

**T.C.  
ISTANBUL AYDIN UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**



**EVALUATING THE SOCIAL MEDIA'S EFFECT ON ONLINE  
SHOPPING BEHAVIOR OF TURKISH CONSUMERS DURING  
THE COVID -19 PANDEMIC**

**MASTER'S THESIS**

**Lateef Ajibike AKINFOLARIN**

**Department of Business  
Business Administration Program**

**MARCH, 2024**



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**MARCH, 2024**

**APPROVAL PAGE**

## **DECLARATION**

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results which are not original to this thesis.

Lateef Ajibike AKINFOLARIN

## **FOREWORD**

I would like to express my thanks and gratitude to all those who helped me accomplish this work and to overcome our difficulties, especially **Assist. Prof. Dr. Murat UNANOĞLU** who honored me by accepting the supervision of my letter and making observations and suggestions that would enrich the scientific research of all professors at the Faculty of Business Administration.

I would like to thank Istanbul Aydin University for having a Master's degree in Business Administration.

March, 2024

Lateef Ajibike AKINFOLARIN

# **“EVALUATING THE SOCIAL MEDIA’S EFFECT ON ONLINE SHOPPING BEHAVIOR OF TURKISH CONSUMERS DURING THE COVID -19 PANDEMIC”**

## **ABSTRACT**

This study explores the changing field of e-commerce, focusing on how important social media aspects affect consumers' online buying habits. We evaluated four hypotheses on live streaming, celebrity endorsement, promotional tools, and online reviews using regression analysis. The results show that these characteristics have a strong and favorable impact on people's intentions to purchase online, convincingly supporting all of the predictions.

Live Streaming emerged as a potent marketing tool, with those participating in live streaming activities expressing heightened intentions to shop online. Celebrity Endorsement proved to be a powerful influencer, positively affecting online shopping behavior. The effective use of Promotional Tools was found to substantially boost online shopping intentions. Positive Online Reviews were identified as a crucial factor shaping behavior, emphasizing the importance of managing online reputation.

The implications of these findings extend beyond academia, offering practical insights for businesses. Incorporating Live Streaming, Celebrity Endorsements, and effective Promotional Tools into online marketing strategies can captivate and engage audiences, ultimately increasing shopping intentions. Managing online reputation and fostering positive customer reviews are integral for enhancing brand credibility and trustworthiness in the digital landscape.

As e-commerce continues to shape the future of retail, businesses that recognize and integrate these factors into their strategies can effectively navigate the evolving online retail landscape, fostering stronger connections with consumers. This research contributes valuable insights, providing a roadmap for businesses seeking

success in the digital age by staying attuned to the ever-changing dynamics of social media's impact on online shopping.

**Keywords:** Social Media, Covid-19, Online Shopping, Motivation, E Commerce



# **“COVID -19 SALGININDA SOSYAL MEDYA'NIN TÜRK TÜKETİCİLERİN İNTERNETTEN ALIŞVERİŞ DAVRANIŞLARINA ETKİSİNİN DEĞERLENDİRİLMESİ”**

## **ÖZET**

Bu çalışma, sosyal medyanın önemli yönlerinin tüketicilerin çevrimiçi satın alma alışkanlıklarını nasıl etkilediğine odaklanarak değişen e-ticaret alanını araştırıyor. Regresyon analizi kullanarak canlı yayın, ünlülerin onayı, tanıtım araçları ve çevrimiçi incelemelerle ilgili dört hipotezi değerlendirdik. Sonuçlar, bu özelliklerin insanların çevrimiçi satın alma niyetleri üzerinde güçlü ve olumlu bir etkiye sahip olduğunu ve tüm tahminleri ikna edici bir şekilde desteklediğini gösteriyor.

Canlı Yayın etkinliklerine katılanların çevrimiçi alışveriş yapma niyetlerinin arttığını ifade eden Canlı Yayın, güçlü bir pazarlama aracı olarak ortaya çıktı. Celebrity Onay, çevrimiçi alışveriş davranışını olumlu yönde etkileyen güçlü bir etkileyici olduğunu kanıtladı. Promosyon Araçlarının etkili kullanımının çevrimiçi alışveriş niyetlerini önemli ölçüde artırdığı görüldü. Olumlu Çevrimiçi İncelemeler, çevrimiçi itibarı yönetmenin önemini vurgulayarak davranışı şekillendiren önemli bir faktör olarak tanımlandı.

Bu bulguların sonuçları akademinin ötesine geçerek işletmelere pratik bilgiler sunuyor. Canlı Yayını, Ünlülerin Onaylarını ve etkili Promosyon Araçlarını çevrimiçi pazarlama stratejilerine dahil etmek, izleyicileri büyüleyip etkileşime geçirebilir ve sonuçta alışveriş niyetlerini artırabilir. Çevrimiçi itibarı yönetmek ve olumlu müşteri yorumlarını teşvik etmek, dijital ortamda marka güvenilirliğini ve güvenilirliğini artırmanın ayrılmaz bir parçasıdır.

E-ticaret perakendenin geleceğini şekillendirmeye devam ederken, bu faktörleri tanıyan ve stratejilerine entegre eden işletmeler, gelişen çevrimiçi perakende ortamında etkili bir şekilde ilerleyerek tüketicilerle daha güçlü bağlantılar

kurabilir. Bu arařtırma, sosyal medyanın çevrimiçi alışveriş üzerindeki etkisinin sürekli deęişen dinamiklerine uyum sağlayarak dijital çağda başarı arayan işletmelere bir yol haritası sunarak deęerli görüşlere katkıda bulunuyor.

**Anahtar Kelimeler:** Sosyal Medya, Kovid-19, Online Alışveriş, Motivasyon, E Ticaret

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## **LIST OF ABBREVIATIONS**

<b>AI</b>	: Artificial Intelligence
<b>CFA</b>	: Confirmatory Factor Analysis
<b>CBDM</b>	: Consumer Buying Decision Making
<b>DM</b>	: Digital Marketing
<b>GDP</b>	: Gross Domestic Product
<b>ICT</b>	: Information and Communication Technology
<b>OCR</b>	: Optical Character Recognition
<b>SMEDA</b>	: Small and Medium Enterprises Development Authority
<b>SMM</b>	: Social Media Marketing
<b>SIT</b>	: Social Influential Theory
<b>SET</b>	: Social Exchange Theory
<b>VIF</b>	: Variance Inflation Factor
<b>WHO</b>	: World Health Organization

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## **I. INTRODUCTION**

Computerised media is the best option for information appropriation. Advanced data may be supplied directly, modestly, and rapidly. The aim may be reached via computerised data without being constrained by time or place (Greenberg & Kates, 2014). Through computerised media, information on goods or services, whether it originates from advertising or customers, may be exchanged. Advertisers may promote their products quickly and affordably. Because sharing sophisticated data is so simple, consumers may easily exchange information about their shopping experiences. Customers may also quickly and affordably secure sophisticated data (Zhang, 2014). Customers tend to trust Optical Character Recognition (OCR) as a source of data more than other sources. Online buyer data affects about 50% of retail purchases (Chen, Duan, & Zhou, 2017). Online customer surveys are another factor that buyers take into account when choosing an item (Shi & Liao, 2016). During the purchasing process, consumers use both computerised and other media to obtain advantages that are more suited to their needs. When purchasing, consumers use a variety of media; this is referred to as omnichannel.

There are four different ways that buyers behave in the omnichannel age, depending on the different types and demands of customers. The four buyer behaviours that were observed include pure online shopping, showrooming, webrooming, and pure disconnected buying (Manss, Kurze, & Bornschein, 2020). A customer that uses traditional media for their whole purchasing process is expected to make unconnected purchases. "Pure web based clients" refers to customers who only make purchases online. Showrooming and webrooming are two purchasing techniques that combine in-person and online shopping. Showrooming is a pre-purchase tactic where customers use physical stores to familiarize themselves with the personnel and merchandise before making purchases from internet shops (Flavián, Gurrea, & Orús, 2019). Buyers who participate in showrooming practices are known as showroomers. "Webrooming" is a buying tactic where customers research products and services online before making in-person purchases (Flavián,

Gurrea, & Orús, 2019). To evaluate and quickly assess the nature of the items, display spaces and webroomers are typically utilised (Marmol & Fernandez, 2019). The last type of purchase is pure internet shopping, or purchasing that only consists of modern media (Manss, Kurze, & Bornschein, 2020). Customers that both research products or services on advanced channels and then make purchases on those same digital platforms are considered pure internet buyers. According to insights, 52% of consumers purchase online and 30% visit showrooms, with the surplus consumers being exclusively online and non-connected consumers. Although showrooming is a popular activity among consumers in the omnichannel age, the SARS-CoV2 Corona virus outbreak has had a big impact on customer behavior.

The SARS-CoV-2 (Coronavirus) has been spreading so quickly since 2020 that it has been classified as a global pandemic (laato, Islam, Farooq, & Dhir, 2020). The Coronavirus outbreak has claimed the lives of numerous people in numerous nations throughout the world. The coronavirus pandemic started to spread in the first three months of 2020. A few nations have adopted regional barriers to stop the COVID19 illness from spreading. To prevent the situation caused by the Coronavirus pandemic from getting worse, health recommendations have been established. One government aid policy that all residents must abide by is social distance. The coronavirus epidemic affects many businesses, especially the business world. The whole economy was destroyed by the epidemic that had occurred. Social segregation and territorial lockdowns have an impact on human behavior. People spend more time at home, work from home, study from home, and engage in less cordial collaboration. The Covid pandemic of 2020 has added a new chapter to human culture's repertoire of experiences. The same idea applies to customer behaviour. The majority of the time, customers utilise web media to guide various purchase operations. Customers have the chance to research item information online while they are at home. After obtaining information from digital sources, some buyers may carry on making sophisticated purchases (pure online shopping), while others would choose to make actual purchases (webrooming) in order to confirm their purchases. Previous research indicates that online stores are not able to meet every customer's requirement in the same manner as brick-and-mortar stores. Online retailers are unable to satisfy customers' desire to really see, touch, and feel an item. In actuality, more people are making online purchases during the coronavirus outbreak (Briggs,

2020 ), conventional stores are the only ones where customers can physically interact with products. The authors are therefore inspired to take the lead in investigating buyer behavior during the coronavirus pandemic.

Customers have the ability to see, touch, and examine the items being offered in traditional retail environments. The things should be open so that buyers may properly inspect them. In the unlikely event that they are happy with the price and condition, they will pay and return them home. This is particularly critical when purchasing food and doctor-approved prescription drugs, which are necessities for daily life. Client reliability occurs when clients consistently criticize similar businesses because they are satisfied with the caliber of work and goods provided (Isswani & Chaturvedi, 2019). The practise of doing traditional shopping is well-established. It was one of the methods for purchasing labour and goods in the public sphere that was most often utilised prior to the advent of the internet and web-based businesses.

In the computerised age of the twenty-first century, basic human necessities like food and electronics may be easily accessed and purchased online. The benefits of digitalization for consumers include better products and more individualised request alternatives. This demonstrates how online shopping has displaced traditional retail (Warrier, Singh, Chuah, Kee, & et al., 2021). Web-based shopping is steadily becoming more accessible in nonmetropolitan and rural locations, where residents of cities and metropolitan areas see it as one of the most sensible, financially manageable, and preferred options. Retailers go to great lengths to create captivating and engaging surroundings for their online operations in order to entice customers (Anwar, Waqas, Zain, & et al., 2020). Advances in small-scale innovation have made it easier to connect with global business domains, especially with the help of increased access to the fast web. As a result, from traditional purchases to sophisticated media purchases, buyer money management practices have also evolved. People are now electronically connected, and modern specialised equipment like cell phones, tablets, and workstations have ushered in a time when numerous administrations may be precisely provided to the general populace.

A few of the numerous pandemics that have afflicted the world over the past century include the Spanish influenza (1918–1919), the Asian influenza (1957–1958), the influenza in Hong Kong (1968), SARS (2002–2003), and the pig influenza

(2009–2010). The current pneumonia outbreak, which began in Hubei Territory, China, close to Wuhan City at the beginning of December 2019, has been connected by the World Health Organization (WHO) to a particular and common CoV (CoV) known as "Coronavirus." The coronavirus impacted almost all human civic organizations. In 2020, the worldwide coronavirus outbreak started to decline, but it soon became unmanageable. The sickness had caused a pandemic that threatened the world's healthcare and financial institutions (Koch, Frommeyer, & Schewe, 2020).

In an effort to slow the rapid spread of the Covid pandemic, the majority of countries have scaled back public drills; some have even implemented partial or total lockdowns for their citizens, according to (Koch, Frommeyer, & Schewe, 2020). Large-scale gatherings can be refused, workplaces and schools can be temporarily closed, and, shockingly, the economy can be briefly shut down to prevent workers in unimportant sectors of the economy from showing up for work. Some workers may be able to work from home, while others are essentially unemployed because they are unable to fulfill their obligations in the comfort of their own homes. The majority of government offices and retail establishments had to cease operations during the shutdown. Due to the rise in unemployment, buyers were more concerned about the state of the economy. A growing number of consumers now exclusively rely on online shopping to fulfill their needs for secure usage due to the temporary closure of many businesses.

Amidst the increasing mechanization of goods, academic specialists and scientists have chosen to concentrate on traditional as well as online purchasing. The ways that customers choose which goods and services to buy, the factors that affect their choices, and the problems that arise in transactions are typically the focus of this attention. Additionally, it provides customer suggestions to businesses looking to enhance the shopping experience.

