan & Bujisic, 2015). Availability of the online agents or contact address and section provides visitors a chance to inquire more about specific issues or leave a comment that is other instantly or responded after some time.

**Social networking** entails the application of internet-based social media sites that enable the connection. The internet and electronic devices allow social interaction among people. The same scenario is applied in the business sector, whereby social networking is used for business purpose through social platforms (Husnain & Toor, 2017). Social sites such as Facebook, Twitter, Instagram, and LinkedIn are used for socialization. The business takes advantage of the social platform and advertising its products and services to engage with online customers.

The organization's social media marketing approach is advertising and promoting the products and services through their platforms. Companies also use paid ads whereby the social media companies advertise the product on various social sites pages to increase promotion and exposure of the product or services (Agam, 2017). In this regard, the companies using social media for advertising and communication focuses on increasing social networking.

**Email** is an internet service applied by online customers to engage and communicate through a written message. Email enables people to attach other attachments, files, and images to send to other partners. It is a low-cost model of communication that helps people to engage. In this regard, in the E-Promotion, Email is applied to communicate and engage customers. The companies use the Email from their database and send emails to the customers concerning any promotion, advertisement, or newsletters (Varghese, 2017). As an E-

promotional tool, business enterprises promote the product and services through engaging their customers using Email. The sales and marketing approach depends on the technology advancement whereby most of the customers are connected and got their emails.

**Electronic advertising** entails advertising through the internet and other forums such as digital media to promote business in the sales of products and services. The purpose of electronic advertising is to increase the market reach to many potential customers through the web. Electronic advertising is cost-effective and hence affordable to businesses in promotion and marketing. Target marketing is applied where electronic advertising is designed to target a specific group of individuals in particular market segmentation (Agam, 2017). The range of the location, age, gender, or religion, among other aspects, are applied in the target marketing. Electronic advertising depends on internet connectivity and electronic devices to connect businesses with customers.

The principal structure of E-advertising includes publication, websites, and animated movements. The publication on the internet is the posters and ads used to promote the product or services. Electronic advertising depends on the hyperlink applied in the company's websites to direct and redirect visitors to the relevant pages. The various types of E-advertising include wallpaper, pop up, and floating advertising. The wallpaper advertising appears on the website's background on the screen for any chosen promotion (Shojaee et al., 2014). Pop-up advertising emerges when one clicks on the company's website, and a new screen opens by itself and popping up with the advertisement of a product or series. The floating advertising entails the ads that move across the screen with the user's option to click to view the promotion.

### **1.5 Research Objectives**

Theoretical goals: The most critical theoretical goals achieved through this study include:

To learn about e-promotional tools which the companies use for their products and services.

To explore the e-promotional tools which utilizes information and communication technology for promotion business.

Practical goals: The most important goals achieved from the field study include the following:

To identify significant relationship between e-promotion and the consumer's behavior towards electronic products

To comprehend and arrange the essential tools of e-promotion that affect consumer behavior.

Learn about the most significant opportunities offered by modern technology for companies and institutions in achieving their promotional goals in particular and marketing in general.

### **1.6 Hypotheses**

There is a significant relationship of e- promotion and the consumer buying behavior.

H1: There is a significant relationship between website design and the consumer buying behavior.

H2: : There is a significant relationship between Social Media and the consumer buying behavior

H3: : There is a significant relationship between Electronic-Advertising and the consumer buying behavior

H4: : There is a significant relationship between E-Mail Marketing and the consumer buying behavior

### **1.7 Research Methodology**

#### **1.7.1 Research design:**

This research study utilizes both analytical and descriptive methods. The descriptive method is used to show the e- promotion and its tools and the consumer behavior towards e- promotion for the products provided by the institutions and companies. While, the analytical method is used to indicate the effect of e- promotion on the behavior of consumers using modern and advanced technology. Thus, the method was during our study on the expression of the study; a quantitative expression by describing the variables of the study and highlighting the most important concepts, as well as through the numbers obtained to know the degree of influence between the variables.

#### **1.7.2 Population of the Study**

The population for this study is the people who are using internet in Istanbul city. The rate of internet users in Turkey is around 85%. This rate covers people aged 16 to 74 years. Our target study is to identify the influence of E-Promotion tools on consumer buying behavior. Therefore, it is assumed that the ratio of people using internet is the study target population. Out of the total population of around 15m we estimated that around 13.10m people are the internet users based on the 85% rate of internet user. The 13.10m people are the resident of Istanbul city our targeted area of study. As this is a very large population therefore, we used infinite population formula to determine the sample size. Using infinite population formula suggested by Cochran (1963:75) a sample of size 196 is calculated for this study.

