

SOCIAL MEDIA GOVERNANCE: ROLE OF E-PROMOTION MIX

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ABSTRACT

Globally, governance of social media is the critical challenge for most of the companies for customer engagement, which can ensure sustainability of any firm. Consequently, key objectives of this research study are to discover the latest trend of e-promotion strategies and their effect on the buying behavior of French Customers. Data for this research study was collected from 150 respondents from Paris (France), using internet with a response rate of 64.51%. Our results depict that the online promotional strategies play a significant role to explain the French customer's behavior. This study can help the marketing managers to understand the importance of e-promotion mix as a cost-effective solution for firms to engage consumers online.

Keywords: *e- Promotion Mix, Social Media, online buying behavior.*

INTRODUCTION

The promotion of products or services in a market is significant for any company to promote its sales in order to achieve organizational long as well as short-term growth and sustainability objectives (Subramanian & Monisha, 2016). Business professionals continuously face product promotion challenges to achieve annual organizational growth objectives. Nonetheless, the usage of latest technology has changed the way marketers were historically crafting promotional strategies to attract new customers and retain existing ones (Shukla, 2018). The technological change and contemporary practices in marketing are demanding reorganizations and digitalization, given product promotional needs of 21st-century firms (Zhang & Wedel, 2009). Digital firms like Google, Yahoo, and Amazon are providing different online solutions to cater to customer needs and demands. Similarly, Apple, HP, DELL, and Samsung are providing hardware solutions ranging from laptops to smartphones to facilitate the customers. At the same time, consumer products as automobiles, electronics, books, textile, and other products are being sold online using technology through web-based marketing promotion tools for products

and services through Google, Facebook, and YouTube by various firms (Constantinides, 2002). Currently, when the customers are rethinking the firms, they get promotional advertisements online while using email and or smartphone Applications (Mahajan & Suresh, 2017). Because of lesser time than other mass media, electronic marketing is obtaining an advantage for being cost competitive and more useful for conveying company's promotional message (Zghidi, Boubakri, & Zaiem, 2013). The innovative use of technology for marketing has brought a significant impact on the electronic industry (Brousseau, 2003; Wedel, 2016). This has also created effective interactive ways through which customers can interact with firms for sustainable customer relationships (Zha, Yang, Yan, Liu, & Huang, 2018; Zghidi et al., 2013).

French Electronic Industry

Due to the emerging technological advancements, changing consumer lifestyles and adherence to the internet usage and buying, there is dire need to focus the e- promotion-mix strategies of the firm using online product promotion tools to capture more customers. The same has been demanded by research calls by various authors and marketing scholars to investigate the e-potential to attract more customers online (Constantinides, 2002; Mangold, & Faulds, 2009; Shukla, 2018).

From 2000 to 2016 the output for the French electronics industry has decreased by around 47% because of the relocation of production to low-cost areas in the computing and communications market segments¹. In the year 2017, the French online market benefited due to various factors including economic environment and higher demand for electronic products. Moreover, the volume of such transitions is expected to increase up to \$8476m by the year 2022 (figure 1). Therefore, increasing French electronics production (i.e., forecasted to increase by 2.2-3.0% in 2018 and onwards), stresses the need for sustainable promotional strategies by firms to meet the potential of the online market of French electronics industry. Another survey shows that the French industry in the online retail sector of the region has achieved second largest share (20.9%), with the volume of 48.1 billion dollars after the United Kingdom. Germany is in third place with 14.7% share having a volume of 34 billion dollars of the total 230.7 billion dollars (figure 1). Moreover, the trend in French industry shows that more consumers are willing and ready to buy products

¹*Electronics Industry in France (May 2018):* <https://www.electronics.ca/store/electronics-industry-in-france.html>

and services online. Thus, companies need to adopt the latest social media based promotion-mix strategies and tools in order to maintain this growth trend in French retail industry by integrating with online financial services of banks and distribution network. This can help the firms to strengthen the supply chain network to fulfill online orders of the customers. Once taken the French market the firms can continue to grow across the neighboring economies through successful promotion strategies mix using online promotion tools.