Before civilization ever developed, society has been involved in some kind of cycle of gaining what it needed or needed. Regular shopping, often referred to as detached purchasing, is this process in which customers physically visit establishments and interact face-to-face with salespeople to consider acquiring services and goods (Barvin, 2014). Since customers go directly to the stores, shops, or merchants, it is the most traditional method for acquiring labour and goods (Suthamathi & Jeeva, 2020). With traditional purchasing, customers may handle the

item in their hands, study it, ask the salesperson a question right away, and address any difficulties with the item in-store (Bhalerao & Gujar, 2019). The crucial factors influencing customers to prefer traditional shopping. This suggests that people place a tremendous value on personal touch and product experience when making purchases. Frequent shopping also guarantees speedy delivery because customers can return their purchases home right away. Nevertheless, users may immediately get understanding and profit from the guidance. Furthermore, some people discover that they feel uneasy just by looking around malls and performing their regular shopping (Bhalerao & Gujar, 2019).

In any event, there are drawbacks to regular purchasing that impede progress. (Suthamathi & Jeeva, 2020) assert that traditional retail is time-consuming and usually provides customers with a limited selection of labour and goods. Given the limited space in the stockrooms and storefront, businesses would be tempted to stock everything on the buyer's list. Customers might thus have to visit another store in order to locate what they need, lengthening the time they spend on a single purchase.

As a result of increased digitalization, internet shopping is quickly gaining popularity among people in society. (Silpa, Rajasree, & Balasubramanian, 2016) illustrates online shopping may be defined as "a type of electronic commerce that enables customers to purchase goods and services online" and "possibly one of the fastest growing idiosyncrasies." The main premise is true, especially in the case when resident improvements were ordered during the epidemic and people had to find alternate payment methods. Thus, a client's place of residence is a major factor affecting their decision to make an online purchase (Kailash, 2020).

Additionally, quick access to product information (Kailash, 2020); and customer surveys encourage customers to make purchases online. This is done so that customers may feel more confident in the goods they are purchasing. Another reason why people shop online is the wider selection of goods and services that are offered at alluring or reduced prices (Agyapong, 2018), which gives them additional advantages (Lim & Dubinsky, 2004). When everything is said and done, consumers prefer to shop online because it is more convenient, data is easier to get, there is a wider variety of products and labor, and prices are lower.

Conversely, consumers try to steer clear of internet shopping because they genuinely think it's dangerous (Bhalerao & Gujar, 2019). Lack of item content is the main factor demotivating customers in online shopping. Customers who purchase products online are unable to see, inspect, or hold the item in their hands, which may leave them unsure about its condition. Additionally, some online sellers use images that don't accurately represent the product being sold (Silpa, Rajasree, & Balasubramanian, 2016). Once they fall for their techniques, customers are unlikely to trust web vendors ever again. Disconnected and online associations must concentrate on making adjustments in line with these personal behavior standards and the underlying rationales behind them if they hope to remain competitive in the market over the long term. Regardless of the method by which customers choose to make purchases, businesses must fulfill their needs by providing goods and services. Until it is completed, the company will not be able to advance and increase its share of the industry as a whole.

Before the 2019 December Wuhan, China, outbreak of the coronavirus pandemic, it remained unnoticed. According to (Zhong, Zheng, Kang, Li, & Yang, 2020), the World Wellbeing Association declared it a General Wellbeing Crisis of Global Concern on January 30, 2020. Since then, the Covid has been a tsunami that hasn't yet crashed, concentrating on those who aren't prepared for it. This emergency has upended global social, political, financial, and money-related systems, making it more than just a crisis affecting the well-being of the countries it affects (McKinsey & Pappas, 2020). Several financial experts predict that the coronavirus will have an influence on the global economy (Baldwin & Mauro, 2020). The primary factor generating the financial impact is the decline in demand for goods and services (Kowalewski & Śpiewanowski, 2020). This implies that there are either very few consumers or that they have significantly reduced the amount of goods and services they use. This tendency is seen in many other companies outside of the travel sector. Additionally, new cars and oil are becoming less and less generally recognized (Wagner, 2020). This pattern is due to cutoff points on other social activities during events. Web trade is having trouble closing sales as a result of difficulties locating their commercial goods. Many of the businesses with which it is engaged, including those that deal with instruments, hardware, and equipment related to correspondences and innovation, will have an impact on China's neighbours in the

South Asian area (Myers, 2020). Buy methods of doing have spread from one side of the world to the other in no less than one month since the pandemic illness plague. The impacts of this pandemic are permanent (Cohen, 2020).

In addition to accepting the agreements, Turkey also complies with WHO guidelines instructing other countries to implement lockdown protocols in order to prevent the virus from spreading. Still, more analysis of the current situation indicates that the disaster is a result of the coronavirus. The electronic summary "Impact of Covid 19 on SMEs" was created by SMEDA in April 2020. 95% of associations reported a decrease in projects, 92% described an escalation in the creation organization, 23% reported a shortage of 100% or more product orders, 48% dismissed employees with 26% wishing to rehire them in approximately a month, and 89% reported financial difficulties.

Either way, the pandemic will undoubtedly have a profound impact on the nation's financial and social structures. The nation's macroeconomy is adversely impacted by the expanding threat, which also has an influence on worries about well-being. The situation that exists now is becoming worse for the two producers and inventors, and new challenges should arise immediately (Craven, Liu, Mysore, & Wilson, 2020). For many companies, such as those that produce tools, machinery, medical supplies, and devices used for communication. China is a major meeting place in South Asia. In the case that it decreases, China's display may thus continue (Myers, 2020) and will affect companies operating in other countries (Sharot & Sunstein, 2020).

Turkish corporate business sectors are dominated by Chinese goods, and trade with China has an effect on Turkey's economy. The lockdown imposed during the emergency has made it difficult for the nation to import and produce goods. In the end, this can result in a greater object worth. That being said, understanding how consumers try to avoid information and the implications of these decisions for their behavior is a fundamental field of research for the advertising industry. According to (Ahmed, Ahmad, Ahmad, & Zakaria, 2019), online entertainment platforms provide unparalleled access to content and may spread rumours and dubious information. Customers' willingness to shop online is predicted to increase as they become more socially isolated and inclined to stay at home.

The legitimacy of internet businesses is still a relatively recent development

in Turkey for both service providers and potential customers. Small and medium-sized businesses in developing countries are still ill-prepared to quickly enter the online commercial world. Sadly, it appears that no evaluation is ongoing, particularly with regard to Turkey.

One of the major advancements that has completely altered our way of life is the development of virtual entertainment, which has connected people from all corners of the world by eliminating geographic barriers. According to (Kaplan & Haenlein, 2010), "all electronic applications that expand on the hypothetical and innovative foundations of Web 2.0, and that empower the creation and trade of client produced content" are referred to as virtual entertainment. Boyd lists a few uses for virtual entertainment as "electronic administrations that permit people to articulate a list of other clients with whom they share an association, view and navigate their list of associations as well as those made by others inside the framework, develop a public or semi-public profile inside a limited framework, and, view and navigate their list of associations as well as those made by others inside the framework." Virtual entertainment is one of the most well-known and often utilised platforms for online users (Anderson, Sims, Price, & Brusa., 2011). The fundamental human traits of planning, fostering associations, providing opinions on business content, and correspondence—the core function of online entertainment platforms—have fundamentally altered the components of data transmission. Because of the strength and unique development of web-based entertainment, businesses have included it as one of their most effective publicising channels and allocated a significant portion of their marketing budget to it (Arora, Agarwal, & Kumar, 2018). According to (Haida & Rahim, 2015), Social media platforms have helped companies produce advertisements with interactive elements, personalized message, and the ability to track user responses. Another benefit of these platforms is how easily their effectiveness can be assessed using data like ad clicks, likes, and comments..

The online company is encouraging a different technique for focusing on customers through conventional advertisements on informal communication sites (Natarajan, Balakrishnan, Balasubramanian, & Manickavasagam, 2015). Additionally, according to eMarketer statistics from 2017, a startlingly higher percentage of individuals (81%) have positive reactions to evaluate virtual entertainment promotion and use them as references when making purchases. It



revealed an intriguing discovery, namely that online entertainment constituted the best promoting share, or around 28%, out of any computerised medium. The phenomenal growth of online entertainment destinations has compelled businesses to concentrate on their customers by advertising through the most well-known channels, making it essential for advertisers to properly promote their campaigns and then assess their success. Despite the widespread use of online entertainment by businesses and consumers for a variety of purposes, there are not many studies that have looked at the ease of such platforms. The varied components and nature of online entertainment may lead people to draw different conclusions regarding virtual entertainment promotions, even if they are a type of web publicising. According to (Alalwan, 2018), marketing for virtual entertainment offers a high level of consumer involvement that is easily measurable through actions like preferences, remarks, sharing, and reposting.

These days, digitisation is unavoidable. Since everyone is aware of virtual entertainment and can access anything online, a company has to have a web presence. A computerised marketing system aids a company in better identifying and meeting customer demands. However, traditional promotion techniques like large display boards and print advertisements don't always work (Noromor, 2020). According to (Flood, 2020), global retail should grow 4.4% to \$26.460 trillion by 2020. Nevertheless, it lowers estimates for offline and online sales by 10% and 2%, respectively. This year, web-based commercial transactions should rise by 20% in the Philippines, Malaysia, and Spain. The Covid caused ruin in each of the three of every 2019. It's actually difficult to consider advanced advertising in 2020. Computerised businesses and brands should work together rather than compete. Advancement spending is increasing. Since young Filipinos shop online, the Philippines offers enormous potential for online businesses.

By 2025, online commerce will reach a peak. Spending on public relations in the Philippines increased by 9.7% in 2019 and is anticipated to reach \$662 million by 2020. At \$342 million, advanced marketing is now growing at a 4.4% annual rate. It is rising to renown. The most effective digital advertising tool for a brand in terms of audience, commitment, and price. 33% of Filipinos, according to (Osorio, 2017) purchase entertainment online. It's crucial to consider the implications of innovative advertising strategies for internet shippers and customers as well as the

results.

The most significant shift in company history may have been the adoption of the Social Media Marketing (SMM) strategy. In the last ten years, there has been a revolution in innovation that has altered traditional marketing strategies and given advertisers more time.

SMM permits advertisers another arrangement of apparatuses to associate with buyers and imaginatively coordinate them into associations, returning clients to the focal point of the business world. Advertisers actually must comprehend the more extensive effect of virtual entertainment on Buyer Purchasing Navigation (CBDM). Customer conduct is a fundamental piece of promoting since it empowers organizations to foster solid and fruitful showcasing methodologies and strategies. For instance, organizations could send off new items or administrations, which are as often as possible used at first simply by a chosen handful clients before their numbers continuously increment. These days, organizations use web-based entertainment procedures to influence customer conduct and win their loyalty. Informal communication has evolved into a component of daily life. Sites for person-to-person communication like Facebook, Twitter, Instagram, and LinkedIn have an ever-growing mathematical clientele. Virtual entertainment has more than 500 million customers, according to (Osorio, 2017). The growing number of consumers who enjoy internet entertainment has drawn advertisers. Advertisers have acknowledged the value of online entertainment advertising in their promotional contact process. Online entertainment also uses communication between businesses and their customers.

These encounters aid advertisers in identifying customer needs and possible market traits. Due of the important commercial aspects of internet entertainment, consumers may evaluate items, mention them to friends or acquaintances, and plug any purchases. It has been shown that online entertainment communication affects marketing strategies and customer focus. According to the buyer socialisation theory, interactions between purchasers have an impact on their behaviour, close-to-home, and mental views. Additionally, the promotion of virtual entertainment has altered consumer behaviour. Online shoppers frequently use virtual distractions to complete transactions or conduct business. Recommendations from friends or associations through internet entertainment may also help buyers make decisions. These

recommendations may affect consumers' perceptions of particular brands, advertisements, and purchases. The more positive reviews a product or service receives, the more appealing it is to customers. The most illustrious companies have since started focusing via virtual entertainment marketing.

## **A. Background**

The development and spread of the extremely dangerous respiratory illness Coronavirus 2, or 2019 novel Coronavirus (2019-nCoV), threatens global health as another catastrophic (SARS-CoV-2). In December 2019, it was hypothesized that a before undiscovered transient species originated the infection in bats and then infected humans in Wuhan, Hubei Region, China.

May 3, 2020, there have been around 96,000 confirmed cases of coronavirus illness year 2019, along with 3300 confirmed deaths. The illness is transmitted via inward breath or contact with debased beads and has a hatching period of two to fourteen days. Fever, coughing, sore throats, dyspnea, fatigue, and discomfort are all common side effects. Many people only experience the typical side effects in mild form. Many people only encounter a mild form of the illness.

Numerous detrimental impacts on human health have resulted from the coronavirus's widespread distribution worldwide (Jajodia, Ebner, & et al., 2020). Because to COVID-19, most organizations have suffered and have had to take several measures to limit the virus's spread, which has negatively impacted their own organizational effectiveness and performance(Bartik, Bertrand, & et al., 2020). People need to practice self-segregation, social distancing, and travel restriction in order to stop the spread, which also caused a sharp decline in institutional and economic efficiency (Nicola, Alsafi, & et al., 2020).

The global coronavirus epidemic impacts economies, society, and a variety of financial domains. The daily activities of clients are impacted by this unique situation, which has also had a substantial impact on how businesses operate and how customers behave (Yuen, Wang, & et al., 2020). The situation that has arisen since the first wave and the beginning of the second wave of the coronavirus pandemic in Europe has forced many customers to reassess their long-standing purchasing and shopping habits or perhaps develop new ones (Sheth, 2020). Virtual

entertainment currently plays a significant role in the internet marketing environment for customers who, when they shop online, choose to buy products from online sellers rather than traditional themed stores.