### **1.7.3 Source of data**

The data has been collected by using primary and secondary data sources. The primary data was collected by utilizing structured questionnaire whereas, secondary data is the literature we have used for this study. The primary source of data was the study population represented by the internet users' segment within the Turkish market. This data was collected from the targeted community using structured questionnaires in the field. These questionnaires were distributed in the targeted community for the individuals to respond. The secondary data for this study was collected through secondary sources such as related articles, journals, thesis, books, newspapers and internet.

### **1.7.4 Questionnaire Design**

A survey questions items were adapted that were conceptualized and established in extant literature. The first section consists of four questions containing demographic information of the respondents. The second section e-mail marketing includes six items which are given by (Omar & Atteya, 2020). Third section is the electronic-advertising that includes seven items five of them adopted by (Omar & Atteya, 2020) and the other last two items adopted from (Hedid & Abdessamad, 2020). The fourth section social media includes four items adopted from (Hedid & Abdessamad, 2020). The fifth section website design includes four items adopted from (Kibandi & Reuben, 2019). Lastly, consumer buying behavior includes eight items, the first four items which it adopted from (Kibandi & Reuben, 2019), the last four items adopted from (Omar & Atteya, 2020).

### **1.7.5 Survey Instrument**

In this study, the questionnaire is based on the closed-ended questions because it is simpler and quicker for respondents to answer. The closed ended questionnaires are easy to understand, code and can be easily analyzed. Next, to be more standardized, the questionnaire has used the five-point likert scale. The scale ranging from "Strongly Disagree" point one, "Disagree" point two, "Undecided" point three, "Agree" point four, and "Strongly Agree" point fifth.

### **1.7.6 Study Sampling design**

Sampling is the most crucial stage of a research study. As we were facing a population of a very big size therefore, used the recommended sampling method the convenience sampling method (also known as availability sampling). This method, is one of the specific types of nonprobability sampling method that relies on data collection from population members who are conveniently available to participate in the study.

$$\text{Minimal Sample Size} = \frac{(1.96)^2 \times 0.85 \times 0.15}{0.05} = 196$$

For 95% confidence level the critical "Z" value is 1.96 under normal distribution. In the above calculation precision has been compromised up to 5%. In other words the margin of error used in the above formula is 5%. Level of significance used is 5%. P is the proportion of success and it has been set as 0.85.

The population proportion used to determine sample size is the percentage of population in Istanbul/Turkey who has on the average access to or using Internet for different purpose like E-commerce. According to the Information and Communication Technology Usage Survey results shared by the TurkStat, 90.7 percent of Turkey's households had access to the Internet from April 2019 to March 2020 while, 79 percent of individuals used the Internet. Whereas, as per Turk Digital data, an estimated growth annually in the internet usage is around 6%.

### **1.7.7 Inferential Statistics**

This study has utilized not only the descriptive statistics but also the inferential statistics. The inferential statistics are used to generalize the findings.

The study follows a systematic approach to reach the inferences. To test the reliability of the scales Cronbach-Alpha was used. The score obtained remained in the range of the reliability.

In order to test the relationship between the variable bivariate correlation technique was used. For this purpose Pearson Correlation test was conducted and the results are reported in the findings section.

Regression analysis are the important tools in identifying the dependences of dependent variable on independent variables. In this regard multiple linear regression tool was used. All the assumptions of multiple

linear regression such as Normality (of dependent variable), Multicollinearity, Auto Correlation etc were tested and found that the data sets fulfills all the assumptions.

**1.7.8 Data Entry and Data Analysis**

The secondary data was collected through the structured questionnaire. The questionnaires were coded and entered in SPSS for analysis purpose. The data was cleaned and analyzed using SPSS.

**1.8 DATA ANALYSIS, TESTING AND DISCUSSION OF STUDY HYPOTHESES.**

**1.8.1 Introduction:**

This study was designed to analyze the relationship between email marketing, electronic advertising, social media, website design and consumer buying behavior. This section presents the results, interpretation of all the tests conducted and discussion on the results. The data collection method was participant’s survey following purposive sampling method In this section, demographic information of participants, descriptive analysis of Likert scale questions of the variable, correlation analysis and a multiple regression analysis have been presented. In the end, discussion has been presented for the comparison of the study outcomes and previous literature.