Similarly, if we explore the trend of the consumable electronics market, Germany is leading the market with 16.2% share with the dollar value of 12.8 billion. Here the French market is just below the United Kingdom with 12.0% with 9.5 billion dollars (Refer to figure 2). Moreover, the survey by MarketLine (2017), about French consumer electronic market identifies the vast potential for the French firms to promote and attach customers with firm's online promotional-mix tools. There is total 54.3% of market share of electrical and electronic products. This share is further divided into two categories with 51.6% share of retailers and 2.7% of supermarkets, hypermarkets, and discounter accounts retail stores figure 3). Moreover, online retail store market which includes electronic goods is also showing growing trends. The firm's marketing managers should create customized marketing promotional-mix for French customers which can also help attract the purchases by the European customers. The similar trend can be observed from a recent survey showing last five year's growth trend of the online retail store of the French market. This trend has increased from 20.3 to 48.1 billion dollars in last five years in French industry. This creates a need to undertake the study further to explore potential customers and their preferred ways of social media usage.

The objective of this study is to identify this gap by exploring the workable electronic (e)-promotion-mix model for French electronics product. The potential for e-promotion-mix model has been identified by latest studies (Meslat, 2018; Mahajan & Suresh, 2017; Bagde, 2015; Bezawada, & Pauwels, 2013; Zghidi, et al., 2013). Another recent survey also explored that online retail industry has witnessed record sales growth of about 500 Euros in France, which include companies like Amazon from the USA. Therefore, it is a significant challenge for local French companies and their marketing managers to design a model to compete the US firms captivating additional share in French online consumer market. The survey also claims that online French retail will continue to

grow with an upright rate of 9.6%. Finally, the significance of this study can also be well predicted through the trends shown in the area of electronic goods using online tools for next five years in French industry (figure 4). The next five years prediction, based on historical data is going to be negative; however, the consumer online buying trend is positive and also the new generation is well versed with smartphones usage. This market trend needs attention from market leaders and scholars to respond with the help of predicted models and come up with customized local market trends in the light of contemporary market research on promotion mix (Zghidi et al, 2013) using social media tools (Felix, Rauschnabel & Hinsch, 2017; Mangold, & Faulds, 2009). Refer to figure 1.5; the online retail sector is expected to grow at the rate of 75.3% with the dollar value of 84.3 billion with an annual rate of 11.9% for next five years. This can be further enhanced if local French companies take personal interests to get involved in the online business by competing with their major competitor, Amazon USA (Zha et al., 2018).

Thus, marketing scholars need to study the latest promotion-mix using the internet and social media promotion tools, to guide the marketing managers of latest trends in firm's promotional strategies and to achieve a sustainable competitive advantage.

This study addresses the following research questions

- 1) What are the latest trends of promotion-mix strategies using social media promoting tools being adopted by French electronic industry?
- 2) How the buying behavior of next generation is being affected by using social media based promotion-mix strategies of the firms?

LITERATURE REVIEW

Classically, marketing concepts can be traced in 1960's, when McCarthy Jerome introduced the 4Ps of marketing. The literature on marketing defines promotion mix as part of nonproduction marketing activities including sales and advertising (Boulding, Lee & Staelin, 1994) that differentiates one company from the other. The concept of e-marketing was established in last decade when Kalyanam & McIntyre (2002), came-up with eleven marketing functions and thirty e-marketing tools. From these thirty defined tools, promotion through websites includes banner ads, outbound e-mail, pop-over and pop-under ads, e-coupons and firm's website based virtual chat, etc. According to Mangold and Faulds (2009), promotion of product using internet technology and resources is also

known as social media marketing. Historically promotion-mix consists of four common sources including Advertising, Sale Promotion, Public Relation and Personal Selling (Boulding et al., 1994), as promotion-mix is the part of broader marketing-mix of 4Ps (price, product, place, and promotion) usually quoted in the marketing textbooks (Al-Abdallah & Abou-Moghli, 2013). There are five common promotion tools cited in marketing literature (Boulding et al., 1994; Felix, Rauschnabel, & Hinsch, 2017; Schlosser, Shavitt & Kanfer, 1999). These include sales promotion (using seasonal discount offers etc.), direct marketing (using the face-face introduction of product/services), advertising using mass media (using television, radio, and newspapers/magazines), sale promotion (using discount coupons etc.) and personal selling (using sales force in field).