Utilizing virtual entertainment is now a very recent oddity. The majority of commonplace long-distance informal communication platforms, such as Facebook, Twitter, LinkedIn, Pinterest, and Google, are compatible with most tasks, including information sharing, site visits, gaming, and blog writing. Customers often engage in virtual entertainment productively and devote a significant amount of time to creating and sharing content on these platforms, such as Facebook and Twitter. Businesses who are aware of these problems are utilizing web-based entertainment to their advantage, bringing in new customers and promoting awareness through a variety of tactics. Businesses carry out astute objectives that align with consumer designs and brand values in order to increase social memorability. Digital and social media marketing may help businesses reach their marketing objectives at a relatively low cost (Yadav, 2016).

Shoppers are individuals and families that purchase goods from a company for their personal use (Kotler, 2004). Buyer conduct refers to the behaviors that customers exhibit when purchasing, using, and returning goods and services. Customer behavior is the study of how, what, when, and why people talk about purchases they make at shops. When a customer has to make a purchase, they will use the buy, input, evaluation, affirmation, and data search procedures (Bakewell & Mitchell, 2003). The consumer will ultimately select a brand or product to utilize from a variety of available options. Still, these factors influence the decisions that customers make about what to buy. It is essential to identify the diverse range of customer kinds that, based on their educational achievements, exhibit altered purchasing dynamic behaviors and the capacity to spot critical brand distinctions. According to (Hawkins & Mothersbaugh, 2010), The phrase "purchasing support" describes a customer's level of interest in acquiring a product or service. In order to choose which technologies to use, retail administrators and advertising must monitor changes in buyer viewpoints and purchase examples (Verma & Gustafsson, 2020).

According to (Pantano, Pizzi, & et al., 2020), In fact, customers have reconsidered their purchasing tendencies even as they start to realize the advantages of the previous extraordinary services. Online entertainment is a fantastic way to

learn what people think about a company, but it also fosters social collaboration among customers, which builds trust and alters consumer preferences and purchasing behavior.

Online shopping behavior is an example of using the internet to purchase goods and services. After obtaining item details, the buyer selects an item based on their needs and the item's exchange requirements. At that point, they evaluate the item in light of the options available and obtain post-purchase information (Kotler, 2004). According to (Li & Zhang, 2002), an online shopper's psychological condition is connected to their online purchasing behaviour. In this era of instantaneous communication, people use informal communication venues extensively for both personal and professional purposes. To ensure the positive outcomes of social improvement in displaying strategy media for various exhibiting practices like exhibiting research, stamping, client relationship management, deals progression, and consistently organization movement, associations have gradually taken on different assessments and casual correspondence districts.

These days, more and more individuals use the internet to make purchases, and consumer behavior is becoming global. The entire process of customers making purchases was altered by internet entertainment. Due to the lockdown, loneliness, and fear of contracting the sickness, clients avoided going to shopping plazas during the Covid. Through the promotion of online shopping on social media platforms such as Facebook, Twitter, Instagram, and Pinterest, businesses may encourage customers to make purchases. Web diversion greatly benefits publicists because it encourages customers to conduct more thorough research about labor and items and to make online purchases. Businesses may employ virtual entertainment to encourage both current and potential customers to use online shopping or business platforms to obtain the labor and goods they require. Businesses have influenced consumers using web-based customer surveys, live streaming, VIP services, and time-limited campaigns like goal advertising. The marketers provided home transportation services to their consumers during the COVID-19 epidemic (Wang, Cheng, & et al., 2013). According to Mo et al. (2015), Good internet evaluations have influenced prospective customers to make purchases online. The internet shopping trend will benefit both consumers and marketers (Berman, 2012).

In today's world, some customers are so busy that they don't always have time to obtain the goods or services they require. It is therefore impossible for them to genuinely enter the market so quickly. When they are making any kind of purchase, they would rather shop online. Current clients want a relaxed atmosphere while making purchases through virtual entertainment. Marketing professionals use social media platforms such as Facebook, Twitter, and others to distribute customized messages (Luo, Pan, & et al., 2019). As a result, internet entertainment marketing tools perform superior than conventional advertising communication techniques. Superstar recommendations and positive feedback from online shoppers encourage others to make purchases online.

Due to the numerous factors influencing consumers' purchasing decisions in virtual entertainment, this study was conducted there. These days, scholars from all across the world are investigating and being motivated by the problem of purchasing settlements online. The ways that people shop are changing. Online virtual entertainment may not be receiving enough attention generally since it is still a relatively new social trading platform. Recently, there has been a significant growth and filling of an invention (Hossain & Khan, 2018). Although online shopping is popular and virtual entertainment is widely used in Turkey, not much research has been done on how web-based entertainment affects this trend. Advertisers may thus focus on the elements that most significantly affect customers' decisions to make online purchases by spearheading this review. The review's primary goal is to identify the behaviors of internet shoppers when making purchases.

This illness is not getting better. It had an impact on Turkiye and continues to do so. Due to the situation, some businesses were forced to close, which resulted in a shortage of jobs for certain employees. Due of the volume of trades, conversations and commercial dealings have modernized there. Whether or whether things are problematic in this case, obligations have formed. Many of their online and electronic marketing strategies are appealing, and they make use of technological advancements like the Internet and virtual diversion. Utilizing "virtual diversion" is essential for progressing tasks and products. A carefully thought-out strategy for accomplishing a single showcasing target or a number of connected goals is called a marketing method. These days, everything is mechanically state-of-the-art, and development permeates every part of our lives in ways that might be overwhelming

(Bersin, 2016). Nowadays, digitization has an influence on marketing, both for consumers and businesses. It is up to modern researchers and professionals to solve this. According to (Herhausen, Miočević, Morgan, & Kleijnen, 2020), It is important to recognize its continuing limitations, which calls for more effort. In this case, using automated displaying might provide online efforts the opportunity to reach a larger audience. Contemporary television networks that have managed to survive are lagging behind electronic entertainment and contemporary advertising. The primary standard for modern advertising is the use of expanding exhibition (Mandal & Joshi, 2017).

Nowadays, when so many people rely on their online businesses for their income and so many changes are occurring, especially when a pandemic affects our nation, having a web business is imperative. Online shopping is perhaps one of the most popular smoking habits at the moment. Web-based advertising is used to promote items, particularly to young people. Selling goods online is one way you may make money from home. Modernized exhibiting, as the name implies, is a process, method, or movement utilized in innovative public relations and marketing. Mechanized marketing is the online development of a product, service, or brand. As a result, inbound showcasing has become an essential component of online advertising. Gaining insight into the motivations behind buyers' complaints and doing analysis on a product or business might aid in improving our awareness of their objectives. Despite its modest appearance, automated promotion has a significant financial impact. Inbound showcasing is an essential component of automated public relations since it fosters client loyalty and confidence.

The devastating global spread of the coronavirus disease has a negative impact on many social groups and individuals globally. Owing to this extraordinary circumstance, consumer and corporate behavior have changed in previously unimaginable ways, with grave consequences for each. Studies carried out after the first shock indicate that consumer opinions about various companies and goods have changed (Eger, Komárková, Egerová, & Mičík, 2021). This essay looks at the causes of the foolish expenditure of Czechs during the Coronavirus pandemic. Another worldwide health threat to the whole human species is the clever Covid (nCoV) of 2019, also known as SARS Covid 2 (2019-nCoV), which is fast spreading around the planet (Moon et al., 2021). Scientists in Wuhan, China's Hubei Province, have linked

the virus that affects people to animals. As of May 5, 2020, more than 96,000 people had the 2019 coronavirus, and over 3,300 of them had died from the illness. Adverse effects may take 2–14 days to appear, depending on the strain. The sickness can be spread by touching or breathing in incurable beads. Severe internal heat, a hacking cough, an irritated throat, breathing problems, excessive fatigue, and a general sense of being unwell are common side effects. The common side effects usually manifest mildly to moderately in most people. Most of the time, the side effects and symptoms are moderate.

Many individuals had to stay in isolation and exercise caution as the Coronavirus pandemic decimated the world at the beginning of 2020. This continued until almost the middle of spring. Since then, fast actions necessary to stop the Coronavirus pandemic from spreading have disrupted plans (Heyns & Kilbourn, 2022). They have been actively shopping because the epidemic has kept them confined and restless for a considerable amount of time. This is terrible news for customers' pocketbooks since, in comparison to earlier, the manufacturing network's capriciousness has increased dramatically. Problems may eventually arise even in ideal situations. This is particularly important for elderly individuals who are already adjusting to a variety of illnesses.

The Covid's unavoidable global dissemination has brought about a number of detrimental health effects (Sharma & Jhamb, 2020). Most associations have had financial difficulties as a result of the illness because of the additional estimations that need to be made in order to halt the Covid outbreak. Institutional and commercial practices have mostly kept up with people's efforts to stop the virus from spreading by restricting their movement, avoiding contact with others, and distancing themselves from them. The global spread of the Covid virus affects all economies and civic institutions. Different social congregations have varying degrees of impact (Marinković & Lazarević, 2021).

The typical path taken by a client from realising they need something to receiving it and providing feedback includes seeking for information, evaluating, buying, and then providing feedback.

Customers only purchase one brand or product out of the many additional possibilities available (Chauhan, Banerjee, & Mittal, 2020). These factors impact the decisions that customers make. It is important to position the various client types



taking into account factors such as their reliability and attention to detail. As suggested by Hawkins and Mothersbaugh, what does "purchasing income" mean? Recognizing customer purchasing habits and job and item selections might be beneficial for retail directors and promoters (Safara, 2020). The survey's designers assure that clients' financial handling practices have changed as a result of discovering the benefits of before unthinkable services.

Organisations may learn a lot about the opinions of their ideal interest group thanks to the wealth of client-produced data available through web-based entertainment. Customers could alter their purchasing behaviours if they concede that they can believe various clients. Online purchases of goods and services are becoming commonplace for some customers. During post-purchase, a client gathers more information about an item, compares it to optional options, and makes a decision based on the item's limitations. They also learn more specifications regarding the item.

According to E-advertiser (Alaimo, Fiore, & Galati, 2020), organisations have found uses for person-to-person communication destinations including statistical analysis, The association boards for brands and clients, the arrangements progression board, the client endless organization conveyance board, and the perpetual organization conveyance board. Research has indicated that social growth can improve techniques for media advancement. The content that people have read online has subtly changed people's attitudes and behaviors all throughout the world. As a result, the frequency of internet commercial transactions has increased dramatically. While some Pakistanis have started buying online, the majority of them genuinely have no concept what it entails. Most people are aware of the existence of the Internet and its possible advantages.

Online buying is becoming more and more well-known because of its numerous potential advantages in terms of cost, decision-making, and information openness (Hoekstra & Leeflang, 2020).

In Pakistan, the type of tutoring is changing as more kids purchase online. They are looking for other means to make payments, much like other Asian residents. Online shopping has been increasingly well-known recently, all around the world. A key factor influencing a customer's decision to make an online purchase is the use of virtual distraction (Batada, 2021). Lockdowns, incarceration, and a

generalized sense of dread of contracting the Covid prevented shoppers from pouring into retail centers in large enough quantities. By employing social media entertainment platforms such as Facebook, Instagram, Pinterest, and Twitter, businesses may entice customers to make purchases through their online activities. Electronic entertainment may help businesses increase their online sales by generating interest in and awareness of their products and services (Sanwal & Ullah, 2021). Companies may employ virtual entertainment to entice both current and new customers to buy products from their websites. When everything else is equal, unofficial communication is a relatively new phenomena that has quickly expanded across society and affected individuals.

Online customer evaluations, celebrity treatment, live communication, and the use of targeted advertising have all affected how clients regard their businesses. Nevertheless, a number of carriers provided home transportation services during the peak of the coronavirus epidemic. People's decisions while making purchases online are often impacted by the ideas of others. Its progress will be advantageous to both online shops and customers. Some people in today's culture just lack the self-control or punctuality to complete any kind of trade due to their hectic schedules. In this sense, it is now challenging to quickly enter the market. In general, they enjoy shopping online for both big and little purchases. Today's consumers want to make purchases in more laid-back settings, such as online entertainment. Publicists may target a certain audience using online entertainment platforms like Facebook and Twitter. In light of this, web-based entertainment promotion strategies perform better than more traditional ones. If a celebrity or other consumers rave about a product, there is a greater possibility that others will purchase it.

## **B. Purpose/Importance**

The review's main goal is to broaden our understanding of the factors that influence consumers' intentions to purchase products through online entertainment advertising platforms during coronavirus. The investigation will probably examine and discuss the astute strategies and trends that are affecting consumers' purchasing decisions throughout the coronavirus period.

The study will examine how Turkish consumers utilize social media and adhere to local purchasing practices based on household groups living in Turkey. It

will be particularly insightful into Turkish consumers' purchasing habits and have a connection to the technology industry. The goal of this research is to produce a new set of behavioral strategies and practices that will contribute to the theoretical understanding of consumer purchasing behavior during and after the worst pandemic to ever occur in history.

### **C. Study Hypothesis**

H1: Live streaming has a significant impact on online shopping behavior.

H2: Celebrity endorsement has a positive influence on online shopping behavior.

H3: Promotional tools have a positive influence on online shopping behavior.

H4: Online reviews have a significant impact on online shopping behavior.

The primary hypothesis sees what live communicating meant for individuals' web purchasing propensities during the Coronavirus episode. With the capacity to give in-the-second discussions and item demos, live streaming has filled in significance as a showcasing device. As indicated by this hypothesis, live communicating hugely affects what individuals choose to purchase on the web. It empowers clients to cooperate with organizations and items straightforwardly, reassuring rash buys. Furthermore, live streaming can address consumer queries and concerns in real-time, enhancing trust and transparency. The research aims to quantify this impact through empirical data collection and statistical analysis, contributing insights into the role of live streaming in shaping online shopping behavior.