**1.8.2 Demographic profile of participants:**

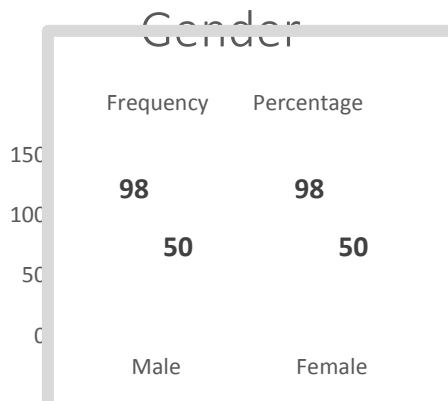
The demographic variables include gender, age, online shopping frequency and education level.

**1.8.2.1 Gender:**

The gender distribution of respondents shown in Table 1, indicates that out of 196 respondents, 98 (50.0%) were male while, 98 (50.0%) were females. The sample is balanced in terms of gender as there is not a significant difference in male and female participants.

**Table 1: Gender wise distribution of sample data**

Gender	Frequency	Percentages
Male	98	50.0
Female	98	50.0
Total	196	100.0



**Figure 7: Gender wise distribution of sample data**

**1.8.2.2 Age**

The age distribution of respondents has been shown in table 2. we can see from the results that out of 196 respondents, 10 (5.1%) were below 20 years old, 105 (53.6%) were 21-30 years old, 60 (30.6%) were from the age group 31-40 years old, 18 (9.2%) were from the age group 41-50 years old and only 3 (1.5%) were from the age group more than 50 years old. This indicates that the maximum number of respondents belonged to the age group 21-30 years old.

**Table 2: Age wise distribution of sample data**

Age	Frequency	Percentage
Below 20 years old	10	5.1
21– 30 years old	105	53.6
31–40 years old	60	30.6
41 – 50 years old	18	9.2
More than 50 years old	3	1.5
Total	196	100.0

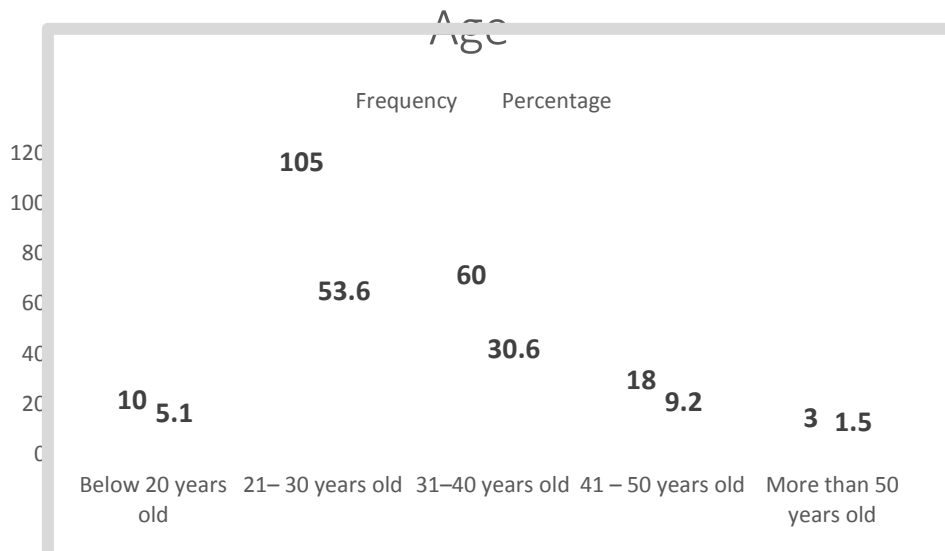


Figure 8: Age wise distribution of sample data

1.8.2.3 Online shopping frequency:

Table 3 shows how frequently the respondents do online shopping. The results indicate that out of 196 respondents, 26 (13.3%) rarely prefer doing any online shopping, 53 (27.0%) occasionally shop online, 68 (34.7%) often do online shopping and 49 (25.0%) frequently do online shopping. We can see from the table that collectively 117 (68.25%) people often or frequently prefer online shopping. So, there are more people doing online shopping.

Table 3: Frequency of online shopping

Online shopping frequency	Frequency	Percent
Rarely	26	13.3
Occasionally	53	27.0
Often	68	34.7
Frequently	49	25.0
Total	196	100.0