Social Media Governance: A Paradigm Shift

The year 2000 can be traced as nascent for e-marketing (Kalyanam & McIntyre, 2002). Nonetheless, till the end of same century information technology changed the firm-customer communication style to introduce, use and adopt the product/services including the European market (Zott, Amit & Donlevy, 2000). This paradigm shift has created social media based promotion-mix practices of the firm. Social media based promotion of product and services has made it possible for firms to promote organizations to thousands of global customers at low cost (Mangold & Faulds, 2009). Typically, promotion-mix of the firm consists of using sales promotion, running direct marketing promotion campaigns, advertising using mass media, using sales force to promote product using personal selling technique like public relations and one-to-one marketing to communicate company's promotional message to achieve firm's sales objectives (Shukla, 2018; Bezawada, & Pauwels, 2013). However, promotion mix-using telecom technology comes under the term of social media-based marketing and promotion or e-promotion. Kalyanam and McIntyre (2002), assert that one of the robust marketing tools is the promotion. According to authors, the natural extension of internet-based promotions can be online ads which could include popup, banner ads during browsing, etc. When the company uses its own website, social media website, customer email databases, websites like YouTube, Facebook, Google for advertisements and promotions it is called internet-based advertising tool (Koss, Miles & Boyes, 2013). Similarly, companies are using Skype or any other software to chat or talk to the customer while he/she is visiting company's website or its sponsor, then the technology-

based personal selling tool is used (Felix et al., 2017). The third type of promotional mix is called sales promotion which can also fall under the technological sales promotion if discount coupons are being distributed electronically using email (Dolan, Conduit, Fahy & Goodman, 2017). For example, if customers purchase from a superstore, and are given electronic discount coupons with the bill, to entice them online ordering at a discounted price for next purchase (Subramanian & Monisha, 2016). The final form of promotion is the public relation. It rarely can be done through technology. However electronic database is one of the options through which company can organize webinars to attract the customer. Zott et al. (2000), highly cited work at Google scholar on e-commerce about the European market, argue that strategic value creation can help the firm to strategize the firm technology based promotion needs which is consistent with the recent call for further research in the same area (Dolan et al., 2017). Zott et al. (2000), have used a case-based methodology to identify the value chain of manufacturing firms using the internet to boost the sales volume in the European market.

There are multifarious benefit of social media marketing which can be helpful in applying the product promotional strategy. On small and medium enterprises promotional-mix, Al-Abdallah and Abou-Moghli (2013), claim that usage of smartphone and internet has made it cheaper, cost-effective and essay to enhance firm's promotional mix. Authors also claim that internet has reached to more than 50 million users and growing exponentially and has emerged as a unique medium has interactive communication mode across the borders as compare to any other medium of communication like TV, radio, newspapers, etc. having geographic limitations. The same can be estimated for selling and promoting electronic products.

The previous section has highlighted the macro level significance of using social media and electronic promoting mix, while subsequent section covers in-depth investigation in the light of contemporary research and empirical studies undertaken on the topics of Internet-based Advertising, Internet-based Personal Selling, Internet-based Sale Promotion and Internet-based Public Relation & Publicity and Internet-based Direct Marketing.

Internet-based Advertising. Recently it has been explored that internet technology using social media has enhanced and is widely used for the Internet-based advertising campaign for the firm (Meslat, 2018; LaRose

& Eastin, 2004). The previous literature identifies that advertising can use mass media like television, radio, newspapers, banners on walls and shopping marts (Goodwin & Etgar, 1980). The fundamental components of this promotion tool include attitude and advertising utility. The attitude means the consumer attitude towards brand and utility means the effectiveness of the advertisement concerning its cost versus access of users (Wedel, 2016).

Internet-based Personal Selling. Historically the personal selling has remained the cutting edge tool to enhance sales of the firm through promotion (Wedel, 2016; Weitz & Bradford, 1999). There are three essential components of this product or service promotion tool. The first one is attracting consumers through personal selling techniques, second is perceived as ease of use for the product which can be demonstrated in personal selling campaign. Finally, building the trust of sales force team launched by the firm. More-recently personal selling is getting obsolete due to the advent of technology-based assets or product selling force working online for the firm instead of visiting homes. It has been explored that internet technology using social media has enhanced the stated three factors. Thus, social media needs to be used for internet based selling and using online agents for the firm (Dolan et al., 2017).

Internet-based Sales Promotion. Sales Promotion techniques are also getting obsolete. The firms involved in the online business to sell product or services are re-crafting this tool using technology. Internet-based sales promotion includes discounted e-coupons for a specific period of time (Kalyanam & McIntyre, 2002). Similarly, Cheng and Dogan (2008), argue that mass delivery of e-coupons without customer-centric information has an adverse effect on web-based promotion of products or services, as this type of internet-based sales promotion beats the price discrimination of firm and its effect of e-coupon. Thus, a firm using sales promotion must focus the customer, which is possible with one of three options; firstly, free targeted information about the product on the web; secondly, the firm can target customers with imperfect information using e-coupons. Nonetheless, the distinction between the customers being attracted with e-coupons and thirdly, regular customers being attracted without e-coupons must be distinguished (Felix et al., 2017).

