



A STUDY ON SOCIAL MEDIA MARKETING CAMPAIGNS ON CONSUMER ENGAGEMENT AND CONVERSION RATES IN E-COMMERCE.

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Abstract:

Aim:

The objective of the study is to examine the relationship between social media marketing campaigns and their interactions towards the brand among the consumers and the impact of social media interactions in sales conversion. The study also aims in identifying the key challenges and limitations of e-marketing campaigns and recommendations to sort out the stuff.

Materials & Methods:

The research carries a combination of Descriptive statistics and convenience sampling on quantitative and qualitative data. A self reported questionnaire is circulated among people in Google forms through 5-Likert scale questions. A sample size of 138 was gathered and they were formatted through MS Excel and analyzed through SPSS IBM Version 27.

Introduction:

The Internet as a medium of business has turned up the brands and business into a new *avatar*- called content creators. The businesses they themselves engage with consumer/public in social media to carry out marketing campaigns through gripping and entertaining contents

in platforms like Instagram, Facebook and other interactive social media platforms. The businesses just not uses social media to showcase their product rather they build a strong community through collaborating with influencers, sharing user generating contents and creating groups with their consumers in handles .(Phomkamin, J., C. Pumpuang, P. Potijak, S. Sangngam, I. Ketprasit, and B. Mujtaba. "Engagement Strategies for E-commerce Businesses in the Modern Online World." (2021)).; This e-marketing campaigns for the brands been materialized with various advantages, and the most important merit for the business is two way communication i.e their direct engagement with the consumers and there are also advantages like global reach, feedback and insights, low costs in advertising etc; The trend has turned the businesses to carry out advertisements in social media as an integral part of their business operation(Zumstein, Darius, and Wolfgang Kotowski. "Success factors of e-commerce-drivers of the conversion rate and basket value." In *18th International Conference e-Society 2020*, pp. 43-50. 2020).Currently, businesses are increasingly leveraging social media to advertise their product to reach target audiences and directly interact with consumers to drive bigger conversion rates of sales.Sakalauskas, Virgilijus, and Dalia Kriksciuniene. "Personalized advertising in E-commerce: using clickstream data to target high-value customers." *Algorithms* 17, no. 1 (2024): 27

Over the last five years, it has been close to 25122; that is, there are roughly 17500 papers published on this subject overall in Google Scholar. Currently there are around 7622 papers published on the Web of Science.(Purnomo, Yudiyanto Joko. "Digital marketing strategy to increase sales conversion on e-commerce platforms." *Journal of Contemporary Administration and Management (ADMAN)* 1, no. 2 (2023): 54-62.).(Semenda, Olha, Yuliia Sokolova, Olena Korovina, Oleksandra Bratko, and Iryna Polishchuk. "Using social media analysis to improve E-commerce marketing strategies." *International Review of Management and Marketing* 14, no. 4 (2024): 61-71).(Rachmad, Yoesoep Edhie. "Social Media Marketing Mediated Changes in Consumer Behavior From E-Commerce To Social Commerce." *International Journal of Economics and Management Research*, 1 (3), 227 242 (2022)). (Reddy, Vijay Mallik, and Lakshmi Nivas Nalla. "Personalization in E-Commerce Marketing: Leveraging Big Data for Tailored Consumer Engagement." *Revista de Inteligencia Artificial en Medicina* 15 (2024): 691-725.) and according to my perception the

best article is .Sandra, Adefioye. "Social Media Integration in E-Commerce: Boosting Sales Through Platforms like Instagram and Facebook." (2024).

Keywords: *Social media advertising, E-Marketing campaigns, Conversion Rates, Consumer Engagement, Online Consumer Behaviour, E-Commerce, Social Media Analytics, Purchase Intention, Marketing metrics, Personalisation.*

Materials & Methods:

To evaluate the study of this research, The data is collected from the respondents through Google forms, where the form is filled with structured questions in the form of 5-likert scale[MCQ's] and this research has collected about 138 responses to analyse the consumer conversions based on social media engagement. The survey actually aims at the study of E-Marketing campaigns and consumers conversion rates. The data is categorised and formatted using MS Excel, and the data is analysed and illustrated through SPSS IBM Version27 .

Statistical Analysis:

The statistical analysis contains descriptive tests like ONE WAY ANOVA & PAIRED SAMPLE TEST which is conducted to analyse the respondents attitude towards the consumer engagements and their sales conversion. The test analysis shows that, not often all the social media engagements lead to sales conversions but the content driven e-marketing campaigns could lead to sales conversion from the engagements in social media.

Results:

ANOVA:

- **F-statistic (0.625):** This value is used to determine if there are significant differences between the group means.
- **p-value (0.046):** This is the most crucial value for determining statistical significance.
- In most social science research, a p-value of 0.05 or lower is considered statistically significant.
- **However, in this case the P value is .046 which is less than .05, therefore the result is statistically significant.**



- Because the p-value (0.046) is less than the standard significance level of 0.05, we reject the null hypothesis.
- The null hypothesis states that there are no significant differences between the means of the groups.
- Therefore, there are statistically significant differences between the means of at least two of the groups.