Figure 9: Frequency of online shopping

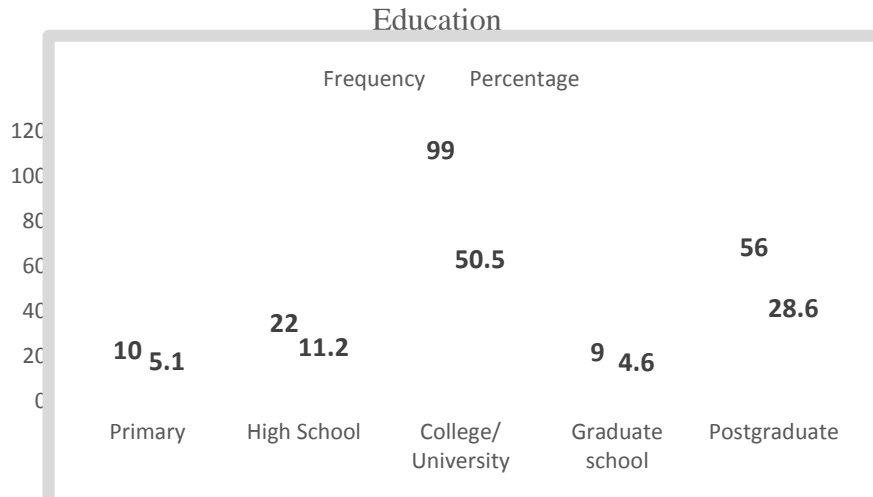
1.8.2.4 Education:

As shown in table 4.4, 10 (5.1%) respondents had completed primary education, 22 (11.2%) had completed high school education, 99 (50.0%) had completed college or university degree, 9 (4.6%) had completed some graduate school and 56 (28.6%) had completed Postgraduate. Most of the respondents had completed college or university education.



**Table 4: Education**

Education	Frequency	Percentage
Primary	10	5.1
High School	22	11.2
College/ University	99	50.5
Graduate school	9	4.6
Postgraduate	56	28.6
Total	196	100.0



**Figure 10: Education**

**1.8.3 Reliability analysis:**

Cronbach’s Alpha analysis was applied to check the internal consistency and reliability of each question in the data set. Cronbach's alpha is used for multiple scale items to determine whether the items included converge or not. According to (Joseph A. Gliem & Gliem, 2016), the value above .7 is considered as acceptable and reliable . Result shows that Cronbach’s alpha value. To make certain that all designed questions are reliable, nine variables i.e. were separately tested. Result shows that value Cronbach’s alpha for all the variables are reliable. Table 4.5 shows the reliability of all the scales.

**Table 5: Summary of reliability analysis**

Variable	Cronbach’s Alpha	Standardized Cronbach’s Alpha	Number of items
Email marketing	0.933	0.933	6
Electronic advertising	0.930	0.930	7
Social media	0.923	0.923	4
Website design	0.946	0.946	4

**1.8.4 Descriptive analysis of Likert scale questions**

This section shows mean, standard deviation, weighted mean and rank for the Likert scale questions used to evaluate all the variables i.e., email marketing, electronic advertising, social media, website design and consumer buying behavior.

**1.8.4.1 Email Marketing**

Table 6 shows the descriptive analysis of email marketing in terms of mean, standard deviation, weighted mean and rank. The results indicate that people do not agree for purchasing online via e-mail marketing (M=2.62, SD=1.21), considering that e-mail marketing enhances product awareness (M=2.91, SD=1.182), e-mail marketing changes attitude towards products and services (M=2.95, SD=1.182), information sent via e-mail marketing is trustworthy (M=2.70, SD=1.171) and the information received is exciting and attractive (M=2.74, SD=1.166). The respondents were neutral on the statement that e-mail marketing builds relationship between consumer and organization (M=3.01 SD=1.257). An interesting fact is that the participants did not show their agreement on a positive role of e-mail marketing in their online buying decisions.

**Table 6: Email Marketing Descriptive analysis**

	Items	Mean	Standard deviation	Mean	Rank
1	You tend to purchase online via E-Mail marketing	2.62	1.215	52.4	6
2	E-Mail marketing contributes to enhancing product awareness	2.91	1.182	58.2	3
3	E-Mail marketing has played an essential role in changing your attitude toward products and services	2.95	1.182	59.0	2
4	E-Mail marketing plays an active role in building a relationship between the consumers and the organization	3.01	1.257	60.2	1
5	You trust that information that is sent to you via E-Mail marketing.	2.70	1.171	54.0	5
6	You think that information you receive via E-Mail marketing is exciting and attractive	2.74	1.166	54.8	4

#### 1.8.4.2 Electronic advertising

Table 7 shows that participants had a disagreement on feeling special when an online website targets them on other social platforms (M=2.93, SD=1.183), feeling pleasure when they receive a message with their name on different platforms from a website (M=2.94, SD=1.236) and buying a product after repeatedly viewing an ad (M=2.93, SD=1.381). The participants were neutral that they visit a website for online purchasing when they see a discount ad on other platform (M=3.39, SD=1.275), staying connected with the website on receiving new offers and promotions (M=3.44, SD=1.249), online advertising leading a buying decision (M=3.16, SD=1.253) and electronic advertisement arouses a buying decision for a product or service (M=3.21, SD=1.271). We can notice that the participants had no agreement that electronic advertising increases their intention to buy online.