The impact of superstar supports on internet purchasing conduct is the subject of the subsequent speculation. Superstars, forces to be reckoned with, and public characters essentially affect buyer decisions in the advanced age. As per this hypothesis, clients are bound to trust and put stock in superstars' supports, which thusly impacts their web based buying choices. Through virtual entertainment and intelligent stages, the computerized age extends the range of these supports, making them particularly relevant during the Coronavirus pandemic. The research seeks to empirically validate this influence, shedding light on the significance of celebrity endorsements in shaping online shopping behavior.

The third hypothesis investigates the impact of promotional materials on consumers' online buying decisions during the pandemic. Limits, special agreements, and innovations are essential elements of the online purchasing process. According to this theory, some devices incentivize customers to view products as important, which in turn encourages them to make purchases online. Common problems and limited-time sales are other factors that encourage online buying habits. In order to provide light on the feasibility of these tactics in relation to coronavirus, the review attempts to quantitatively evaluate the influence of time-limited devices on online shopping behavior.

The fourth hypothesis delves into the impact of online reviews on online shopping behavior. In the digital era, online reviews, ratings, and feedback are critical sources of guidance for consumers. This hypothesis suggests that online reviews significantly influence consumer online shopping choices. Positive reviews and high ratings build trust and confidence, mitigating perceived risks. The social proofing effect of online reviews fosters conformity and validation, encouraging online shopping. The research seeks to empirically validate the role of online reviews in shaping online shopping behavior during the COVID-19 pandemic.

These four hypothesis, live streaming, elite support, unique equipment, and online reviews are integrated into the review's central examination model and examined in light of online shopping behavior. It provides a methodical framework for examining the complex relationships among these concepts. With realistic research and precise data collection, the model aims to validate each developer's conjectures. By elucidating these connections, the model provides important insights into the complex aspects of the consumer dynamic surrounding online purchases during the coronavirus pandemic . In summary, these conjectures provide the central idea of the analysis and offer a coherent framework for understanding the intricate relationships between real-time online content, VIP services, promotional materials, online polls, and online purchasing behavior during the coronavirus pandemic. This study aims to shed light on the variables influencing consumers' online purchasing decisions in a fast evolving digital environment by providing extensive observational analysis and insights into the domains of buyer behavior and web-based commerce.

#### D. Conceptual Framework of Study

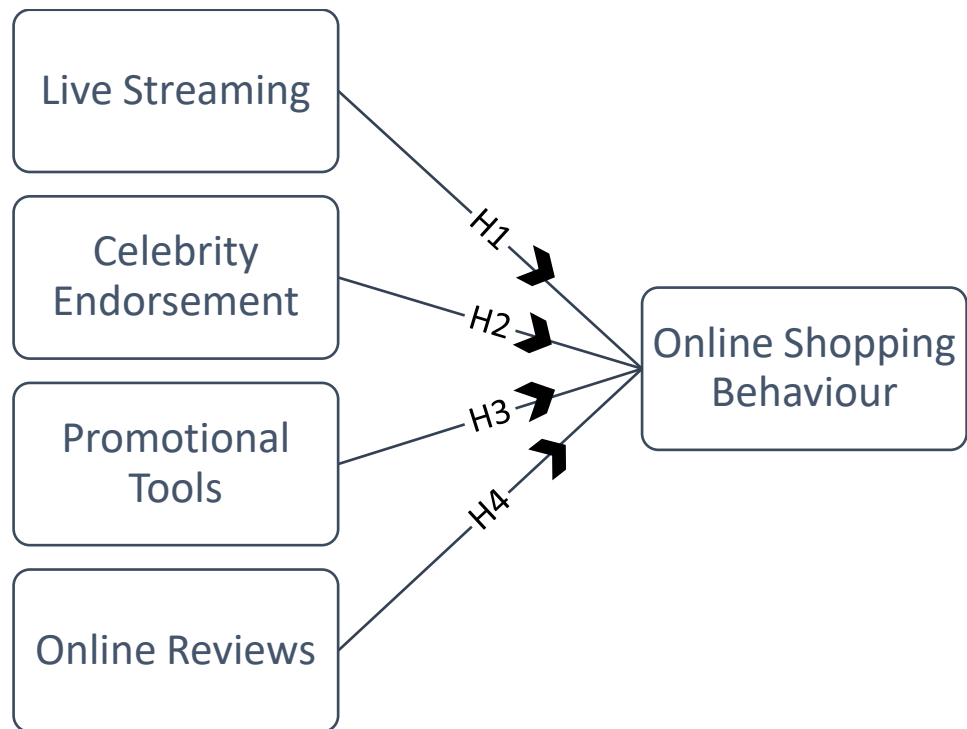


Figure 1:Framework

**The framework is followed from the research of (Miah, Hossain, Shikder, Saha, & Neger, 2022)**

## II. LITERATURE REVIEW

It was discovered very early that human-to-human transmission persisted after the Covid was killed (Lai, Shih, Ko, Tang, & Hsueh, 2020). Because of the enormous impact the Covid has had on the global economy, researchers are expressing their grave worries to people all over the world. Like, (Inoue & Todo, 2020) concentrated on how the downfall that was underway at the time was caused by the end of the Tokyo project. the expected effects on the US economy and the notion that the rapid proliferation of Covid would have a serious impact on the nation's economy. However, a review-based assessment finished over the final seven days of spring (Baldwin & Mauro, 2020) 65% of the French economy is thought to be running at its typical level. Conversely, the detrimental impact of the coronavirus on the GDP of the nation. A critical summary of the negative impacts of the virus in a number of areas, such as work from home and education. The necessity for work supplies, however, stems from the pessimism around pollution. A number of earlier studies reported comparable findings.

Although there has always been a connection between innovation and business, recent advancements and improvements in ICT have sparked the growth of global trade, which is the cycle that affects a variety of enterprises, including the economy, business, customs, banking, and so forth (Rahayu & Day, 2015). According to (Jai, Burns, & King, 2013), traditional trading was no longer suitable for satisfying customer needs. According to (Apăvăloaie, 2014), who added to this, the internet is well regarded by people all over the world and has a significant influence on modern life. According to (Hajli, 2014), this has disrupted trade and commerce.

Information and correspondence Advancement is seen to be the most creative use of money and business procedures, having an impact on society and the economy (Hajli, 2014). Electronic trading was then created and assigned a crucial role in financial endeavours across the world.

According to (Sebora, Lee, & Sukasame, 2009), Innovative methods of conducting business online, such as electronic communication, might be advantageous to trade groups. Due to their ability to advance, these tactics may also be essential to the growth of the affiliations. The availability of sophisticated affiliations has undoubtedly changed how many people groups live their daily lives in many different countries. However, (Tarhini, Alalwan, Shammout, & Al-Badi, 2019) ensure that although online commerce gives small businesses a chance to compete in new markets, its viability in these industries is genuinely fraught with difficulties due to its relatively recent characteristics. In any event, internet trading is the most effective technique to improve company execution and accelerate financial growth when using ICT (information and communications technology) for financial aims, especially in agricultural developing nations (Hollenbeck & Kaikati, 2012). Business associations should recognise, adapt, and implement new innovation if they want to gain an advantage and stop using conventional marketing techniques (Borges, Hoppen, & Luce, 2009). In any event, trust is more important than ever, especially in online commercial transactions. The web plays a significant role in business and correspondence activities, there are methods to help it realise its true potential as a platform for online commerce. Some analysts claim that the unreliability of the exchange system leads to poor growth and unrealized potential (Dinev & Hart, 2006).

One of the most urgent issues in promoting research has been determining the sustainability of publicising results. Given the increased interest in these commercials, it is important to examine how promotions on a well-known new type of media known as "virtual entertainment" are influencing consumer behaviour. Such analysis would help the organisations create powerful and important public service announcements for targeted audience commitment. Previous research in traditional and internet businesses used "demeanour towards promoting" as a reliable indicator of viability (Wolin, Korgaonkar, & Lund, 2002).

A review of the literature on the effects of pandemics on human behaviour conducted by (Laato, Najmul Lslam, Farooq, & Dhir, 2020) revealed that no studies have specifically examined how a pandemic affects consumer behaviour. All things considered, the effects of pandemics on behaviour for preventive health have received the majority of rational attention. When customers are unsure of how to

respond, like during the Coronavirus pandemic, there is a fantastic opportunity to discover important tidbits of information about consumer behaviour. In this way, the continuing examination clarifies how the epidemic has altered how customers behave when engaging in virtual entertainment. The Customer Dynamic Model and the S-O-R Hypothesis, both developed by Nicosia in 1982, can be used to analyse how the Coronavirus pandemic affects consumers' web-based entertainment behaviour. The S-O-R Hypothesis, which is based on natural brain research, suggests that external stimuli may affect behaviour (Laato, Najmul Lslam, Farooq, & Dhir, 2020). The S-O-R structure, developed by (Mehrabian & Russell, 1974), asserts that an improvement from the outside affects a living form, which in turn triggers a behavioural reaction. According to (Kumar, Dhir, Talwar, Chakraborty, & Kaur, 2020), the S-O-R paradigm is a good method to understand how external changes could alter consumers' emotional and thought cycles, which in turn influences customers' behavioural patterns.

With the use of Nicosia's Shopper Dynamic Model, the effects of the Coronavirus pandemic on a few different sorts of societal changes are examined. When buyers participate in buyer dynamic cycles, they operationalize behaviours even more clearly. The five stages, or ways of acting, that Nicosia proposes to use to analyze and comprehend the cycles associated with shopper autonomous direction are related to the observable evidence of item demands, item data look, elective item assessments, buy decisions, and post-buy ways of behaving.

The epidemic is fiercely resisting. The Philippines is genuinely impacted in a significant way. Due to the situation, some businesses were forced to close, which resulted in a shortage of jobs for certain employees. Many money managers have intuitive feelings. The vast volume of trades that occurs in today's world has led to the mechanization of both financial and commercial transactions. Under this instance, dedication increases under high-stress situations. Many of their showcasing strategies are effective "online" or "electronic," regardless of whether they make use of negotiating advancements like the "Internet" and "Virtual Diversion." It is essential to use "electronic diversion" to promote projects and products. A showcasing method is a carefully considered plan for accomplishing at least one relevant promotional goal. Modern life is fully modernized, with progress encroaching on every facet of it in ways that may be overwhelming (Bersin, 2016). Nowadays, digitization has an



influence on marketing for both buyers and businesses. Researchers and current exhibiting specialists need to dig out an answer for this. According to (Herhausen, Miočević, Morgan, & Kleijnen, 2020), Understanding its continuing capabilities necessitates a more significant turn of events. Under these circumstances, online endeavors may be able to reach a larger audience through the use of updated displays. The relevance of virtual entertainment and automated advertising is rapidly surpassing that of some other modern appearance techniques. These days, electronic advertising is acknowledged as a necessary component of promotion in certain situations (Mandal & Joshi, 2017).

Being a web-based organization proprietor is fundamental at this moment, while our country is managing a pandemic, since a ton has changed and web endeavors help numerous people with their income. Quite possibly of the best pattern right presently is internet shopping. You market items on the web, especially to youngsters. Selling items online might allow you to earn money from home. As the name suggests, mechanized displaying refers to a method, scheme, or approach in cutting edge development and checking. Online, electronic advancement is the most popular method of working on a product, service, or brand. As a result, inbound marketing is becoming an essential component of digital advertising. Comprehending the mental cycles of consumers might help us better understand the rationale behind their comments and opinions on a product or company. Even while computerized advertising is very small, it has a huge economic impact. An essential component of digital marketing is the use of inbound showcasing, as it fosters customer trust and trustworthiness (Tabuena, Hilario, & Buenaflor, 2021). This study looked into the computerised advertising tactics used by internet merchants during the Coronavirus crisis in order to more fully understand them. The following topics were chosen by the experts based on the writing survey , using the subjective in-depth research strategy (Tabuena, Hilario, & Buenaflor, 2021), and they are: digitalization and computerised showcasing, computerised and traditional methods of promoting, online entertainment as an advanced showcasing procedure.

The use of the internet and other significant computerised channels to carry out advertising plans and strategies is a basic definition of advanced marketing. A marketing strategy communicates with the primary target audience mostly online using different computerised media platforms and channels. Advertisers that teach

computerised marketing use the web, mobile phones, messaging, online games, web crawlers, video web platforms, and other comparable channels to get in touch with their target audiences. However, other marketing professionals concur that sophisticated advertising should be seen as a completely new endeavour that necessitates creative approaches to dealing with contacting, conversing with, and comprehending the ideal interest group.

Targets in advanced displaying are precise. This implies that businesses and advertisers may identify a certain group of consumers in light of numerous characteristics and may also choose the ideal medium for interacting with such a clientele. Advanced advertising is more intuitive than traditional advertising methods. In order to account for dynamic two-way communication between the business and the customer, social media platforms like Twitter, Facebook, Instagram, and others combine advertising with user input through the use of chatbot technology powered by artificial intelligence.

Advertising on computerised platforms is completely flexible and can be easily tailored to fit the concerns and preferences of varied customer groups. Additionally, it may be adjusted for varied showcase sizes, eliminating the drawback of conventional advertising techniques.

Online entertainment becomes a hub for market expertise when publicists begin to grasp consumer purchasing behavior and get insight into the reasons behind customers' opinions about particular products. This study examines the relationship between online networks, e-verbal commerce, web-based entertainment promotion devices, and customers' requirement to indicate ID and purchase aims. Virtual entertainment may have an impact on customers' decisions to buy goods or services. A buyer's autonomy may be impacted by advancement, brand, quality, or value. The results of this study demonstrate that consumers make moderate or extravagant purchases based on the recommendations of their associations or friends when engaging in web-based entertainment.