Internet-based Public Relations & Publicity. Pescher, Reichhart, and Spann (2014), identified virtual marketing campaign as one of the tools

for Internet-based publicity and public relations. The time of the customer is essential, and he/she may not be willing to give time to the marketing campaign. On the other hand, virtual marketing is cost-effective, and if the customers are browsing and get involved in the product promotion, he/she will ultimately focus on firm's virtual marketing campaign (Shukla, 2018). Classically the promotion tool of Public Relation & Publicity can include entertainment as value for the customers, purpose value and finally the usage intensity increase by the client or ultimate consumer once they get involved in public relations & publicity. Recently this trend has not been modified much; however, the loyal customer can help to promote the firm products among their network using this tool online (Iankova, et al., 2018; Zhou & Wang, 2014).

The Digital Age and Consumer Online Buying Behavior. The buying behavior is a well-established concept and has been extensively studied around the globe. However, it is being studied since last decade after the invention of e-commerce and social media marketing concepts. Web-based tools have significantly affected the buying patterns of some brands due to a variety of choices. According to Bellman, Lohse, and Johnson (1999), the global online buying behavior has constantly been changing constantly, thus needs to be studied more, to understand the consumer buying pattern. Bellman et al. (1999), studied more than 10,000 online users, from the US and Europe and proclaimed that the new generation is more adaptive towards technology. The study identified that during online browsing, viewing the product information is a more important predictor of online buying behavior as compared to checking the daily email with banners and other factors. Additionally, a study by Lucas and Koff (2014), found that women are more impulsive online buyers than men. Thus, they can dominate the online purchase pattern of the family due to the availability of time at home, having more household responsibilities and closer attachment with kids. Moreover, the electronics products including kitchen and other household appliances are mostly used by women at home. Therefore, this market segment needs more attention. This is because women may have more time for browsing in order to make the real purchase happen during the internet based promotion.

An advertiser is a company responsible for doing the advertising campaign for selling different products and services for a specific public or private firm, company, or organization. Traditionally speaking, an advertisement company generates a whole campaign which goes through multiple channels starting from television, radio, print media, billboards and most common medium used now a day is the internet media. For internet based advertising 'publisher' is a

term used for the operator of the website who controls all the traffic, moving it to different pages and displaying it for the viewers (Iankova et al., 2018; Aksakallı, 2012). According to Lucas and Koff (2014), a website is only a collection of different web pages ruled by one common domain address in the eye of a computer operator but looking through the lens of a marketer; it proves to be a powerful marketing tool. The more important aspect about internet advertising is the 'number of clicks' which is also known as the number of actions a user is performing while looking at different sections of the web page or while browsing different information. Then there is an 'output action' in internet advertising considered as the 'revenue generating action' which is the actual result or a prolific output of the advertisement. Revenue generation actions include making different kinds of purchases and subscribing to different services. Such revenue generating actions are also known as Conversions or Acquisitions concerning Internet-based Advertising. Aksakallı (2012), claim that, when a user has done any of the revenue generated action it is classified as one of the following two types of actions; (1) Click through or (2) View through action. If the action is Click Through then, the revenue is generated on the spot, and if it is the View Through action, the revenue is generated after a specific time when the user has been exposed to a specific advertisement.

Furthermore, there is a substantial level of material on different areas of Internet-based advertising. Ha published extensive literature and report on this subject within the advertising domain in 2008. According to classical research by Rook and Fisher (1995), two main factors can help to predict the buying behavior. First is the frequency of purchase by the consumer. At the same time recent research claim that latest online technology has helped increase the frequency of online purchases due to convenience and ease of ordering once the product is found useful (Subramanian & Monisha, 2016; Li, Kuo & Rusell, 1999). Second significant predictor of buying behavior is the amount spent by consumer online, that is equally significant for the firm to increase the volume of sales (Bellman et al., 1999). Thus, the firm needs to explore how it can achieve sustainable advantage over competitors through the e-promotion mix for selling electronic products (Subramanian & Monisha, 2016). To make the purchase happen e-banking has provided substantial facility to assure secure transaction and is a critical aspect for firm's success (Zha et al., 2018; Wedel, 2016). In the view of previous studies, a recommendation model has been presented in this study. This model will help to predict consumers online buying behavior through social media based promotion tools, which is redefined using social media and internet technology of iPhones, Android, and other latest technology gadgets.