**Table 7: Electronic advertising Descriptive analysis**

	Items	Mean	Standard deviation	Mean	Rank
1	You feel special when an online website targets you on other social platforms	2.93	1.183	58.6	7
2	Given a discount ad on an online platform, you tend to visit that website for purchase intention	3.39	1.275	67.8	2
3	It is a pleasure when websites send messages with your name on different platforms	2.94	1.239	58.8	5
4	You end up buying the product after viewing the ads again and again	2.93	1.381	58.6	6
5	Overall, receiving new offers and promotions about the website which you visit often makes you stay connected to the website	3.44	1.249	68.8	1
6	Online advertising often leads me to buy a product	3.16	1.253	63.2	4
7	My viewing of advertisements on the Internet and mobile phones arouses my desire for a good or a service	3.21	1.271	64.2	3

#### 1.8.4.3 Social Media

In table 8, we can see that respondents were neutral about the role of social media in online purchase intention. The mean value for viewing a product on social media and feeling a desire to buy that product if it has not been used earlier is 3.13 with standard deviation being 1.352. Also, the mean value is 3.34 and the standard deviation is 1.301, for using social networking site to enter the institutions' pages in order to learn more about the goods and services being offer. Moreover, the respondents are neutral on social media role in accepting the products which are being promoting on social media as compared to those who are not (M=3.38, SD=1.355) and social media role in choosing the best brand among the available brand in the market (M=3.47, SD=1.334).

**Table 8: Social-media Descriptive analysis**

	Items	Mean	Standard deviation	Mean	Rank
1	While I am on a social media site and I see one of the products offered, the advert raises my desire for the product especially if I have not used it before	3.13	1.352	62.6	4
2	I Use my account via the social networking site to enter the institutions' pages in order to learn more about the goods and services they offer	3.34	1.301	66.8	3
3	Social media plays an important role in accepting products for the brands more than the other companies that do not share their Products on these sites	3.38	1.355	67.6	2
4	Social media and chatting with friends help me choose	3.47	1.334	69.4	1



and buy the best brand among the available brands in the market

#### 1.8.4.4 Website Design

Table 9 shows that people are neutral on buying from online stores only if the website is visually appealing and well-organized (M=3.37, SD=1.296), buying from the website whose content is easy to understand (M=3.43, SD=1.261), buying from a website if the provided information is relevant (M=3.43, SD=1.326) and buying from a website with an easy and error free ordering and transaction procedure (M=3.55, SD=1.314).

**Table 9: Website Design Descriptive analysis**

Items	Mean	Standard deviation	Mean	Rank
1 I buy from online stores only if their websites are visually appealing and have a well-organized appearance	3.37	1.296	67.4	4
2 I buy from online stores only if the site content is easy for me to understand	3.43	1.261	68.6	3
3 I buy from online stores only if the information provided is relevant	3.47	1.326	69.4	2
4 I buy from online stores only if they have an easy and error free ordering and transaction procedure	3.55	1.314	71.0	1

#### 1.8.4.5 Consumer buying behavior

Table 10 shows that people have disagreement that online shopping is too time-consuming (M=2.37, SD=1.339). Moreover, consumers are natural on buying goods and services online (M=3.36, SD=1.296), spending a lot of money on online shopping (M=3.22, SD=1.308), buying goods and services during e-promotion tools (M=3.27, SD=1.293), buying a wide variety of products and services online (M=3.43, SD=1.305), electronic promotion tools influence them to buy (M=3.49, SD=1.251), prefer doing an online purchase rather than going to the outlet (M=3.43, SD=1.273), and buying in an exclusive outlets (M=3.46, SD=1.273).

**Table 10: Consumer buying behavior Descriptive analysis**

Items	Mean	Standard deviation	Weighted Mean	Rank
1 I often buy goods and services online	3.36	1.296	67.2	5
2 I spend a lot of money shopping online	3.22	1.308	64.4	7
3 I buy goods and services during e-promotion tools	3.27	1.293	65.4	6
4 I buy a wide variety of products and services online	3.43	1.305	68.6	3
5 Electronic Promotion tools influence me to buy	3.49	1.251	69.8	1
6 I would prefer doing an online purchase rather than going to the outlet	3.46	1.352	69.2	2
7 I would buy in an exclusive outlet/s I would take more time to make a purchase	3.43	1.273	68.6	4
8 Shopping online is too time- consuming	2.37	1.339	47.4	8

#### 1.8.5 Validity analysis:

The validity of questionnaire has been analyzed for the authenticity of internal consistency by calculating the correlation coefficient between variable question and the total of all the scale values of the same variable. Table 11 and 12 shows the correlation coefficient and p-value for all the variable items. We can see that the correlation coefficients are statistically significant with p-value less than 0.01. So, we can say that the questionnaire is consistent and valid.