The relationship between virtual entertainment and shopper dynamics demonstrates how client attitudes towards advertising, brand trust, and purchase objectives are affected by web-based entertainment. Despite the possibility of an intervening effect, it cannot be assumed that it will affect how purchasers navigate (Tarhini, Alalwan, Shammout, & Al-Badi, 2019). Online entertainment may provide

brand insights that influence consumer behaviour. The stability of the brand or item may have an influence on the consumer's choice to purchase it. Customers' perceptions of the company and their purchasing behaviour are influenced by the online entertainment partners they use. However, internet entertainment marketing from commercial sources has an influence on consumers' brand perceptions and purchase intentions. With the use of this information, advertisers may design their marketing strategy.

Organisations or services might use online entertainment to engage with their customers rather than only for marketing. Another study demonstrates that internet entertainment provides patrons and potential patrons with a direct channel of communication with an organisation representative. Businesses and trade groups profit from the fact that the majority of customers use virtual distraction to browse and purchase goods. The market for web clients as a whole is growing, but it also reflects socioeconomic inequality. If customers are dissatisfied with the job or products they received, virtual distraction is a helpful tool for them to interact and get in touch with companies. Organizations that respond to inquiries and comments through virtual entertainment have challenges. Their answers and responses have the power to provide powerful brand insights and entice more people to purchase goods or services. A customer's decision may be influenced by every single element they take into account while selecting an item.

The reasons why people use online entertainment might provide information about their behaviour.

The three primary consumer satisfactions or inspirations for using the Web as a medium are information, amusement, and social highlights (Herhausen, Miočević, Morgan, & Kleijnen, 2020). There are two main categories of inspiration: close to home thought processes, such as social connection and self-articulation, and academic impetuses, such as promotion and data sharing.

Online leisure activities of customers have been discovered based on client web behaviour.

The modern consumer uses the internet as a tool to achieve their objectives. When making a decision, they may take guidance from references, reliable connections, or their calling. Customers check reviews via recommended web

entertainment because they want to get the most out of their money. Virtual distraction affects customer judgments about labor and products as well as other scholar and expert areas like juries that are impartial, legal matters, and fair basic hearings. Legal listeners now have the option of contacting an online virtual entertainment source to help with their path and reflections due to the Internet's transparency in the creation of the general variety of rules. Through virtual entertainment, attendees may share their perspectives on the ongoing legal fight. Data or any other kind of evidence that might help a jury reach a decision has particular advantages in their view. Twitter is the primary platform for disseminating up-to-date information.

Another evaluation examined the impact of virtual entertainment on a person's navigation by dispersing health information via news and web-based entertainment. The assessment looked at how online media and entertainment outlets in the Netherlands handled flu vaccination. Dutch news websites and online entertainment venues promoted flu vaccination programmes over the protracted months of February, March, and April 2012. The results of this study demonstrated that conventional media and internet entertainment convey information in very different ways. While virtual entertainment is more critical of Web users' behaviour and may compromise the success of immunisation programmes and recommendations made by health professionals, news media coverage is often more objective and nonjudgmental.

(Lim & Dubinsky, 2004) defines SIT (Social Impact Hypothesis) is the study of how an individual's beliefs, mindsets, and consequent actions may influence other people via the three systems of assimilation, identity, and consistency (Susmitha, 2021). It's recognized that influence has happened when someone chooses to join the campaign to increase salary and eliminate discipline after being affected by external forces. As a result, the social impact of latent impact is typically responsible for the joy that consistency brings. It is possible to argue that unique evidence has occurred when people use different persuasion techniques to establish or maintain a desirable and seductive relationship with another person or group. Assimilation is predicted to occur when people are convinced and then discover that the display, in which the content interacts with the behaviours and viewpoints of others, is enjoyable. Media carry out their responsibilities as impartial individuals in a position to radically alter

the viewpoints, choices, and actions of customers and buyers of a company. If someone could persuade others to denigrate nearby companies for their labor and goods, they may have a significant impact on the region (Tripathy, 2022). Information that starts with one person, moves to the next, and affects clients along the way is referred to as verbal interchange. A well-known brand helps increase brand awareness among consumers, which might affect sales.

### **A. Entertainment**

It is the "ability to satisfy a group of people's requirements for idealism, redirection, stylish delight, or close to home satisfaction," according to (Ducoffe, 1996). People feel blissful, joyful, and euphoric after witnessing a business (Zhou & Bao, 2002). Online entertainment platforms offer a better way to have fun, be happy, and be involved. According to several studies (Wamba, Bhattacharya, Trinchera, & Ngai, 2017), consumers pay close attention to the advertisements because of the creative and alluring components of online entertainment. Past research has shown a relationship between distraction and disposition towards commercials in a variety of structures, including traditional promotions, web advertisements, portable advertisements, and virtual entertainment promotions (Alalwan, 2018).

### **B. Live Streaming**

The Covid pandemic caused a global upheaval that affected consumer preferences, plans, and purchasing behaviour. Virtual entertainment witnessed a surge in internet commerce during the time of the Crown Pandemic (Abbas, Akram, & Khan, 2022). Online businesses are able to continuously show customers videos of their products that highlight their best features and characteristics by utilising live streaming. Social stores used to just respond to questions about the real products, but today's customers may ask a quick question about decorating through a screen.

Continuous streaming allows for a steady stream of communication between shippers and customers. Live product demos, which are proven to facilitate sales, are approached by online buyers. Viewing a picture of a product can help customers get their queries regarding it answered. Customers are more likely to purchase an item if they can see themselves using it. Participating in live product launches affects

customers' perceptions of the products and strongly persuades them to buy the products being promoted. Despite the fact that customer responsibility has been acknowledged as a crucial precursor supporting customer buying in web-based spending, few studies have looked at the requirements and effects of customer meetings similar to live streaming shops. Customers like to attend live introductions before making a purchase because they can view the items in person and get a quick item description. Customers feel as though they have been involved the entire time. Furthermore, with the massive sums of money spent on live streaming, impressing customers is not difficult.

Accordingly, swarms typically exhibit a sensation of total immersion. Full-length videos may be provided by mediators to customers in order to foster a more involved relationship with the product, and vendors may attempt to provide live streaming demonstrations on how to utilize their offerings. The amount of purchases made with consideration for an item's look is increasing. However, the live-streaming market was only getting started a few seconds ago. During live events, Whiz thing support and encouraging comments are typical. As more consumers begin to make purchases online, businesses are beginning to provide live support or visual introductions through test visits, informational sessions, and live item demonstrations. On online business sites, businesses and customers may increasingly have live, two-way dialogues (Bonald, Massoulié, Mathieu, Perino, & Twigg, 2008). Quick communication between service providers and clients is made possible through live video broadcasting. Since they are familiar with online visual item demonstrations and portrayals, customers are more likely to purchase items that appeal to them.

### **C. Celebrity Endorsement**

One of the most recent computerised showcasing strategies is collaborations that encourage web-based entertainment powerhouses like YouTube stars, Tik Tok stars, and others to advertise their products on their own terms. As an illustration, Mivi enlisted the help of YouTuber Bhuvan Bam to promote their speakers and teeny headphones in his videos.

Facebook, Instagram, Snapchat, and Twitter are just a few of the numerous platforms for casual communication available today. Virtual entertainment usage

continues to gain popularity quickly (Erdogan, 1999). Known people are dispersing merchandise info on various virtual entertainment platforms. The popularity of Instagram is altering how people shop online. Virtual entertainment has made it possible for data to be distributed infinitely, which has advanced client-independent direction. Someone with a good reputation might attract large fan communities that create a web around them. Organizations view online diversion goliaths in order to promote online buying. Fans may emulate their favorite celebrities everywhere they go, from their vacation spots to their closet selections and favorite cafés, thanks to their online diverting postings (Sanwal & Ullah, 2021). Big names are frequently used by organisations to boost the feasibility of their virtual entertainment advertising campaigns. Fans of prominent persons frequently request recommendations from organisations (Abbas, Akram, & Khan, 2022).

#### **D. Promotional Tools**

Social norms and innovation are advancing quickly. Consumer preferences and the financial situation of coordinated enterprises are changing (Hysa, Karasek, & Zdonek, 2021). Due to the growth of online marketing, businesses now have more options for explicit channels than they have had in recent memory. Compared to the previous option, online organizations and e-displaying made web promoting, as we would perceive it, less confusing than traditional advertising. The audit's designers confirm the link between alterations in consumer behavior and media advertising. Scholars are concentrating on the potential applications of electronic distraction to promote (Toubes, Araújo Vila, & Fraiz Brea, 2021). Outstanding estimation work increases online sales since customers don't pause to think about if adding more items to their cart is a great opportunity. In fact, a virtual distraction item presented a promotion whereby you could purchase two and receive one free, which is likely to draw in customers. According to (Infante & Mardikaningsih, 2022), Younger people are more familiar with online shopping than traditional brick-and-mortar stores. Determining something's availability is often made easier by significant distance related relationship. Where people who associate with each other prioritize safety, security, and trust. Online advertising companies use electronic advertising innovations to identify consumer purchasing trends, test showcasing hypotheses, and concentrate on certain company verticals. Instances of web publicising include

appropriate ads on standards, rich informal organisation advertisements, media promotions, spam my email, and online ordered advertisements displaying. Online item surveys in terms of quantity, how seriously negative audits are considered, how generally neatly they are put together, etc. Many individuals are increasingly using the internet to research products before purchasing them.

### **E. Online Shopping Behaviour**

Showrooming, webrooming, pure disconnected shopping, and pure web-based buying are the four categories of consumer behaviour identified in the modern period (Manss, Kurze, & Bornschein, 2020). Unadulterated offline and unadulterated online commerce involve just using one channel for the whole transaction. Purely online purchasing is defined as the act of conducting both research and transactions at legitimate businesses. Purely online shopping is the practise of conducting a series of transactions solely through online platforms. Traditional purchasing techniques include just continuing to work while not connected. On the other hand, pure online shopping involves using modern media throughout the whole purchasing process. Pure online shopping is a type of purchase where customers first do product research using computerised media before making purchases using the same medium (Manss, Kurze, & Bornschein, 2020). Unadulterated web-based consumers are those who alone make purchases online, and unadulterated unconnected customers are those who solely purchase offline.

Webrooming and showrooming are two forms of shopping that have become common in the omnichannel era (Flavián, Gurrea, & Orús, 2019). Two retail rehearsals that combine online and in-person stages are showrooming and webrooming (Kang, 2018). Showrooming is a technique where customers explore products in real environments before making purchases through websites (Arora, Agarwal, & Kumar, 2018). Customers that shop through showrooming are known as showroomers. Webrooming is a purchasing strategy where clients examine products online before making in-person purchases (Flavián, Gurrea, & Orús, 2019). Webroomers are consumers who engage in webrooming behaviour. Typically, showroomers and webroomers must save costs or maybe check the item's true condition (Marmol & Fernandez, 2019). Insights from 2018 suggest that 30% of clients showroomed and 52% of clients webroomed.



Due to the coronavirus epidemic, several businesses switched to online advertising. You may enhance organizational systems, save travel and administrative expenses, prevent social disengagement, work remotely in peace, prevent computer viruses, and strengthen relationships with clients and colleagues with the help of web showcasing (Nofrialdi, 2021). The proliferation of internet evaluations has made it possible for consumers to make well-informed decisions while making far more trouble-free online purchases. A few businesses have made the decision to take full use of the opportunities presented by internet distraction in order to grow their clientele (Bangun & Handra, 2021). Constant streaming increases have an impact on customers' persuasive moods, which has an impact on their online purchase behaviour.

#### **F. The Social Influential Theory**

SIT (Social Compelling Hypothesis) is the study of how people's beliefs, worldviews, and ensuing behaviours affect others through three cycles: consistency, differentiating proof, and assimilation. Influence is intended to occur when someone is impacted and realises the confident way to behave in order to get rewards and avoid penalties. As a result, the satisfaction that results from consistency can be attributed to the social impact of passive influence. It is extremely possible to argue that ID has happened when people utilise influence to create or maintain a beneficial relationship with another person or group. Assimilation is anticipated to occur at the moment at which people are affected and discover that the convinced party's presentation is persuasive and contains references to other people's viewpoints and behaviours. Forces to be reckoned with fulfil their role as an outsider who has the potential to significantly affect the thoughts, decisions, and behaviours of clients of an organisation. Anyone may make an influence by persuading customers to buy goods and services locally (Gillin, 2007). Verbal communication allows information to pass from one person to the next, affecting customers. Clients are impacted by high-profile persons' actions because they highlight problems with the brand (Sernovitz, 2012).

#### **G. The Social Exchange Theory**

(Homans, 1958) **developed SET** first to focus on human behaviour, while

(Blau, 1964) used it subsequently to identify distinct levels of behaviour. According to the Social Exchange Speculation, organizations and individuals gain from increased benefits and decreased expenses. When individuals behave in a way that conforms to standard procedures, they inherently expect complementing advantages such as comfort, respect, trust, and financial gain. In light of this, a mutually beneficial arrangement is one that is relationship-facilitated. They speak with one other in private whenever the entertainer has the chance, which is very beneficial to them both (Blau, 1964). SET is now being used in research of interpersonal communication. This hypothesis is appropriate for our analysis since it depends on how people shop online. SET, which is based on brain research, accepts the core principles of modern financial issues as justification for examining human behaviour and connections to examine the complexity of social frameworks. Businesses levie a fee to capture a client's attention within the specific window of time needed to retain the client. Therefore, if the examination is more used to marketing techniques like advertising, one-on-one selling, and arrangement creation, it will be feasible to pull customers when they are motivated or persuaded, spurring their potential online purchases. Particular tools and live broadcasting are both linked to human behavior and directly affect online buyers' purchase decisions.