THEORETICAL FRAMEWORK

Figure 1. (Appended) presents the research model adopted for the study. The primary assumption made under this study is that social media based promotion mix adopted by the firm can help to attract customers online and enhance the buying behavior. Therefore, five main classical promotion mix tools are related to online buying behavior. Subsequently, the theoretical framework presented in figure 1. has assumed five more sub assumptions. First, it assumes that Internet-based advertising effort of the electronic products firm related to technology and use of internet thus affects consumer online buying behavior (COBB). The second assumption is that internet-based personal selling effort of the firm selling electronics online is also related and thus affects COBB. The third assumption is that internet-based sale promotion effort of the firm selling electronics online is related and thus also affects COBB. The fourth assumption is that internet-based public relation & publicity effort of the firm selling electronics online is related and thus also affects COBB. Finally, Internet-based direct marketing effort of the firm selling electronics online is related and thus also affects COBB. The figure presents the same assumptions in the schematic diagram for ease of users to understand the model easily.

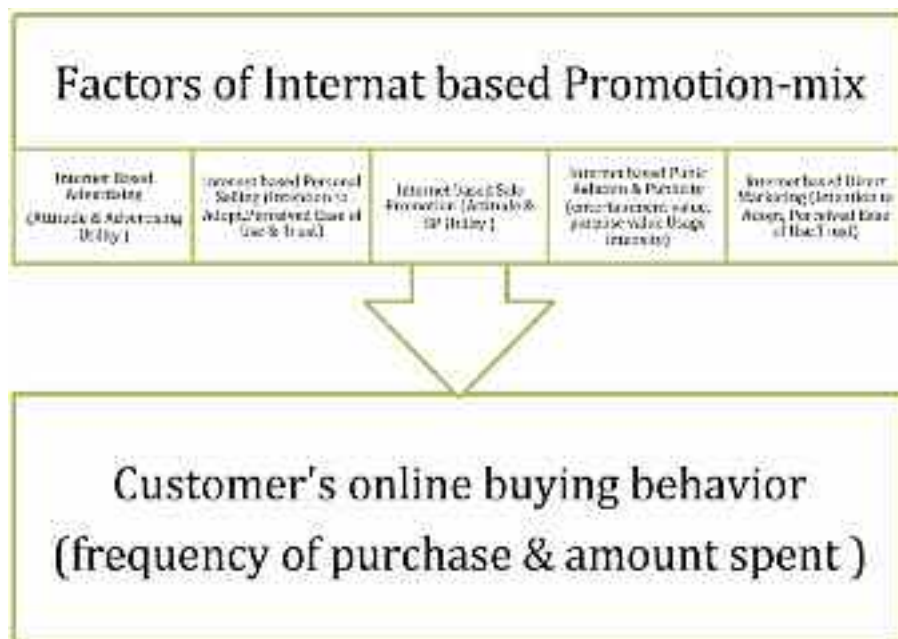


Figure 1. Theoretical Framework for e-Promotion-Mix

Hypotheses: Null hypotheses have not been developed for the study as per the current trends of marketing research presented in various past studies.

H: e-promotion mix effort of the firm to sell electronics online is related and thus also affects the customer's online buying behavior (COBB).

The main hypothesis has been subdivided into five more parts as stated as follows.

H1: Internet Based Advertising effort of the firm sale electronics online is related to and also affects COBB.

H2: Internet-based Personal Selling effort of the firm sale electronics online is related to and also affects COBB.

H3: Internet-based Sales Promotion effort of the firm sale electronics online is related to and also affects COBB.

H4: Internet-based Public Relation & Publicity effort of the firm sale electronics online is related to and also affects COBB

H5: Internet-based Direct Marketing effort of the firm sale electronics online is related to and also affects COBB.

RESEARCH METHODOLOGY

Data Collection

The data has been collected from French consumers, buying electronic products online. The firms included were local and international brands, e.g., Samsung, HP, Dell, Sony, LG, and other electronics brands. The electronic products include mobile sets, smartphones, computer accessories, electric home appliances and other electronics. The exact number of customers was high, but due to study limitations, it was not possible to access all the customers and collect the data from the more significant sample size.

Thus, data for this research study is collected from Paris (France) from 150 respondents using the internet and the repose rate was optimal. The survey was pilot tested, and it took an estimated time of around 6 minutes to complete the survey questionnaire. With a response rate of 64.51%, 200 responded participated against 310 potential participants who were invited to take part. Among those 200, only 150 were filled correctly and used for data analysis.