**Table 11: Correlation coefficient between each question in the field and whole field (Marketing strategy)**

Question	Pearson Coefficient	p-value
Email Marketing		
You tend to purchase online via E-Mail marketing	.853	.000
E-Mail marketing contributes to enhancing product awareness	.862	.000

E-Mail marketing has played an essential role in changing your attitude toward products and services	.900	.000
E-Mail marketing plays an active role in building a relationship between the consumers and the organization	.873	.000
You trust that information that is sent to you via E-Mail marketing.	.857	.000
You think that information you receive via E-Mail marketing is exciting and attractive	.858	.000
Electronic Advertising		
You feel special when an online website targets you on other social platforms	.798	.000
Given a discount ad on an online platform, you tend to visit that website for purchase intention	.813	.000
It is a pleasure when websites send messages with your name on different platforms	.776	.000
You end up buying the product after viewing the ads again and again	.839	.000
Overall, receiving new offers and promotions about the website which you visit often makes you stay connected to the website	.881	.000
Online advertising often leads me to buy a product	.888	.000
My viewing of advertisements on the Internet and mobile phones arouses my desire for a good or a service	.879	.000
Social Media		
While I am on a social media site and I see one of the products offered, the advert raises my desire for the product especially if I have not used it before	.889	.000
I Use my account via the social networking site to enter the institutions' pages in order to learn more about the goods and services they offer	.904	.000
Social media plays an important role in accepting products for the brands more than the other companies that do not share their Products on these sites	.921	.000
Social media and chatting with friends help me choose and buy the best brand among the available brands in the market	.892	.000
Website Design		
I buy from online stores only if their websites are visually appealing and have a well-organized appearance	.922	.000
I buy from online stores only if the site content is easy for me to understand	.923	.000
I buy from online stores only if the information provided is relevant	.935	.000
I buy from online stores only if they have an easy and error free ordering and transaction procedure	.930	.000

**Table 12: Correlation coefficient between each question in the field and whole field (Consumer buying behavior)**

Question	Pearson Coefficient	P-value
Consumer buying behavior		
I often buy goods and services online	.839	.000
I spend a lot of money shopping online	.863	.000
I buy goods and services during e-promotion tools	.885	.000
I buy a wide variety of products and services online	.922	.000
Electronic Promotion tools influence me to buy	.898	.000
I would prefer doing an online purchase rather than going to the outlet	.852	.000
I would buy in an exclusive outlet/s I would take more time to make a purchase	.804	.000
Shopping online is too time-consuming	.344	.000

### 1.8.6 Hypotheses Testing

In order to test research hypothesis, Pearson's correlation analysis has been used. Correlation test tells the strength and direction of the relationship between the variable. The threshold for the strength of relationship says that any values from 0-0.3 are considered as weak relationship, 0.3-0.7 is moderate relationship and 0.7-1.0 is strong relationship. The positive and negative signs indicate the direction of relationship.

**H1: There is a significant relationship between website design and consumer buying behavior.**

The results of Pearson's correlation indicates that there is a moderate, positive and statistically significant relationship between website design and consumer buying behavior ( $r=0.602$ ,  $p=0.000<0.01$ ). This indicates that consumers will tend to buy more from online stores if website design is easy to understand, user-friendly and transaction process is smooth.

**Table 13: Correlation between Website design and consumer buying behavior**

Website design	Consumer buying behavior	
	Pearson's Correlation	.602**
Sig. (2-tailed)	.000	
N	196	

**H2: There is a significant relationship between Social-Media and the consumer buying behavior**

Table 14 shows that there exists a moderate positive and statistically significant relationship between social media and consumer buying behavior ( $r=0.672$ ,  $p=0.000<0.01$ ) we can conclude that people using social media get more brand awareness and products being offered on different online stores, chatting with friends also shapes their online shopping behavior and they tend to shop more from online stores.