Paired Sample Test:

- **Paired Differences:** This section provides information about the differences between the paired variables (Age - Q6, Age - Q10).
 - **Mean:** The average difference between the two paired variables.
 - **Std. Deviation:** The standard deviation of the differences.
 - **Std. Error Mean:** The standard error of the mean difference.
 - **95% Confidence Interval of the Difference:** The range within which we are 95% confident the true mean difference lies.
 - **Lower:** The lower bound of the confidence interval.
 - **Upper:** The upper bound of the confidence interval.
- **t:** The calculated t-statistic.
- **df:** Degrees of freedom (number of pairs - 1).
- **Sig. (2-tailed):** The p-value, representing the probability of observing the results if there were no real difference between the paired variables.
- **Interpreting the Results**
- **Pair 1: Age - Q6**
- **Mean Difference:** -0.110. This indicates that, on average, Q6 is slightly higher than Age.
- **t-statistic:** -0.645.
- **df:** 99.
- **p-value (Sig. 2-tailed):** 0.042.
- **Confidence Interval:** (-0.448, 0.228).
- **Interpretation:**

- The p-value is 0.042 which is less than 0.05. Therefore the result is statistically significant.

There is a statistically significant difference between Age and Q6.

● **Pair 2: Age - Q10**

● **Mean Difference:** -0.340. This indicates that, on average, Q10 is higher than Age.

● **t-statistic:** -2.146.

● **df:** 99.

● **p-value (Sig. 2-tailed):** 0.034.

● **Confidence Interval:** (-0.654, -0.026).

● **Interpretation:**

- The p-value is 0.034, which is less than 0.05. Therefore the result is statistically significant.
- There is a statistically significant difference between Age and Q10.

Tables and Figures:

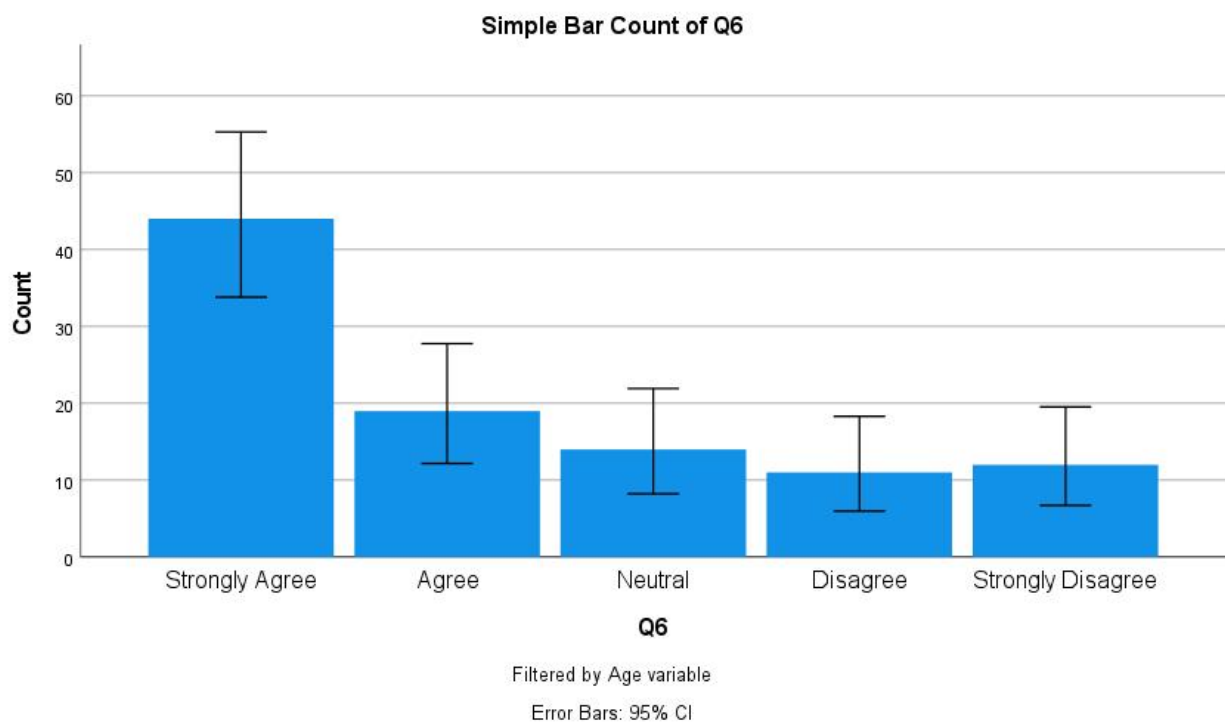


Fig 1

Figure 1: The preference of consumers based on the content engagement in social media marketing is compared with age of the respondents.