Research Questionnaire

The research questionnaire consists of three parts. The first part covers the explanatory variables. Second is about social media based promotion

mix, and the last one is about dependent variables, i.e., Customer online buying behavior (COBB).

The demographic variables include age, gender, social media usage, electronic brands, and companies/brands classification.

There are five subcomponents of internet-based promotion mix which have been developed to quantify the concept. *Internet-based advertising* concept (IBA) scale is fundamentally adopted from Schlosser et al. (1999). The classical study describes internet users' attitudes toward Internet-based advertising. This scale covers two conceptual features (i.e., the attitude of the customer towards IBA with three subcomponents).

Scale Development

The scale of *Internet-based Personal Selling* (IBPS) is adopted from Wang and Benbasat (2005) and has been slightly updated. The concept has been quantified using virtual advisor which is an online chat assistant being used by many companies to help customers online purchase. *Internet-based sales promotion* (IBSP) is fundamentally adopted from Schlosser et al. (1999), which deliberates Internet users' attitudes toward Internet-based advertising. *Internet-based Public Relation & Publicity* (IBPRP) using virtual marketing campaign by the existing customers has been adopted from Pescher et al. (in press). *Internet-based Direct Marketing* (IBDM) using company representative, a concept which is an online assistant being used by many companies is adopted from Wang and Benbasat (2005), after modifications. COBB is adopted from the research study by Li et al. (1999), which considered it as a dependent variable. The concept was quantified by analyzing the frequency of the online purchases in last 3-6 months. The response categories were calculated and ranged from 1- never to 5- 20 times. For data analysis, these categories are classified recoded into five levels: "5 times or more" for frequent buyers. "never" for non- buyers and "1-5 times" for occasional buyers.

Reliability Analysis

Table 1. reflects the values of Cronbach's alpha test applied to test the reliability of the variables. The overall reliability of all 31 items is 0.938 which falls well into the acceptable region mean above than 0.70 (Pallant, 2010). The individual results are presented below. All the variables are highly reliable and fall under the acceptable region with 0.80 and above value for Alpha (α).

Table 1. Reliability of the Research Tool

Sr#	Name of Scale used for Study	Alpha (α)	Total Items
1	Internet-based Advertising	0.839	04
2	Internet-based Personal Selling	0.841	06
3	Internet-based Sale Promotion	0.877	04
4	Internet-based Public Relation & Publicity	0.833	06
5	Internet-based Direct Marketing	0.854	06
6	Social Media based promotion	0.827	05

Note: The values above 0.7 are accepted

DATA ANALYSIS

Descriptive and Correlation Analysis

Descriptive analysis shows that Facebook is being used mostly by females (69) as compared to males (64); Twitter is not being used by a common person; YouTube is being used mostly by males (61) as compared to females (59), and Skype/Viber is being used mostly by females (65) as compared to males (56).

Moreover, most of them have spent the total amount of 100-500 Euros (€) with the average of 250 € on online buying. So, the electronic promotion using social media can launch products pricing 10 to 250 € for online sales. Many users of age 18-25 buy electronic products once a month. Most of the customers are interested in buying the computer accessories online. Nonetheless, there is room for online promotion for companies if they promote home appliances online and attract the married females of age above 35 or more.

Table 2. Correlation among Variables

Variables of interest	1	2	3	4	5	6
1 Internet-based Direct Marketing	1					
2 Internet-based Advertising	-.003	1				
3 Internet-based Personal Selling	.058	.488**	1			
4 Internet-based Sale Promotion	.088	.490**	.477**	1		
5 Internet-based Public Relation & Publicity	-.072	.368**	.359**	.444**	1	
6 Customer online buying behavior	.055	.485**	.566**	.480**	.457**	1

Note: The electronic promotion mix consists of five independent variables. Customer online buying behavior (COBB) is the dependent variable.

