

The Impact of the Electronic Promotion on Youth Behaviour

Dr. Bassel Anwar Asaad¹, Ali Rafaat Alali²

¹Faculty of Economic, University of Tishreen, Latakia, Syria

²Department of Business Administration, Jinan University, Tripoli, Lebanon

Abstract— The main objective of the study is to show the impact of electronic promotional mix on the Syrian young customers' behavior. The empirical study targeted the Syrian refugee in Lebanon in order to evaluate the effect of the four e-promotional mix dimensions on those customers. The study sample included 375 individuals from the Syrian young refugee as well as 380 Syrian workers in Lebanon, and a questionnaire was distributed on them. However, the most important results of the study are: large institutions have no concern with electronic promotion. Also, E-marketing process has limited services and facilities; and the price of electronic services and goods is approximate to the market price. Finally, the study recommended that institutions should use online advertisement using attractive means and models and much more attention should be paid to customers.

Keywords— E-Marketing, e-promotion, purchasing decision, customer's behavior.

I. INTRODUCTION

Several previous studies confirm the idea that one of the most important activities in marketing is promotion, which helps perform roles for both the product and the customer [1].

The role of promotion is growing nowadays, so many institutions and establishments apply modern marketing ideas and concepts that consider customers as the main pillar of the marketing programs and activities [2] and [3]. Consequently, many kinds of institutions, such as the private, public, service and productive ones, are motivated to have effective marketing activities inside domestic and international markets, in which promotion comes first and must be efficient [4] and [5]. Thus, this article will present the several aspects of the promotional activity that affect the target customers' behavior.

II. LITERATURE REVIEW

1. Promotional Mix

Many scholars explained the meaning of promotional mix in their studies [6]. So, promotion is a set of marketing efforts that make customers have an access to information about the special features of a commodity, service or certain idea, stirring their interests and persuading them that they can reach their needs in order to let them make purchasing decision, then use them constantly in the future. [7] and [8].

The image of electronic marketing of Arab countries is different from that of other world ones. Many Arabic companies are far from e-marketing process, since electronic transactions in Arab countries are so slow and late. However, this lateness is due to many reasons, some of them are: the weak infrastructure of e-marketing and the lack of sufficient experience and necessary legislations of electronic marketing. [9]

1.1 The Concept of Electronic Promotion

Many articles indicated a different concept of electronic promotion that is represented one of e-marketing mix elements. [10] Also, it's an effective tool used by modern organizations in e-communication with the external

environment that includes clients, customers, suppliers and competitors. [11]. E-promotion focuses on using the Internet and its services, and on mobiles and their advantages in reaching product information directly to customers and encouraging them to buy. [12] and [13].

Electronic promotion is defined as "an activity that uses a service out of the Internet and other communication services to deliver product to the customer". [14]

1.2 Electronic Promotion Features

Electronic promotion has many features; The most important are:

- Making information available to customer: Electronic promotion helps customer get all information about the product (price, quality ...etc.) wherever he is. [15] and [16].
- A slump in prices: The price of products that are purchased electronically and directly from the producer or agents usually declines. As a result, the customer can avoid paying commission for wholesalers and retailers. [17] and [18].
- Easy communication by customers: customers can communicate via computers or mobiles with many producers or sellers to ask about whatever they want and prefer [19]. This way saves effort and time; at short notice, a product information can be got from more than an exhibit, a city or a country, where customers are able to prefer and choose. [20].
- Fitness: Electronic promotion is fitted to customers' lifestyles and jobs all over the world. So, industrial and agricultural products, bank services, tourist offers ...etc. can be got worldwide. [21] and [22].

1.3 E-Promotional Mix Elements

- Electronic Advertising: This kind of advertising is via the Internet or other electronic means. It has an effect on customers to convince them with the advantages of this commodity or service. [23] and [24].

- Direct Electronic Marketing: Companies use information and communication technology to contact with their clients, depending on measuring the level of clients' response to the interactive way offered to them in order to express their needs and preferences of the desired product. [25] and [26]
- E-activation of Sales: This can be done via electronic promotion of sales by using modern techniques to attract purchasing desire and motivate demand in the short term; thus, sales increase. [27] and [28]
- Electronic Public Relations: Public relations seek to attain long-term goals by making the institution has a good image. There is a great concern with websites and sending e-mails. Thus, electronic public relations depend on modern technological means. [29].