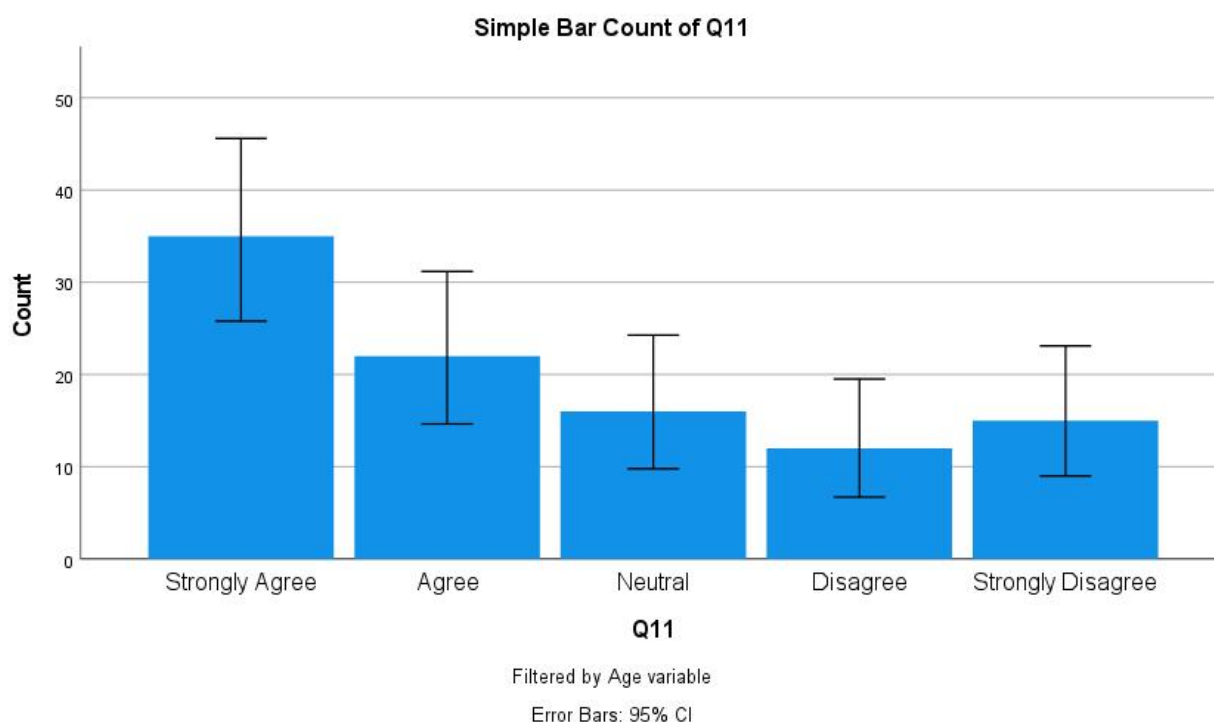


Fig 2

Figure 2 : The preference of consumer driven from social media engagement collided with age of the respondents.

ANOVA

Q6

	Sum Squares	of df	Mean Square	F	Sig.
Between Groups	5.184	4	1.296	.625	.046



Within Groups	196.976	95	2.073		
Total	202.160	99			

Paired Samples Test

		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	Age - Q6	-.110	1.705	.170	-.448	.228	-.645	99	.042
Pair 2	Age - Q10	-.340	1.584	.158	-.654	-.026	-2.146	99	.034

Discussion:

The findings of this study provide insights into the impact of social media marketing campaigns on consumer engagement and conversion rates in E-Commerce. The results suggest that E-Marketing campaigns can significantly influence consumer engagement towards brands and they effectively increase the sales conversions than other forms of marketing. Even though e-marketing campaigns provide significant sales conversion, there are also people who want content driven marketing campaigns for their engagement towards the purchase behaviour. Since there are various complications in finding the actual behaviour of consumers in buying attitude and simulations, the research can be enclosed with the best conversion rate of E-Commerce standby with E-Marketing campaigns with content driven engagements. The conclusion is arrived because the handles with high consumer engagement, all those engagements, do not go into sales. Whereas content driven engagement solves the gap between social media engagement and sales.

Limitations of study:

This study limits the amount of sample collections and the variables that are correlated may not provide the actual contextual quality. Additionally there are demerits like, Addressing sampling biases, data availability, accuracy of results and examining other social media platforms. The external factors like rapid growth of technology, evolving mindsets of consumers and data proprietary can also be considered as an disadvantage for this study.

Future Research:

The future scope of this research has a versatility and longitudinal since the current era is experiencing a shift from a reality to virtual and augmented reality, which may lead to potential growth in consumer engagements in these fields. Exploring the consumer engagements on social media and their conversion rates, the scopes can be :

- Examining emerging trends and Technologies
- Investigating the techniques of succession brands in E-Commerce.
- Roles of Nano-Influencers in engagements of consumers with brands.

Conclusion:

This study investigated the impact of social media marketing campaigns on consumer engagement and conversion rates in E-Commerce. The findings of this study have implications for E-Commerce businesses seeking to optimize their social media marketing strategies and improving online performances.

Declarations

Conflict of Interest:No conflicts of interest in this manuscript

Author Contributions:Sachin Vignesh.N was involved in data collection, extraction and manuscripts.

Dr.Rexy Daniel was involved in data conceptualisation, evaluation and review of manuscripts.

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