Correlation analysis is used to find the level of relationship between independent and dependent variables. These variables include e-promotion mix, i.e., internet-based advertising; internet-based personal selling; internet-based sales promotion; internet-based public relations & publicity; internet-based direct marketing; and social media based promotion. Whereas customer online buying behavior is captured with data on online purchases in last three months; the approximate amount spent in Euros; the Approximate amount spent on electronics; and interest in online promotions. It was found that Internet Based Advertising was related to COBB as correlation value ($r = 0.485$; $p < 0.01$) is statistically significant. Similarly, the correlation value ($r = 0.566$; $p < 0.01$) shows that the internet-based personal selling is related with the COBB. Similarly, internet-based sales promotion was also found related with COBB as correlation value ($r = 0.480$; $p < 0.01$) is statistically significant. Lastly, the correlation value ($r = 0.457$; $p < 0.01$) shows that internet-based public relations and publicity is related with the COBB. However, the relationship between the internet-based direct marketing effort of the firm's electronics sale was not found related with COBB.

Regression Analysis

Regression analysis using enter methods was used to test the effect or cause and effect relationship between the variables. The model explains 43.9% variation in COBB by four variables which is quite significant in magnitude ($F=28.377$, $p < 0.05$). In-depth regression analysis shows that three variables, i.e., internet-based advertising, internet-based personal selling and internet-based public relation & publicity are statistically significant. This means betas (β) of three variables are statistically significant. However, one variable, i.e., internet-based sales promotion was found significant at the confidence interval of 90%. The First hypothesis, "internet-based advertising effort of the firm sale electronics online affects COBB" is accepted as standardized $\beta = 0.173$ $p = 0.025$ is statistically significant. Therefore, it is deduced that the internet-based advertising affects COBB. The second hypothesis, "internet-based personal selling effort of the firm sale electronics affects COBB" is also accepted as standardized $\beta = 0.340$ $p = 0.000$ is statistically significant. Thus, the internet-based personal selling affects COBB. The third hypothesis, "internet-based sales promotion effort of the firm to sell electronics online affects COBB" is not accepted as standardized $\beta = 0.141$, which proves a statistically

insignificant relation. Thus, it is assumed that the internet-based sales promotion does not affect COBB. The fourth hypothesis, “internet-based public relations & publicity effort of the firm sale electronics affects COBB” is also accepted as the standardized $\beta = 0.208$ $p = 0.004$ is also statistically significant. Thus, internet-based public relations & publicity affects COBB.

CONCLUSION

The results of this study depict that the four e-promotion tools are useful to predict french consumer's behavior for electronic market. This means the internet-based effort of selling by the firm can be successful if four types of e-promotion mix or social media based promotion-mix are used. The findings show the existence of a significant positive relationship between the variables of interests in the french electronics. The results are partially consistent with previous research. Firstly, the finding regarding internet-based advertising is found correlated with consumer online buying behavior (COBB). This finding regarding internet-based advertising is consistent with older studies (Meslat, 2018; Ha, 2008; Goodwin & Etgar, 1980). Similarly, findings on internet-based personal selling are partially consistent with the study of Wang and Benbasat (2005), which proves that internet can play a vital role to enhance the sales of firm dynamically. The third finding of the study is consistent with previous studies (Subramanian & Monisha, 2016; Mangold & Faulds, 2009), about internet-based sales promotion efforts of the firm. Finally, the finding of the study about internet-based public relation & publicity effort of the firm to sale electronics affects COBB is consistent with recent work by Meslat (2018), and Pescher et al. (2014). Nonetheless, the findings were consistent with online firm's efforts for direct marketing with previous studies (Bezawada & Pauwels, 2013). Thus, overall the study confirms the previous work in the french market context.

This study implies that firm's marketing department and staff needs to understand the significance of online promotion of electronic for customer's engagement which can ensure the sustainable growth of the business. The marketing promotion-mix offers a cost-effective solution for the firm to attract online consumers. The study shows that there is a dire need to promote household electronics and target the women market to sale household products. The study results show that women

age 35 or above in France have minimal interest in online buying of electronic products whereas the same age group in the USA is found to be most effective (Andrews & Biggs, 2006). Thus, firms need to promote the French brands more aggressively using online promotion tools to compete with its competitors like Amazon in the USA and other global competitors.