## **H. Social Media Marketing**

The usage of virtual entertainment has significantly increased recently (Thota, 2018), and the COVID19 pandemic has increased the use of online entertainment among American adults (Samet, 2020). Additionally, the growth of informal organisations for customers, review pioneers, and knowledgeable authorities has altered the components of the web-based industry. When (Kumar, Dhir, Talwar, Chakraborty, & Kaur , 2020) discovered that time-limited coordinated showcasing messages may really succeed in influencing consumers' opinions on product images and ultimately lead to use behaviours, they provided an instance of what online entertainment promoting means.

Social media draws people in for a variety of reasons. In light of the Purposes and Satisfaction Hypothesis, (Malik, Dhir, & Nieminen, 2016) emphasised on the advantages that Facebook users gained from their investment in virtual entertainment. In their online investigation including 368 Facebook users, they

clearly distinguished six distinct categories of picture-sharing contentment. They found that connection, consideration seeking, inclination, information sharing, divulgence, and social affect may all lead to client enchantment.

Additionally, (Agarwal & Karahanna, 2000) discovered that when consumers are greatly attracted to data innovation, they enter a condition of mental ingestion (CA). There are a few reasons why CA advises clients to utilise internet entertainment, as stated by (Agarwal & Karahanna, 2000).

For instance, web-based entertainment considers temporary separation, which lessens the client's attention to the passage of time. By customizing their immersion, users of online entertainment may also escape the harsh realities that are inescapable for everyone. Third, active consumer-item relationships bolstered by internet entertainment may increase fulfillment. Finally, internet entertainment that promises wonder and intrigue may pique buyers' interests. Clients can exert power through online distraction.

No matter how entertaining virtual entertainment may be to many people, it may have unfavourable effects on people's emotional health. For instance, (Dhir, Yossatorn, Kaur, & Chen, 2018) discovered that youths in India may have higher levels of stress and sorrow due to web-based entertainment weakness and that excessive usage of such stages may contribute to virtual entertainment weariness. In any event, internet entertainment is increasingly being utilised to help businesses and clients communicate. When (Kumar, Dhir, Talwar, Chakraborty, & Kaur , 2020) discovered that coordinated marketing messages may have a real impact on consumers' perceptions of the product and lead to usage patterns, they provided an instance of what web-based entertainment meant in the context of advertising. Focus on the following areas for a brief overview of how virtual entertainment fits into the buyer dynamic model.



Figure 2: Consumer decision making model

Source: (Mason, Narcum, & Mason, 2021)

## **1. The role of social media in identifying product needs**

For purchasers, the most crucial stage of the dynamic cycle is determining an item's necessity. An item requirement arises when a buyer's actual condition and expected condition diverge (Bruner, 1987). According to the S-O-R Speculation, when a customer notices external changes like advertising, more customers, something being bundled, and so on, they may feel as though they have a need that has not been met and may be encouraged to seek out further information to satisfy that evident need. Imagine a customer who is anxious about her health and finds out via online resources that many Americans' diets do not provide enough of certain vitamins and minerals. After realizing this, the client was able to distinguish between her actual state of missing prosperity and her usual state of more advanced affluence. The customer may then have a desire so great that it prompts her to search for an item plan.

According to (Thota, 2018), Businesses may leverage web entertainment to spark customer interest in their offerings by igniting brand-related discussions that support positive evaluations of their products, services, or concepts. Consider Starbucks as a general outline. Starbucks maintains its overall presence and customer brand awareness in the business area, which enables it to make felt demands (i.e., issue affirmation). Additionally, Starbucks uses online advertising as much as possible to persuade consumers to select their brand over competitors in the mall. One effective tool for spreading messages is virtual distraction. (Thota, 2018) found that 93% of American firms use Facebook as well as extra sites like Twitter and LinkedIn. Web-based entertainment offers organizations computerized channels to raise client familiarity with their items and brands.

To impart their item/image encounters with different shoppers, web-based entertainment channels are likewise utilized (Thota, 2018). Subsequently, virtual entertainment gives organizations a method for building memorability for their labor and products. Organizations can, for example, post brand material about their labor and products using possessed media. Paid media, as Facebook postings that have been advanced, may likewise be utilized to bring issues to light and intrigue in organizations and brief individuals to perceive a need or issue that the organization can assist them with. Additionally, image-affecting updates may be found in the posts of review industry leaders and customers' friends. According to (Jashari &

Rrustemi, 2017), for instance, "each photograph, video, remark, survey, and other substance posted via web-based entertainment that buyers are presented to assumes the part of improvement (motivators) in perceiving another need." Associations may encourage customers to make post-item purchases in an effort to move them into the thing need stage.

Businesses that hope to build their brands through online entertainment typically employ solid abilities to increase consumer familiarity with their products. Companies may establish connections with VIPs and rivals who are global influencers in order to promote their goods (Wertz, 2019). This tactic works because a lot of people watch the highly compensated enormous powerhouses (also known as assessment pioneers) through virtual entertainment. Everything that these assessment leaders provide has the potential to affect how customers simply decide.

## **2. The role of social media in product information searches**

The second step of the dynamic cycle begins when a client requests item data. Overall, when a requirement that seems to exist is actually present, the customer is forced to research a solution more carefully. Customers learn in the meantime about the relative components of competing brands or items. Clients will occasionally start their data search by referencing suggestions from influential people (also known as assessment pioneers) within their company. On the rare event that a business produced positive brand content, one could argue. However, because they believe peer reviews to be more trustworthy than just providing equivalent facts, customers regard them favorably (Jin & Lee, 2014).

A customer's degree of relevance for a product is a measure of their level of commitment to it. How a customer interprets the findings of a buyer research depends on how frequently they use a particular product. A study including 278 participants revealed that more sophisticated buyers examine item details thoroughly and casually (i.e., meticulous attention to detail), whereas less skilled buyers place greater emphasis on peripheral indicators, such as the number of reviews from different customers.

If the customer has little interest in making a commitment, they will make minimal effort when looking for information. additional firmly yet, when assistance is minimal, the client is forced to rely on signals and assimilate information through

auxiliary channels rather than looking for additional in-depth information about the object. The use of signals like tones, sights, and clamours is crucial for grabbing customers' attention while they are in low support situations.

In any case, buyers who are genuinely interested in a certain product or purchasing style will do a thorough information search. (Beatty & Smith, 1987) found that consumers like to seek out clear information from a variety of sources and learn more about products through item preliminary research. In situations where there is a strong potential for contribution (such as those involving assessment pioneers, partners, sales representatives, other clients, etc.), clients are required to work honestly with planned powerhouses. Higher degrees of customer relationship are anticipated to increase the impact of exchanges. Quality, outstanding, or appealing interactions between buyers and sellers via various online entertainment platforms can improve customer collaboration (Rambe & Retumetse, 2017).

### **3. The role of social media in evaluating product alternatives**

At stage three of the dynamic cycle, consumers evaluate their choices for products and brands based on a collection of imagined outcomes known as the evoked set. After doing their data search, clients ultimately develop a psychologically calculated list of alternatives that could lessen or completely replace their acknowledged interest (Phillips, Olson, & Baumgartner, 1995). Buyers use a variety of choice heuristics, or broad guidelines, to determine what is readily available for prospects to appear at an evoked set. Some examples of probable heuristics include the conjunctive rule, lexicographic rule, and compensating rule. Using the lexicographic rule, consumers go for the product that excels in the area they consider to be generally fundamental. One approach that buyers may use to examine expenses and identify less desirable options is estimation. Adopting the conjunctive heuristic, a customer will exclude items from their selection that they believe fall short on a critical criterion. For example, a buyer could be so captivated by an item's apparent beauty and design that they won't consider purchasing it even if it doesn't satisfy other important needs like comfort or price. Customers find the item with the best "generally" execution by using the pay rule. The repayment rule gives the buyer the authority to take into account a variety of item credits, including worth, durability, and style. They then assign each item in the evoked rundown an intellectually applied weighted typical display rating across a number of attributes.

Organizations can use virtual diversion systems to provide quality data and manage problems related to customers' shifting preferences. A company may work with customers in the two categories via web-based diversion. Prospective buyers can interact with the company directly by direct communication, or they can write comments on articles about the brand or item to learn more about it. For example, customers who enjoy online entertainment might submit item requests. Following that, the company may quickly address any different kinds of client comments on a comparable article.

#### **4. The role of social media in purchase decisions**

At the fourth stage of the buyer dynamic model, the customer makes a purchasing choice. While increasing brand awareness for services and goods is the main benefit of virtual entertainment, some locations also allow customers to make cash purchases. However, the number of consumer purchases made at these stages has angered many businesses. For instance, (Halzack, 2016) demonstrated that just 1.8% of online U.S. purchases during the 2015 holiday shopping season were made on virtual entertainment stages. However, it makes natural that people will use online entertainment platforms more frequently to make purchases as they develop and add features.

The customer's sense of possibility, or their anxiety that a certain item won't live up to their expectations, usually influences their choice to buy. Prior to the Covid disclosure, buyers would often turn to friends, relatives, physicians, and survey pioneers for item endorsement in an effort to reduce their perceived risk. The coronavirus outbreak has made it difficult for consumers to access cultural authorities that need to be taken seriously right now. Thankfully, virtual entertainment platforms allow users to connect with other users without physically having to meet them. In light of the COVID-19 pandemic, online distraction can potentially become even more consequential if customers band together with the company's monsters to reduce their perceived risk. It seems probable that in the long run, electronic distraction will have a more significant impact on consumers' purchasing decisions.

#### **5. The role of social media in post-purchase behavior**

In the last stage of the shopper dynamic model, the client participates in post-

purchase tasks, such as framing feelings of satisfaction or dissatisfaction with the purchase. Customer loyalty has a significant impact on client reliability, which is often mentioned in connection to relationship-building and repeat purchase behavior. Often, consumers who are unhappy with a purchase are unable to articulate their feelings clearly. Shoppers always select optional options for their subsequent buying tendencies. Through online entertainment, customers may express their satisfaction or dissatisfaction with their purchases. Businesses may promptly, effectively, and reliably value customer feedback from online entertainment, which helps them to address problems as they arise.

Following their purchase, consumers may utilize internet distraction to showcase and talk about their new purchases. Once their needs are met, a customer may utilize online diversion to promote or assist the company. For example, if the product is a high-end brand, the buyer may post to show off their possession and improve their reputation with other users. Of course, customers can also express their displeasure with a product or a purchasing experience.

The Coronavirus epidemic and accompanying government relief efforts make direct friendly communication more difficult and prevent organisations from providing some forms of support. With weaker customer service, customer dissatisfaction is likely to rise, which will harm an organization's efforts to build customer loyalty. According to (Athwal, Istanbuluoglu, & McCormack, 2019), Online entertainment marketing may help clients feel less dissatisfied by satisfying their deep and cerebral requirements. More precisely, it has been shown that consumers' mental and physical needs—such as those for joy, humor, and ardor—are satisfied when they use internet entertainment as a source of knowledge.

## **I. E-commerce During the COVID-19 Pandemic**

People are increasingly making purchases online because to pandemic restrictions, which has increased business owners' receptivity to quirks. Lazada and Shopee, two online marketplaces, are anticipated to overtake these online marketplaces for shopping, with deal revenues predicted to rise significantly. Development in the past has made online transactions a stable business community where clients and merchants can operate their businesses more easily and effectively. According to (Arreola, 2020), the Covid epidemic has highlighted the benefits of



online shopping.

One of the numerous advantages of operating an online business is its ability to attract customers at any time of day with ease and economy. The most popular method of advertising and selling goods and services via the internet in digital and virtual environments is called "web displaying."

Electronic media have rapidly improved, opening up new avenues for promotion and progress. This has led to the rapid growth of mechanised progress and the introduction of devices that provide access to altered media. Sometimes, advanced display is referred to as "online promoting," "web showing," or "online-based publicizing." Over time, the term "motorized progressing" has gained widespread usage, particularly in some countries. Due to mobile-friendly online advertising, users may see temporary web pages on their phones. Refreshes for conferences, workshops, and other large events where attendees must be continuously connected to their PCs can be gathered nearby pages using flexible trading sources(Catral, 2015).

## **1. Understanding Online, Internet, Mobile, and Digital Marketing**

According to (Kotler, 2004), Progress is the ability of an organization to maintain consistent communication with its customers, anticipate their needs, provide actions to allay those concerns, and craft communications that effectively communicate the organization's goals. empowering, as demonstrated by (Kotler, 2004), is the course of gainfully satisfying client needs. This thought prompts the importance of advancing as the strategy engaged with choosing and fulfilling human and social prerequisites. Online elevating is insinuated as "web publicizing" when gotten along pleasantly. The term "e-displaying," which is typically used in a derogatory manner, is associated with both online publicizing and flexible marketing. In its widest definition, "modernized advertising" refers to the use of communication and information technologies, such as the web, to accomplish marketing objectives (Sedlacek, 2006). "High level publicizing" refers to the use of mechanical development to the advancement and accomplishment of commercial objectives by modifying customer insights.

According to (Durai & King, 2019) investigation, it is helpful to categorise what isn't computerised advertising in order to understand what sophisticated

advertising strategies are. Printed, broadcast, television, and announcement marketing are not included in advanced showcasing. These channels were once quite effective, but they are no longer as engaging. By utilising cutting-edge promoting channels and techniques, advertisers may gradually analyse their marketing campaigns to determine what is and isn't functioning. The web is closely related to computerised advertising, but other platforms are as important. Due to the recent shaky development of cell phones and tablets, versatile has become a widely accepted computerised marketing medium. Online entertainment has evolved into a powerful advocate for digital showcasing. Relational linkages were the first contexts to emphasize eye-to-eye interaction. Social media sites like Facebook and Twitter have developed into powerful tools for contemporary advertising. A substantial electronic mechanical presence is required for firm attainment in the current state of the art. A company should take use of a cycle's advantages in this way while creating its marketing strategy. The tiniest hint of a computerized displaying strategy is probably not going to cause new client duty, memorability, or pay-producing open doors to seem in that way.