**Table 14: Correlation between Social-media and consumer buying behavior**

Social media	Consumer buying behavior	
	Pearson's Correlation	.672**
Sig. (2-tailed)	.000	
N	196	

**H3: There is a significant relationship between Electronic-Advertising and the consumer buying behavior.**

The relationship between electronic advertising and consumer buying behavior is strong positive and statistically significant ( $r=0.706$ ,  $p=0.000<0.01$ ). So, we can say that electronic advertising plays a major role in shaping consumer buying behavior and people are more inclined towards online shopping when they receive electronic advertisements (Table 15)

**Table 15: Correlation between Electronic-Advertising and consumer buying behavior**

Electronic advertising	Consumer buying behavior	
	Pearson's Correlation	.706**
Sig. (2-tailed)	.000	
N	196	

**H4: There is a significant relationship between E-Mail Marketing and the consumer buying behavior.**

The relationship between email marketing and consumer buying behavior is moderate, positive and statistically significant ( $r=0.481$ ,  $p=0.000<0.01$ ). so, we can say that advertisements received via email increase the intention to buying online to some extent (Table 16).

**Table 16: Correlation between E-mail marketing and consumer buying behavior**

E-mail marketing	Consumer buying behavior	
	Pearson's Correlation	.481**
Sig. (2-tailed)	.000	
N	196	

**1.8.7 Multiple regression analysis:**

A multiple regression analysis has been performed to check the variability in dependent variable consumer buying behavior due to independent variables E-mail marketing, electronic advertising, social media and website design or in other word, the impact of independent variables on dependent variable. Multiple regression analysis is a very good tool to see relationship among variables (Ugurlu,2009)

The regression results indicate that email marketing is not a significant predictor of consumer buying behavior as  $\beta=0.016$  and  $p=0.798$  which is greater than 0.05.

Electronic advertising is a significant predictor of consumer buying behavior ( $\beta=0.400$ ,  $p=0.000$ ), we conclude that with one unit increase in electronic marketing, consumer buying behavior increases by 0.400 units.

Moreover, Social-media is also a significant predictor of consumer buying behavior ( $\beta=0.273$ ,  $p=0.001<0.05$ ). This shows that with 1 unit increase in using social media, consumer buying behavior will increase by 0.273 units.

Website design is not a significant predictor of consumer buying behavior as  $\beta=0.132$  and  $p=0.068>0.05$ .

The value of R-square shows that the independent variables email marketing, electronic advertising, social media and website design predict 53.3% variation in consumer buying behavior.

**Table 17: Multiple regression for consumer buying behavior**

Item	Laboratories B	Standard error	Beta	T	pvalue
(Constant)	.795	.177		4.500	.000
Email marketing	.016	.064	.016	.256	.798
Electronic advertising	.392	.083	.400	4.708	.000

Social media	.236	.068	.273	3.454	.001
Website design	.114	.062	.132	1.837	.068

R square=0.553 or 53.3%

F (4,191) =59.129, p=0.000

**Table (18) The table shows acceptance or rejection of study hypotheses**

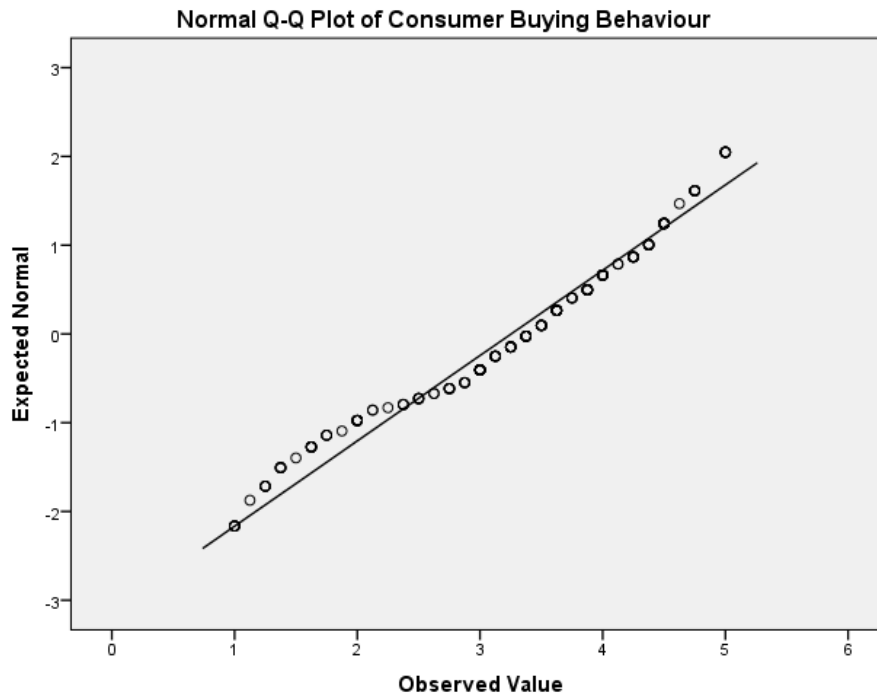
Table 19: Normality test for dependent variable							
1	Variable Name	Kolmogorov-Smirnov <sup>a</sup>		Shapiro-Wilk			
		Statistic	df	Sig.	Statistic	df	Sig.
2	Consumer behavior	.103	196	.000	.958	196	.000