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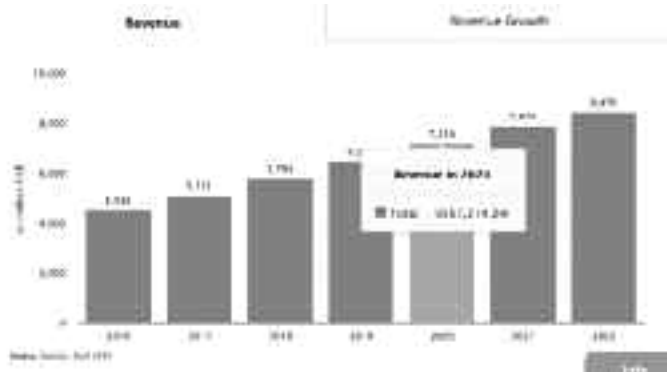
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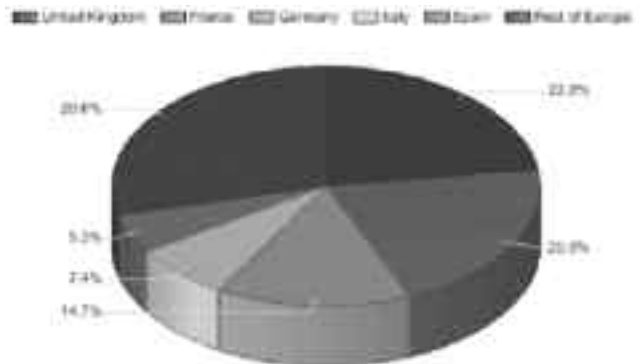
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Figure 1. Forecasting French Online Consumer Buying Trend Trends



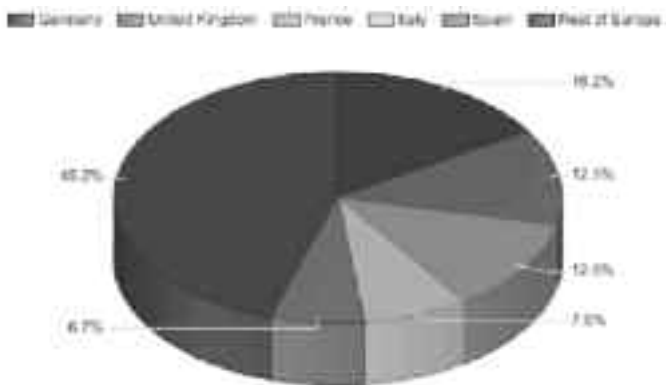
Source: Online Retail Industry Profile: France. (2018: p70)

Figure 1. Online European Retail Sector



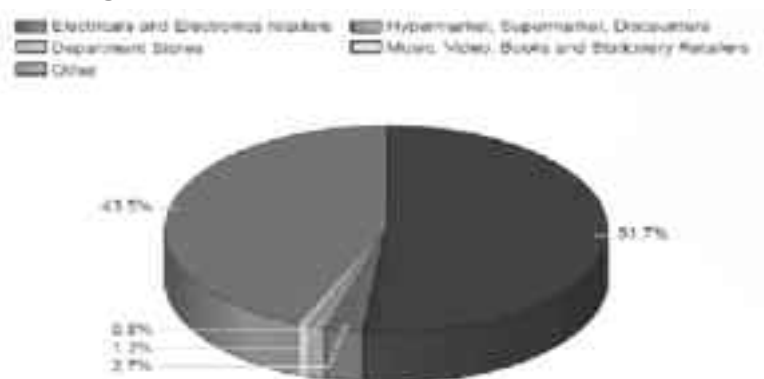
Source: Online Retail Industry Profile: France. (2013: p10)

Figure 2. European Consumable Electronics Sector



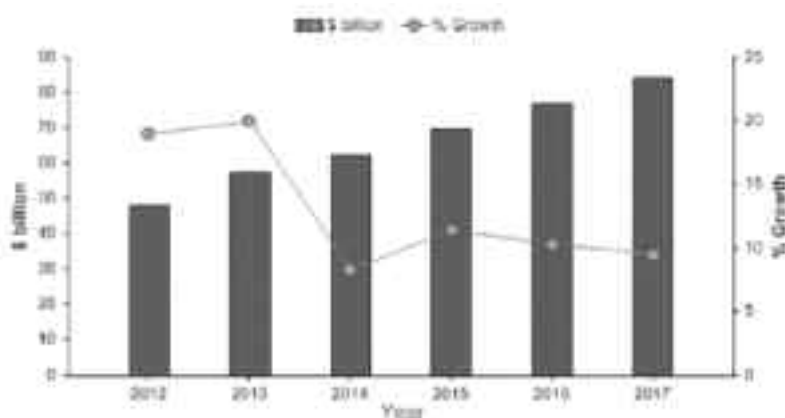
Source: Consumer Electronics in France. (2012: p10)

Figure 3. French Consumer Electronics Market



Source: Online Retail Industry Profile: France. (2013: p8)

Figure 4: Forecasting French Online Retail Sector Trends



Source: Online Retail Industry Profile: France. (2013: p11)