2. Customer's Behavior

According to certain studies, the success of businesses is mainly based on the study and comprehension of customers' desires and needs, on the preparation of suitable marketing programs and on providing customers with goods and services that reach their needs [30]. Hence, the need of studying customers and knowing their features, tacts, needs, purchasing styles, and the factors and circumstances that affect their purchasing and consumptive decisions is emerged. [31]

Customer's behavior is defined as: "a set of customers' activities and behaviors when they look for products that could satisfy their needs and desires, and during their evaluating, purchasing, using and throwing it away." [32]

Customer's behavior is also defined as: "a set of individuals' behaviors that is related to purchasing and using economical goods and services including decision making process which precedes and determines these behaviors. [33]

3. The Impact of Promotional Mix Elements on Customer's Behavior

AIDA model interprets the effective role of promotional mix elements on customer's purchasing behavior through stages that customer passes through before making decision of purchasing a commodity. [34] and [35].

This early model has been made and developed by marketing consultants and academicians to satisfy contemporary customer's needs. This model is currently known, in the field of marketing, by "purchasing cone". [36]. Purchasing cone is also called "customer cone", "marketing cone" or "sales cone". However, in his book "the art of selling" in 1924, William W Townsend was the first one who proposed to connect the concept of conic model with AIDA concept. The concept of purchasing cone is used in marketing and guiding those who make promotional campaigns that targeting customer's purchasing stages. [37]

AIDA model describes the effect of advertisement means; where (AIDA) is an acronym of (Attention, Interest, Desire, Action) as in the following figure.

According to the figure, we notice the following:

- Attention: The customer knows that there is a service or product in this stage.

- Interest: The customer has an interest in a group of products in this stage.
- Desire: When a customer has a desire to get a certain product or brand.
- Action (making decision): The customer takes a step towards buying the selected product in this stage.

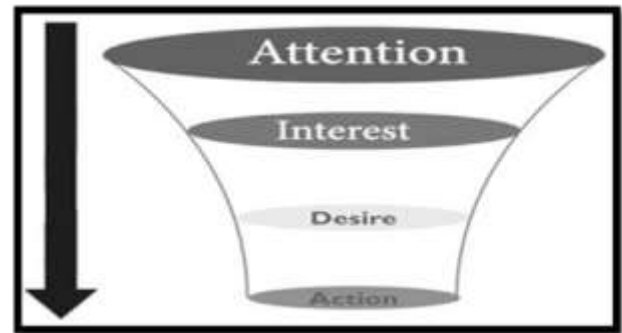


Figure No. (1) AIDA model

Source: Alina Irina GHIRVU, 2013

AIDA model still provides valuable information for approximate analysis of advertising messages. The advantage of this simple equation and the possibility of flexible applying in other areas other than shop sales or firm sales can be got. For example, the efficiency of this formula can be studied in the field of e-commerce and e-promotion by analyzing the shop's offer of product online according to the four aspects of AIDA.

Some scholars confirm that promotion is very necessary for the organization in order to convince its customers that the product is better than competing products and to remind customers about why they may want to buy [38]. Organizations may use several ways of promotion. The variety of promotional methods used is referred to as the promotional mix [39] & [40]. Organizations use promotion for communicating with other organizations, groups or individuals with the aim of directly or indirectly facilitating exchanges by informing and persuading one or more of the audiences to accept the company's products [41] & [42]. Accordingly, the hypotheses are formulated:

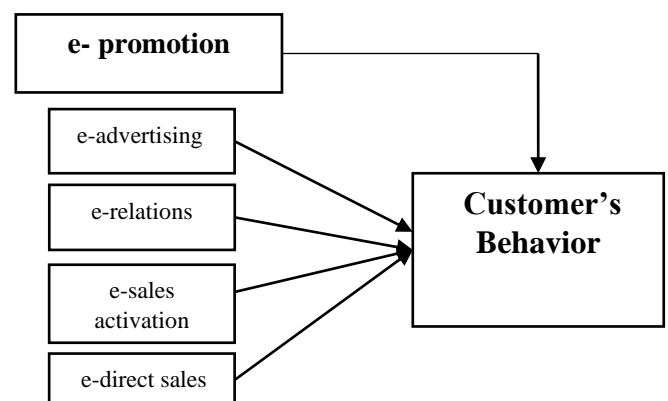


Figure (1) Conceptual Framework

Source: Author

- First Hypothesis H1: There is no impact of e-promotion, represented by its four dimensions, on the displaced young Syrian customers' behavior in Lebanon.
- Second Hypothesis H2: There are no significant differences among e-promotion dimensions according to the displaced young Syrian customers' points of view.
- Third Hypothesis H3: There is no statistically significant correlation between customers' behavior and e-promotion, represented by its four dimensions.

III. RESEARCH METHODOLOGY

The researcher has designed a questionnaire that consists of two sections. The first section has four parts including twenty-one questions for studying electronic promotional mix. While the second section includes twenty questions for studying customer's behavior of young Syrian refugees. The questionnaire has been studied and judged by the teaching staff members of faculty of economy, department of business administration, to make sure that it's correct and to modify it. Moreover, the questionnaire has been distributed on a primary sample consists of 35 young Syrian refugees. In order to know how the questionnaire questions are clear and easy and after recovering them, the proper modifications have been done. The form has been distributed on a (simple and random) sample consists of 375 young Syrian refugees in Lebanon, which forms 10% of the study community. In addition, the questionnaire has been distributed on 380 Syrian workers in Lebanon. However, 395 forms have been recovered and 20 have been rejected due to incomplete answers. Thus, the final number submitted to analysis is **375**. This data has been entered to SPSS program in order to be analyzed. Cronbach's Alpha test has been made in order to know the questionnaire reliability and the internal consistency of questions; the test result was:

Reliability Statistics	
Cronbach's Alpha	N of Items
.831	41

This means, if the questionnaire is distributed with its various indexes on another sample of post-graduate students, not the study questionnaire, at different times, it's possible, with a percentage of 83%, to have the same obtained results.

Likert fivefold scale has been applied on question answers of the sample:

Agree deeply	Agree	Neutral	Disagree	Disagree deeply
1	2	3	4	5

The arithmetic mean of Likert scale is $1+2+3+4+5=15/5=3$, which is the value that the arithmetic means of each question compared.

IV. FINDINGS AND INTERPRETATIONS

Study Variables Characterization

First Part: E-promotional Mix

First Axis: Electronic Advertising:

A set of questions about e-advertising have been directed towards post-graduate students of Tishreen university. Results were as following:

TABLE (1): Description of electronic promotion Mix

question	Mean	Std	Sig	V
E-advertising of new products draws attention to the new announced product.	4.00	0.810	0.000	0.655
E-advertising helps us remember products and increase interest in it.	3.78	1.022	0.000	1.045
Repetition of advertising electronically on many websites affects the customer's behavior.	4.16	0.594	0.000	0.353
Companies have a big concern with e-advertising of products.	3.78	0.624	0.000	0.390
Watching the e-advertising of a commodity rises the desire of buying it.	3.46	1.060	0.000	1.124
E-advertising often leads to purchasing the announced commodity.	4.43	0.950	0.000	0.902
e-advertising	3.94	0.841	0.000	0.857
The image formed by public relations through using information technology draws attention towards the announced products.	4.11	0.868	0.000	0.753
Public relations in e-promotional process pays more attention towards the company's information and products.	3.89	1.091	0.000	1.190
Companies' public relations have an impact on consumers and motivate them for dealing.	4.27	0.645	0.000	0.416
Companies' public relations have an impact on consumers by changing their behavioral trends towards the company products.	3.84	0.731	0.000	0.534
E-public relations affect consumer's purchasing decision towards the company products.	3.57	1.154	0.000	1.340
Public Relation	3.93	0.867	0.000	0.914
Products discounts via websites have an effect on customers' interest in these products and make it bigger.	4.52	0.953	0.000	0.907
Customers' interests in company products are motivated by encouraging gifts which the company offers via websites.	3.89	0.731	0.000	0.534
Money or physical gifts offered by the company induce customers to buy the commodity.	3.57	1.158	0.000	1.340
Offers provided by the company make the commodity e-promotion faster.	3.83	1.155	0.000	1.333
Local companies seek to activate electronic sales by interesting in e-promotion.	3.57	0.827	0.000	0.685
E-activation of Sales	3.87	0.847	0.000	1.112
The use of direct e-marketing of commodities draws my attention.	3.43	1.283	0.000	1.646
The use of the most modern technological ways of online direct promotion by the company increases my interest in getting its products.	3.56	1.623	0.000	2.635
Direct e-marketing techniques contributes in creating a real desire to buy the product.	4.11	0.868	0.000	0.735
Direct e-marketing affects my conviction in the commodity.	3.89	1.091	0.000	1.190
Direct e-marketing techniques help to make decision to buy the commodity.	4.05	0.696	0.000	0.485
Direct e-Marketing	3.81	0.784	0.000	0.684
electronic promotion Mix	3.88	0.814	0.000	1.014