hypothesis	status
H1: There is a significant relationship between website design and consumer buying behavior.	Accepted
H2: There is a significant relationship between Social-Media and the consumer buying behavior	Accepted
H3: There is a significant relationship between Electronic-Advertising and the consumer buying behavior.	Accepted
H4: There is a significant relationship between E-Mail Marketing and the consumer buying behavior.	Accepted

**1.8.8 Annexure**

**Interpretation:** The dependent variable fulfills the assumption of normality. The above table indicates significant results for Kolmogorov and Shapiro tests. Similarly, the QQ-Plot also depicts that the dependent variable follows normal distribution as all the values are around the center line.



**Table 20: Multicollinearity Assumption Check for Dependent Variable**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Col linearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.795	0.177		4.5	0		
Email Marketing	0.016	0.064	0.016	0.256	0.798	0.576	1.737
Electronic Advertising	0.392	0.083	0.4	4.708	0	0.324	3.09
Social Media	0.236	0.068	0.273	3.454	0.001	0.373	2.679
Website Design	0.114	0.062	0.132	1.837	0.068	0.456	2.194

a. Dependent Variable: Consumer Behavior

**Interpretation:** To check whether Multicollinearity exists or not we check the tolerance level. As per standard it should be greater than 0.10. Here are the tolerances levels are greater than the 0.10. Hence, we can say that there is no issue of Multicollinearity.

**Table 21: Homoscedastic Assumption Check for Dependent Variable**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.744 <sup>a</sup>	0.553	0.544	0.70258	1.646

**a. Predictors: (Constant), Website design, Email marketing, Social media, Electronic advertising**

**b. Dependent Variable: Consumer behavior**

**Interpretation:** Durbin-Watson test value is approximately equal to 2. This means that there is no auto correlation issue exists among the independent variables.

## 1.9 CONCLUSION

In this chapter the major findings of the study are summarized. Further, the recommendations based on the study have been added. The purpose of this study was to investigate the impact of e-promotion on consumer buying behavior and to identify the tools of e-promotion represented in e-mail marketing, website design, electronic advertising, social media. The findings reveals a significant relationship ( $p < 0.01$ ) for email marketing and consumer buying behavior. Another significant result was observed among consumer buying behavior and the e-promotion tool. Electronic advertising has also shown a significant ( $p < 0.01$ ) relationship with consumer buying behavior. Similarly, Social Media as a tool for E-promotion also indicates a significant relationship ( $p < 0.01$ ) based. Furthermore, Website design indicates a significant relationship ( $p < 0.01$ ) with consumer buying behavior. Based on the findings from inferential statistics it can summarized that they study variable “Consumer Buying Behavior” has been significantly influenced by the E-Promotion tools; Email Marketing, Electronic Advertising, Website Design and Social Media Marketing. However, in terms of influence electronic advertising is the highest one to impact the study variable consumer buying behavior ( $\beta = .400$ ,  $p < 0.01$ ), followed by social media ( $\beta = .273$ ,  $p < 0.01$ ).

## 1.10 Recommendations

The study findings also suggest several important recommendations. Electronic promotion tool has gained much more attention in this era so a special attention is to be paid to reach the consumer market with effective e-promotion strategies to penetrate the market by making people know of your business and products being offered. Electronic advertising must be prioritized by targeting people on their social media platforms, offering discounts, present ads, communication about new offers in order to arouse their purchase desire and making them feel special by directly targeting them. Further, sharing the products and services on social media is important to gain more consumer attention as people use social media for longer hours.

When they see ads on their social media platforms, they like to enter to the website to explore more offers. Also, social media is an important platform to provide more brand information than visiting physical stores. So, an effective social media marketing strategy is required for penetration. In this era of online shopping, the companies must pay attention on their website design which should be easy to understand, easy to interact, provides all the relevant information, well-organized layout and provides accurate ordering and payment system. Organizations must have their websites designed by professionals so as to add aesthetic point of view, attractive images, videos for detailed product description, attractive color themes so the consumers get involved with the layout and enjoy the virtual visit to complete their shopping.

An efficient and effective digital market strategy must be implemented for engaging electronic promotion tools, improving the quality of promotional messages and not only communication the current market segment but also incorporating the plans for expanding the target customers in order to expand the target market.

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