## **2. The Use of Information Technologies in Marketing**

The expansion of information development and the internet may also have contributed to the greatest shift in business that has occurred recently.

As an electronic environment ruled by online activity designs and mechanized exhibiting (DM) techniques has developed, organizations have cultivated their internal designs and orderly progressions.

### **1. Using Computerized Advertising to Incorporate Virtual Entertainment**

Online entertainment may be seen as a virtual medium that depends on wholesome relationships, according to (Dewi, 2020). Splendid Bali has established a strong reputation with clients because to its automated showcasing approach, which is efficient in gaining clients' commitment. Basically, everyone in business has exploited modern media to advertise their products.

Prior to the turn of the century, the development of the Web strengthened expectations of growing consumer power in the computer age, which were later rekindled by virtual entertainment.

Companies should reconsider their convoluted marketing strategy in light of evolving customer behavior. Ongoing initiatives in this field have prioritized the customer over the company. The second wave of Web apps enhances advertising drives by enabling businesses to experiment with creative communication channels and collaborate with their clients to create content. The apparent benefits and applications of the medium can be used to rate the extent to which associations engage in automated progress. In order to foster customer loyalty with automated advertising, marketers must prioritize relationship-based collaboration.

### **III. METHODOLOGY**

#### **A. Research Design**

This study will employ a quantitative research design to gain an in-depth understanding of the Turkish Consumers' Perspective On Social Media's Effect On Online Shopping During The Covid-19 Pandemic. As per "Quantitative Evaluation," information ought to be gathered in a way that licenses examination and affirmation of cases made by discretionary information (Leedy & Ormrod, 2001). "Fair-mindedly study the variable(s) of interest... besides, be isolated from the examination individuals so they might make fair wraps up".

Among its limitations are the review's particular environment and the possibility of frustrating variables. In light of all of this, the review expands the body of knowledge on the opinions of Turkish consumers toward online entertainment by investigating the relationships between these factors and online buying via Coronavirus Pandemy. The scientists suggested using a quantitative approach to break out these components because the majority of illustrative evaluation is quantitative. Additionally, the quantitative evaluation technique should be used to outline the connections between different components.

This study's evaluation paradigm, which emphasizes online purchase behaviors, provides a methodical approach to deciphering the puzzling aspects of consumer behavior during the coronavirus pandemic. The process consists essentially of four main components: live streaming, limited time gadgets, superstar supports, and online surveys. These models have been meticulously chosen to capture important facets of the digital advertising environment and their potential influence on consumers' online purchasing decisions.

Live streaming, as the first construct, embodies the power of real-time engagement and product demonstrations. It reflects the belief that live streaming can significantly influence consumers' online shopping decisions, allowing them to interact directly with products and brands. This construct captures the essence of

dynamic engagement and its potential to trigger impulsive buying behaviors. The second construct, celebrity endorsements, delves into the influential role of celebrities, including influencers and public figures, in shaping consumer preferences. In the digital era, these endorsements extend their reach through social media and interactive platforms, making them particularly relevant during the pandemic. The construct posits that such endorsements foster trust and credibility, thus influencing consumer choices in the online shopping realm.

Promotional tools, as the third construct, encapsulate the effectiveness of strategies like discounts, sales promotions, and buy-one-get-one (BOGO) techniques. These tools are believed to entice consumers by triggering a perception of value and urgency. Social influences further motivate online shopping. This construct underscores the power of promotions in driving online shopping activities, especially in the unique context of the pandemic. The fourth construct, online reviews, acknowledges the pivotal role of consumer-generated content in the digital age. Online reviews, ratings, and feedback have become indispensable sources of guidance for consumers. Positive reviews and high ratings build trust and confidence, mitigating perceived risks associated with online purchases. This construct emphasizes the influential nature of online reviews in shaping online shopping choices.

The research model integrates these four constructs to form a cohesive framework that captures the complexity of consumer behavior during the COVID-19 pandemic. Through empirical data collection and statistical analysis, the study aims to validate the hypotheses associated with each construct. By elucidating the relationships between these constructs, the model offers valuable insights into the factors that collectively shape online shopping behavior in the contemporary digital landscape. It seeks to provide a holistic view of consumer decision-making, helping both businesses and consumers navigate the evolving world of online shopping.

## **B. Targeted Population**

Population was defined by (Lancaster, 2005) as "the whole arrangement of things or points under request." There are approximately 158,462,514 people on the planet. An example size of was needed for our evaluation and inquiry, which we calculated with an 8% margin of error and a 95% confidence span.

### **C. Sampling Population**

It refers to "the strategy by which a scientist chooses an example of respondents for an overview from the pool of intrigued occupants" (Leary, 2004). It enables scholars to examine the idle differentiations of the review population. The three most important factors to take into account when determining the model size are the degree of confidence, the usual error rate, and the variety or heterogeneity of the population (Zwanka & Buff, 2000).

In addition, about 311 cases were selected from the 158,462,514 example population to test the results. Tests were obtained for this request by use of the subjective method approach.

### **D. Research Instruments**

Questionnaires will be used to communicate with them and collect data. Participants in the research will be given closed-ended questionnaires to fill out in order to collect data. A five-point Likert scale that rates Strongly Agree, Agree, Not Sure, Disagree, and Strongly Disagree will be used to design the questionnaire. There are two portions to the questionnaire: one asks about the biographical information of the respondents, and the other questions about the study constructs. The instrument will be specifically chosen since it allows respondents to provide a range of information by drawing on their expertise and asking for their subjective opinions.

## **IV. RESULT ANALYSIS**

### **A. About Data**

The data utilized in this research project occupies a central and indispensable role in unraveling the intricate relationship that exists between the COVID-19 pandemic and the dynamics of consumer behavior, with a specific focus on the discernible patterns of online shopping. This section embarks on a comprehensive exploration of the multifaceted nature of the data, encompassing its origins, the methodology employed for its collection, the composition of the sample, and the rigorous preprocessing measures that were meticulously implemented.

The bedrock of this research project lies in the data sourced through a meticulously structured survey, designed to act as a beacon illuminating the influence of the COVID-19 pandemic on consumer behavior. This illumination is particularly concentrated on the realm of online shopping habits. The process of data collection was an extensive undertaking that unfolded over a five-week timeframe, commencing in the month of April and culminating in mid-June.

The survey was meticulously crafted to cater to a diverse demographic of respondents, all of whom were residents of Istanbul, Turkey, as well as other major cities scattered across the nation. The overarching objective was to glean insights into the manifold facets of consumer behavior, with a profound emphasis on the alterations and adaptations brought about by the pandemic in the realm of online shopping.

The chosen methodology for data collection was a judiciously selected web-based survey. The rationale behind this choice was rooted in practicality and efficacy. It was deemed the most effective conduit for soliciting responses from a geographically dispersed and diverse pool of participants, especially considering the exigencies of the pandemic. The survey was intricately designed to serve as a veritable crucible, capable of eliciting nuanced insights into the diverse dimensions of online shopping behavior, a subject that would soon be explored across various

constructs, a discourse which will be discussed in meticulous detail later in this exposition.

The sample, the cornerstone of any empirical investigation, was composed of individuals who met stringent criteria established to ensure the utmost representativeness of the broader population of consumers domiciled in the designated cities. To achieve this, a methodological prism known as simple random sampling was employed, a method revered for its capacity to confer a mirror-like quality to the collected data, thereby rendering it reflective of the kaleidoscope of consumer profiles residing within the selected urban landscapes. The sample size, a metric that profoundly influences the statistical robustness of any empirical inquiry, amounted to a cohort of 313 individuals. This meticulously calculated number was engineered to withstand the rigors of statistical analysis and provide an unassailable foundation for drawing inferences and crafting insights.

The process of data preprocessing, a crucible in the crucible, held paramount importance in the research endeavor. Rigorous measures were instituted to ensure the sanctity and veracity of the data, a sine qua non for the subsequent analytical processes that would unfurl. This crucible of data preprocessing encompassed meticulous data cleaning procedures, executed with the precision of a seasoned artisan, seeking to unearth and rectify any anomalies, aberrations, or incompleteness that might have sought refuge within the dataset. Outliers, those data points that stand askance from the norm, were identified and subjected to scrupulous scrutiny. Inconsistencies, those incongruities that impede coherent analysis, were confronted with unwavering resolve. Incomplete responses, the missing pieces of a puzzle, were pursued with diligence. Each of these measures, a testament to the research's unwavering commitment to fidelity and rigor, served as the vanguard in preserving the integrity of the dataset.

As the dataset emerged from this crucible, purified and refined, it stood as a bastion of accuracy and reliability, an exemplar of the standards of excellence that underpin empirical research. In summation, the data harnessed for this research project transcends the realm of mere information; it represents a veritable compass guiding the exploration of the intricate landscape of consumer behavior during the unprecedented backdrop of the COVID-19 pandemic. Its origins in a structured survey, its embodiment in a web-based methodology, its composition in a diverse



and representative sample, and its refinement through meticulous preprocessing procedures collectively render it a formidable foundation upon which to construct and delineate the compelling narrative that will follow.

## **B. Composition of Questions**

The composition of questions within a research survey is a pivotal element that demands a meticulous approach, as it forms the bedrock upon which data collection and subsequent analysis are constructed. In the context of this study, which delves into the intricate relationship between the COVID-19 pandemic and consumer behavior, with a particular emphasis on online shopping patterns, the questionnaire has been thoughtfully crafted to encompass the multifaceted nature of consumer behavior during this unprecedented global crisis.

The questionnaire deployed in this study encompasses a diverse range of question types, strategically chosen to provide a comprehensive exploration of various facets of online shopping behavior in the pandemic era. These encompass demographic questions, Likert scale questions, and multiple-choice questions, each serving a unique purpose and contributing to a holistic understanding of consumer behavior.

Demographic questions, comprising the first category, serve as the foundational building blocks for comprehending the respondent's profile. These inquiries seek information about the respondent's gender, age, and occupation. Such demographic data is invaluable for segmenting and dissecting the dataset, enabling nuanced analyses to uncover potential variations in online shopping behaviors across different demographic groups. For instance, age can play a significant role in shaping preferences and habits, with younger and older consumers likely to exhibit distinct patterns of online shopping engagement. Occupation, on the other hand, can shed light on how professional roles may impact consumer choices, especially during a pandemic when remote work and job security are of paramount concern.

The ensuing categorization, which consists of Likert scale questions, is an important component of the survey. These meticulously crafted questions are designed to determine the extent to which the responder agrees or finds it difficult to support claims that contradict particular ideas. Among the components examined in

this assessment are online audits, live broadcasting, superstar supports, specialized equipment, and web-based purchase behavior itself. Respondents are tasked with rating their agreement on a carefully calibrated scale, spanning from "Strongly Disagree" to "Strongly Agree." For instance, questions related to live streaming aim to quantitatively assess whether social networking sites motivate online purchases and if hedonic consumption encourages shopping. These queries explore the meaning of these concepts are associated with online shopping behavior, providing important insights into the perplexing mechanisms influencing consumer choices throughout the pandemic.

The third category, multiple-choice questions, offers predefined response options that empower respondents to select the answer that most closely resonates with their experiences, opinions, or preferences. These questions are instrumental in categorizing responses and facilitating quantitative analysis. In the specific context of this study, multiple-choice questions delve into the influence of promotional tools, such as price discounts and sales promotions, on online shopping decisions. By presenting a list of promotional tools and prompting respondents to choose those that have influenced their online shopping choices, these questions furnish a structured framework for assessing the efficacy of diverse marketing strategies.

Notably, the questionnaire has been thoughtfully designed without the inclusion of open-ended questions. This deliberate choice streamlines the data collection process and simplifies subsequent analysis. While open-ended questions have the potential to yield valuable qualitative insights, their incorporation may introduce complexity in data processing and necessitate significant additional resources. In this study, the primary focus is on quantitative analysis and hypothesis testing, and thus, the questionnaire has been structured accordingly.

The composition of questions within this questionnaire represents a meticulously orchestrated endeavor aimed at comprehensively capturing the intricate facets of consumer behavior within the digital marketplace amidst the backdrop of the COVID-19 pandemic. The section, the Likert scale, and the many carefully chosen and crafted choice questions are the main points of support around which the review's assumptions and methodical framework are built. Using these questions, the study aims to provide a comprehensive overview of the confusing factors influencing consumer preferences and decisions in the vast world of online purchasing,

especially in light of the current global health crisis.

### **C. Origin and Description of Construct**

The "Origin & Description of Construct" section is pivotal for comprehending the underpinnings of the research. It elucidates the theoretical foundation, definitions, and aggregation of multiple questions into distinct constructs that served as the foundation for data analysis.

The "Live Streaming" concept explores how live broadcasting affects consumers' internet buying habits. The idea behind this concept was that after watching live streaming videos on social media, viewers could be inspired to buy products online. In order to effectively reflect the complex nature of this construct, four separate questions were deliberately utilized:

Since social networking sites encourage people to make purchases online, this question assessed the motivation component and looked at whether social networking sites encouraged people to make purchases online. This inquiry explored the idea of hedonic consumption and how it could have affected purchasing patterns. Hedonic consumption has encouraged shopping.

Online purchases are influenced by mental coordination. To understand what mental retention meant for web-based purchase behavior, this concept was evaluated. Inconsiderate use resulted in online shopping. This point examined the concept of covert use in relation to online shopping to see if it has evolved over the epidemic.