We note that all questions and the four axes, which making up e-promotion, have high values. This refers to a high or very high intensity depending on the Likert five-point scale, while all values are significant and representativity as Sig=0.000. Therefore, e-marketing has a clear role and high interest by the studied sample, and all the previous table values are represented well and credibly.

TABLE (2): Description of costumer's behavior

question	Mean	Std	Sig	V
E-advertising of commodities increases customers' attention.	3.89	0.731	0.001	0.543
Company's effective public relations affects customers' attention.	3.57	1.158	0.000	1.340
Sales activation in companies has an impact on customers' attention.	4.51	0.935	0.000	0.907
Direct e-marketing influences customers' attention.	4.00	0.810	0.000	0.655
Distinctive e-advertising draws greatly customers' attention.	3.78	1.022	0.000	1.045
Attention	3.95	0.917	0.000	0.814
E-advertising of commodities increases customers' interest.	4.16	0.594	0.000	0.353
Company's effective public relations affects customers' interest.	3.78	0.624	0.000	0.390
Sales activation in companies has an impact on customers' interest.	3.46	1.060	0.000	1.124
Direct e-marketing influences customers' interest.	3.43	0.950	0.003	0.902
Distinctive e-advertising draws greatly customers' interest.	4.03	0.810	0.000	0.655
Interest	3.77	0.814	0.000	0.867
E-advertising of commodities increases customers' desire of buying it.	3.78	1.022	0.000	1.045
Company's effective public relations affects customers' desire.	4.16	0.549	0.000	0.353
Sales activation in companies has an impact on customers' desire.	3.78	0.642	0.000	0.390
Direct e-marketing influences customers' desire of buying.	3.46	1.060	0.000	1.124
Distinctive e-advertising draws greatly customers' desire of buying.	3.41	0.950	0.000	0.902
Desire	3.72	0.924	0.000	0.748
E-advertising of commodities increases customers' conviction of buying it.	4.03	0.810	0.000	0.634
Company's effective public relations affects customer purchasing of the commodity.	3.59	1.146	0.000	1.044
Sales activation in companies has an impact on commodity purchasing .	4.14	0.914	0.000	1.015
Direct e-marketing influences the increase of commodity sales rate.	3.69	0.825	0.000	0.847
Distinctive e-advertising draws greatly customers' attention and rises the purchasing rate of the commodity.	3.46	0.667	0.000	0.634
Purchasing	3.78	0.751	0.000	0.527
costumer's behavior	3.81	0.867	0.000	0.664

It is clear that the table values are well represented in its significance and variance, and all values have a high arithmetic means, which shows that sample members' answers are characterized by high approval or approval. However, this implies that the young immigrants' behavior is highly associated with the electronic promotion of various goods and services in Lebanon.

Multiple linear regression analysis

The multiple linear regression model is used in testing the first hypothesis, to determine the contribution degree of the e-promotion 's four dimensions to young immigrant customers' behavior in Lebanon, and the significance of the coefficient (b) using (t) values, and its degree of significance.

First hypothesis H0: There is no impact of electronic promotion, represented by its four dimensions, on the displaced young Syrian customers' behavior in Lebanon.

Alternative hypothesis H1: There is an impact of electronic promotion, represented by its four dimensions, on the displaced young Syrian customers' behavior in Lebanon.

Result	Result				
	R	R Square	Adjusted R Square	F	Sig
	b	Beta	beta	t	sig
(Constant)	1.892	.026	.884	8.930	0.000
Electronic advertising	0.412	.038	.032	4.321	0.000
International electronic relations	0.130	.025	.016	6.214	0.014
Activate sales electronically	0.216	.021	.106	3.524	0.000
Online direct marketing	0.128	.017	.231	6.847	0.000

The table shows that the value of the correlation coefficient (R = 0.998), which indicates a very strong positive relationship between the electronic promotional mix dimensions and customer's behavior, and R² = 0.995 shows that 99% of the changes in the young refugee customers' behavior in Lebanon are directly due to the e-promotion of goods and services, and this, in its turn, shows that those young people depend highly on the use of the Internet to browse all offers and buy products.

On the other hand, in the analysis of variance, Fisher's value of (F = 51.154) indicates that the model used is significant and interpretative for study data. In terms of the linear regression equation, the constant value is (a = 1.892), which means that consumer behavior is equal to 1.89 when the electronic promotion variable is not available or equal to zero, while the coefficient b values refer to the following:

- The value of (b=0.412) for electronic advertising, and the value of T (t=4.32) and the significance level (sig=0.000), which are significant and less than 0.05, implying a positive contribution and impact of e-advertising on the consumer behavior of Syrian refugee youth in Lebanon.
- The value of (b=0.130) electronic relationships, the value of T (t=6.21), and the level of significance (sig=0.014), which are significant and less than the level of 0.05, which means that electronic relationships have a statistically significant contribution to consumer behavior.
- The value of (b=0.216) to stimulate e-sales, and the value of T (t=3.524), and the level of significance (sig=0.000), which are significant and less than the level of 0.05, indicating that the activation of e-sales has an impact on customer behavior.

– The value of (b=0.128) e-direct marketing, the value of T (t=6.847), and the level of significance (sig=0.00), which are significant and higher than the level of 0.05, which means that e-direct marketing has an impact on consumer behavior.

Consequently, we conclude that the contribution of all e-promotion dimensions to influencing the young refugee customers' behavior is important, but this contribution varies from one dimension to another, where there is statistical significance and a different impact for all dimensions.

Factor Analysis:

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.652	91.297	91.297	3.652	91.297	91.297
2	.243	6.077	97.374			
3	.089	2.213	99.586			
4	.017	.414	100.000			

Extraction Method: Principal Component Analysis.

The previous table shows that the latent roots of the correlation matrix (component variation) and its sum is equal to the matrix rank that is 4, as much as the number of the e-promotion variable's dimensions. The first main component has the largest latent root (component variance) and is equal to 3.652 and explains 91.297% of the total variations of the e-promotion variable, and the rest of the components are neglected according to this method whose latent roots are less than 1.

The factor analysis is conducted to show the relative importance of each e-promotion dimension according to the study sample's point of view, which includes young Syrian refugee customers of goods and services in Lebanon, to prove the second hypothesis. The results are as follows:

Second Hypothesis H0: There are no fundamental differences in electronic promotion dimensions according to the young Syrian refugees' point of view in Lebanon.

Alternative Hypothesis H1: There are no fundamental differences in electronic promotion dimensions according to the young Syrian refugees' point of view in Lebanon.

That is, firstly, the study sample is interested in e-advertising. Secondly, it is interested in e-sales activation. Thirdly, the interest is in direct e-marketing. Finally, the e-relations comes.

This shows that there are substantial differences, in terms of the interest of the study sample, in the order of e-promotion dimensions.

Correlation between variables and dimensions:

The correlation between the dependent variable (customer's behavior) and the independent variable (e-promotion and its four dimensions) was studied to prove the third hypothesis validity, and the result was as in the following table:

Third hypothesis H0: There is no statistically significant correlation between customer's behavior and e-promotion represented by its four dimensions.

Alternative Hypothesis: There is no statistically significant correlation between customer's behavior and e-promotion represented by its four dimensions.

Component Score Coefficient Matrix	
	Component
	1
Electronic advertising	.470
International electronic relations	.257
Activate sales electronically	.385
Online direct marketing	.263

Extraction Method: Principal Component Analysis. Component Scores.

According to the previous table, the differences between the e-promotion dimensions can be expressed as in the following equation:

$$E.p = 0.470 EA + 0.257 IER + 0.385 ASE + 0.263 ODM$$

Correlation Matrix

		Correlations					
		consumer's behaviour	The electronic promotional mix	Electronic advertising	International electronic relations	Activate sales electronically	Online direct marketing
consumer's behaviour	Pearson Correlation	1	.988**	.997**	.954**	.901**	.925**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	120	120	120	120	120	120
The electronic promotional mix	Pearson Correlation	.988**	1	.986**	.939**	.936**	.959**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	120	120	120	120	120	120
Electronic advertising	Pearson Correlation	.997**	.986**	1	.955**	.900**	.912**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	120	120	120	120	120	120
International electronic relations	Pearson Correlation	.954**	.939**	.955**	1	.779**	.849**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	120	120	120	120	120	120
Activate sales electronically	Pearson Correlation	.901**	.936**	.900**	.779**	1	.907**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	120	120	120	120	120	120
Online direct marketing	Pearson Correlation	.925**	.959**	.912**	.849**	.907**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	120	120	120	120	120	120

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

According to the previous table, there is a very high correlation between e-promotion and its four dimensions (e-advertising, e-relations, e-sales activation, e-direct sales) and the young Syrian refugee customers' behavior in Lebanon, where the correlation coefficients values, referred to in the first figure of the correlation matrix, exceeds $R = 0.90$, and also indicates the presence of the necessary significance $Sig = 0.000$ and the Sig values are less than the significance level $\alpha = 0.01$. Therefore, the null hypothesis is rejected and the alternative one is accepted, which states: There is a high positive correlation between variables.

V. CONCLUSION AND RECOMMENDATIONS

This article was extracted from a master's thesis. It has critically scrutinized the role of e-promotion mix in affecting young Syrian refugee customer's behaviour in Lebanon. The quantitative method was grounded on a questionnaire. Young Syrian refugees completed this questionnaire. The empirical results confirm that there is an impact of electronic promotion, represented by its four dimensions (e-advertising, e-relations, e-sales activation, e-direct sales), on the displaced young Syrian customers' behavior in Lebanon.

E-promotion mix has a strong impact on customer's behavior. The study shows that the increasing use of sales promotions can affect customers. It is clear that e-promotion mix support and enhance the consumer's purchasing decision. The author reviewed the e-promotion mix dimensions, including e-advertising, e-relations, e-sales activation and e-direct sales, and its significant role in customer's behavior.

E-advertising of new products draws attention to the new announced product. It helps remember products and increase interest in it. So, e-advertising often leads to purchasing the announced commodity. On the other hand, public relations in e-promotional process pays more attention towards the company's information and products. Thus, Companies' public relations have an impact on consumers by changing their behavioral trends towards the company products.

E-activation of Sales is a good promotional way for improving the purchasing process. The use of the most modern technological ways of online direct promotion by the company increases customers' interest in getting its products, since direct e-marketing affects their conviction in the commodity. However, the study has a set of suggestions and recommendations that could improve the role of electronic promotion mix in affecting customer's behaviour, such as:

- Many marketing plans should be implemented by companies that make their products perform well in all classes.
- Companies must launch and market more attractive models using online advertisements.
- Premium products should be introduced and should be marketed to high level and educated class of the society with a different promotion mix.
- To create loyal customers, more customer interaction programs should be introduced. Public relation should be given importance in the promotion mix.
- Dealer promotion should be given more attention.
- Dealer satisfaction should be ensured.

- Digital marketing and internet sales should be stimulated.

The research highlighted the relationship between e-promotion mix and customer's behavior and validated the conceptual framework. Organizations can benefit from the results to identify the best practices in order to reach the goals and make performance better.

The results of this research perfectly match the study of (Shukla, S, 2018) [43] that there is a strong correlation between promotional mix elements and customer's purchasing decision; and direct marketing, announcement, promotion and public relations have a big and direct impact on customer's purchasing decision.

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