The "Celebrity Endorsement" examines the impact of celebrity endorsements on consumers' inclination to make online purchases. It consists of queries designed specifically for this field and intended to gauge various aspects of this concept. This topic investigates the frequency and influence of VIP posts on internet-based purchasing behavior, which has a significant impact on the number of people who make online purchases.

Veritable celebrity posts increase online purchases. This request examines trustworthiness and the importance of it for promoting online transactions in well-known supports. Big brand sponsors foster positive attitudes around online shopping. This request focuses on the implications that well-known aids have for customers' attitudes and viewpoints toward online buying. Clearly identifiable VIP endorsers

urge me to buy something. This topic focuses mostly on recognizeability and how it influences purchase inspiration.

The "Promotional Tools" construct focuses on how different promotional tactics affect online sales. This concept consists of four questions that evaluate various aspects of the promotional tools that affect consumers' online purchasing decisions. Discounted prices contribute to higher internet sales. This inquiry investigates the effectiveness of price reductions, a popular promotional tactic, in increasing internet sales.

Deals displaying is the goal of online shopping. This request looks into whether deals innovations that are directed online are beneficial in generating buy purposes. The get one-get-one strategy makes it easier to draw customers and persuade them to purchase the goods. This proposal examines the ways in which the "buy one, get one" policy encourages consumers to make purchases online. I feel compelled to purchase the goods when virtual entertainment influences my decision to make an online purchase. This request looks into the meaning of "social impact" in relation to online purchase decisions.

The "Online Reviews" construct investigates the role of customer reviews and ratings in shaping online shopping behavior. This construct encompasses questions that measure the influence and perception of online reviews: Reviewers' reputation has a positive influence on online shopping: This question explores whether reviewers' reputations affect online shopping decisions positively. Online reviews are reliable and increase sales through the internet. The reliability of online reviews and their impact on increasing online sales are the central themes of this question. Good customer rating influences online shopping The role of good customer ratings in influencing online shopping behavior is examined in this question.

Argument quality helps to convince the customer to buy the product online. This question explores how the quality of arguments in online reviews can persuade customers to make online purchases. The "Online Shopping Behavior" It provides a thorough understanding of the opinions and actions of customers about online shopping during the coronavirus pandemic. This development has six questions that evaluate various aspects of online shopping behavior:

The general public is well aware of online shopping. This inquiry estimates

the clients' online purchase potential during the pandemic. Customers consider making purchases online. This request examines customer perceptions and mindsets around online shopping. Customers want to use online platforms to make purchases. The goal of these estimations is to facilitate online purchases.

Consumers have decided to purchase online This question explores the extent to which consumers have made decisions to shop online. Consumers are satisfied with buying online. Satisfaction levels related to online shopping are assessed in this question. Consumers will recommend others to purchase online. The likelihood of consumers recommending online shopping to others is the central theme of this question. Each of these constructs was rooted in relevant literature and theories, ensuring their theoretical foundation and applicability to the research context. The aggregation of multiple questions under each construct allowed for a comprehensive analysis of the factors that shape and influence online shopping behavior during the exceptional circumstances of the COVID-19 pandemic.

## V. DATA ANALYSIS

### A. Descriptive Statistics

In the pursuit of empirical inquiry, this chapter serves as a foundational component of the present research endeavor. Descriptive statistics, a fundamental pillar of quantitative analysis, assumes a central role in our investigative process. Within the confines of this chapter, we systematically elucidate the key characteristics of our research variables, elucidating their central tendencies, dispersion, and distributional properties. These numerical summaries serve as a critical lens through which we gain insight into the nature and structure of our dataset. The metrics presented herein, encompassing mean values, standard deviations, and skewness, provide a quantitative portrayal of our data, essential for informing subsequent inferential analyses. By engaging in this methodical exploration of descriptive statistics, we establish a rigorous groundwork upon which our later analytical inquiries are firmly grounded. This chapter thus contributes to the empirical foundation of our study, offering a comprehensive overview of the quantitative landscape that underpins our research objectives.

Table 1: Descriptive Statistics

Construct	Variable	N	Mean	Std	Skewness
Live Streaming	sns motivated	311	3.78	1.09	-1.14
	hedonic consumption	311	3.85	1.04	-1.03
	cognitive assimilation	311	3.87	1.06	-1.06
	impulsive consumption	311	3.87	1.06	-0.92
Celebrity Endorsement	celeb posts positive impact	311	4.02	1.04	-1.15
Endorsement	authentic celeb posts boost sales	311	3.97	1.19	-1.10
	celeb endorsement positive feelings	311	3.99	1.09	-1.12
	recognizable celeb endorsers motivate	311	3.97	1.14	-1.16
Promotional Tools	price discount increases sales	311	4.15	1.00	-1.28
	sales promotion intent online	311	4.16	1.08	-1.38
	buy one get one attracts	311	4.17	1.04	-1.39
	social influence online purchase	311	4.19	1.03	-1.43
Online Reviews	reviewers reputation influence	311	3.72	1.16	-0.68
	online reviews reliable sales	311	3.53	1.29	-0.35
	good customer rating influence	311	3.65	1.21	-0.63
	argument quality convinces	311	3.82	1.13	-0.75
Online Shopping Behavior	consumers aware online	311	3.26	1.28	-0.30
	consumers positive perception	311	3.17	1.38	-0.17
	consumers intent online	311	3.23	1.40	-0.33
	consumers decided online	311	3.27	1.37	-0.36
	consumers satisfied online	311	3.24	1.39	-0.30
	consumers recommend online	311	3.18	1.41	-0.25

In the Live Streaming and Motivation category, we explore the factors that drive individuals to engage in online shopping. The data reveals that respondents, on average, have a moderate level of motivation from social networking sites (sns motivated) with a mean of 3.78, and a standard deviation of 1.09. This suggests that social networking sites play a role in motivating online shopping behavior. Similarly, hedonic consumption, cognitive assimilation, and impulsive consumption also exhibit moderate levels with means of 3.85, 3.87, and 3.87, respectively. The skewness values for these variables range from -0.92 to -1.14, indicating a relatively balanced distribution of responses.

The Celebrity Endorsement category delves into the influence of celebrities on online shopping behavior. Respondents, on average, express a positive impact of celebrity posts on online shopping (celeb posts positive impact) with a mean of 4.02 and skewness of -1.15. Authentic celebrity posts (authentic celeb posts boost sales) also appear to have an impact, with a mean of 3.97 and a slightly higher standard deviation of 1.19. Positive feelings towards celebrity endorsements (celeb endorsement positive feelings) are evident, as indicated by a mean of 3.99. Recognizable celebrity endorsers (recognizable celeb endorsers motivate) seem to motivate online shopping with a mean of 3.97. Skewness values ranging from -1.10 to -1.16 suggest a skewness towards the left tail of the distributions.

In the Promotional Tools category, we explore the effectiveness of various promotional strategies on online sales. Price discounts (price discount increases sales) are particularly impactful, with a mean of 4.15 and a relatively low standard deviation of 1.00. Sales promotion intent (sales promotion intent online), the attractiveness of "buy one get one" offers (buy one get one attracts), and social influence on online purchases (social influence online purchase) also exhibit high means, with skewness values indicating left-skewed distributions. These findings emphasize the significance of promotional tools in stimulating online sales.

The Online Reviews category investigates the role of reviews and reputation in online shopping. Respondents' perception of reviewers' reputation (reviewers reputation influence) appears to have a moderate impact with a mean of 3.72. Online reviews' reliability (online reviews reliable sales) and the influence of good customer ratings (good customer rating influence) also contribute positively, although with slightly lower means. Argument quality (argument quality convinces) seems to play

a convincing role in online purchases, as indicated by a mean of 3.82. The skewness values for these variables range from -0.35 to -0.75, suggesting relatively balanced distributions.

Lastly, the Online Shopping Behavior category explores consumers' attitudes and behaviors related to online shopping. Respondents demonstrate awareness of online shopping (consumers aware online) with a mean of 3.26. They generally hold a positive perception (consumers positive perception) with a mean of 3.17, and there is an intent to engage in online shopping (consumers intent online) with a mean of 3.23. Many respondents have already made decisions to shop online (consumers decided online) with a mean of 3.27. Furthermore, respondents express satisfaction (consumers satisfied online) with their online shopping experiences, with a mean of 3.24. Lastly, they are inclined to recommend online shopping to others (consumers recommend online) with a mean of 3.18. Skewness values for these variables range from -0.17 to -0.36, indicating relatively balanced distributions.

This comprehensive summary provides an in-depth insight into the various facets of online shopping behavior and the influencing factors within the dataset, paving the way for further analytical exploration and interpretation of the research findings.

## **B. Demographic Profile of the Study Participants**

The dataset comprises responses from a diverse group of 311 individuals, providing a comprehensive overview of their demographic characteristics. These individuals span a wide age range, with the majority falling within the age group of 15-24 years, constituting 41.16% of the sample. Additionally, individuals aged 55 and above account for a substantial portion of the dataset, representing 19.29%. Other age groups, such as 25-34, 45-54, and 35-44, are also present, comprising 17.05%, 11.60%, and 10.94% of the participants, respectively.

Regarding educational attainment, the dataset reflects a diverse educational background. The largest proportion of participants, 52.42%, have obtained a Graduate degree, demonstrating a substantial presence of individuals with higher educational qualifications. Masters/M.Phil degree holders constitute the second-largest group at 21.54%, while those with Intermediate education make up 17.68% of



the sample. Notably, 8.36% of the respondents have achieved the highest level of academic excellence, holding a PhD.

In terms of professions, the data encompasses a variety of occupational roles. The majority of respondents, 50.48%, are engaged in formal employment, indicative of a workforce representation in the sample. Additionally, self-employment and business ownership are prevalent, with both categories each comprising 16.73% of the participants. It is also noteworthy that a substantial proportion, 16.08%, are students, reflecting the presence of young individuals still in the pursuit of their educational aspirations.

This dataset's rich demographic composition showcases the diversity of the sample, encompassing individuals from various age groups, educational backgrounds, and occupational sectors. Such diversity provides a solid foundation for a comprehensive analysis, as it offers insights into how these demographic factors may influence the research variables under investigation.

### C. Multicollinearity Test

In the context of regression analysis, multicollinearity refers to the phenomenon where two or more predictor variables in a model are highly correlated with each other. This can complicate the interpretation of regression coefficients and undermine the reliability of the model's predictions. To assess the presence of multicollinearity, Variance Inflation Factor (VIF) values are calculated for each predictor variable. VIF measures how much the variance of the estimated regression coefficients is increased due to multicollinearity. Typically, higher VIF values indicate a stronger correlation between predictor variables.

The VIF results for the variables in our analysis are as follows:

Table 2: Multicollinearity Test

Variable	VIF
Live Streaming	1.773
Celebrity Endorsement	1.824
Promotional Tools	1.748
Online Reviews	1.176

Live Streaming (VIF = 1.774): The VIF value for Live Streaming suggests that this variable has a relatively low level of multicollinearity with the other

predictor variables. A VIF around 1 or less is generally considered acceptable, indicating that Live Streaming is not strongly correlated with other variables in the model.

Celebrity Endorsement (VIF = 1.824): Similarly, the VIF for Celebrity Endorsement is also below the threshold of concern (VIF < 5). This indicates that Celebrity Endorsement does not exhibit strong multicollinearity with the other predictor variables.

Promotional Tools (VIF = 1.749): Promotional Tools also have a VIF value below 5, suggesting that it is not highly correlated with the other variables in the model.

Online Reviews (VIF = 1.177): Online Reviews demonstrate the lowest VIF among all variables, indicating the least amount of multicollinearity. This variable has the weakest correlation with the other predictors.

The VIF results for our predictor variables all fall below the conventional threshold of 5, which is often used as a rule of thumb to detect multicollinearity. This suggests that the predictor variables in our regression model are not strongly correlated with each other. Consequently, we can conclude that multicollinearity is not a significant concern in our analysis.

The absence of severe multicollinearity is advantageous for our regression model, as it facilitates a more accurate interpretation of the regression coefficients and enhances the reliability of our predictions. Researchers can have confidence that the relationships between these predictor variables and the dependent variable are relatively independent of each other.

In summary, the VIF results provide assurance that multicollinearity is not a major issue in our analysis, allowing us to proceed with confidence in our regression model's ability to effectively capture the relationships between the predictor variables and the outcome of interest.

#### **D. Confirmatory Factor Analysis**

Confirmatory Factor Analysis (CFA) is a statistical technique used in the field of structural equation modeling and psychometrics to assess and validate the

underlying structure of a set of observed variables (indicators) and their relationships with latent constructs (factors). CFA is commonly employed in social sciences, psychology, economics, and other fields to test and confirm the theoretical or hypothesized relationships between variables.

Factor loadings represent the strength and direction of the relationship between observed variables (indicators) and the latent constructs (factors) they are intended to measure in a structural model. These factor loadings are essential in understanding how well the observed variables contribute to capturing the underlying constructs. Let's analyze the results:

Table 3: Confirmatory Factor Analysis

Construct	Variable	Factor Loading	Decision
Live Streaming	sns motivated	0.763	Valid
	hedonic consumption	0.829	Valid
	cognitive assimilation	0.890	Valid
	impulsive consumption	0.672	Valid
Celebrity Endorsement	celeb posts positive impact	0.927	Valid
	authentic celeb posts boost sales	0.841	Valid
	celeb endorsement positive feelings	0.708	Valid
	recognizable celeb endorsers motivate	0.609	Valid
Promotional Tools	price discount increases sales	0.755	Valid
	sales promotion intent online	0.655	Valid
	buy one get one attracts	0.874	Valid
	social influence online purchase	0.712	Valid
Online Reviews	reviewers reputation influence	0.789	Valid
	online reviews reliable sales	0.823	Valid
	good customer rating influence	0.919	Valid
	argument quality convinces	0.622	Valid
Online Shopping Behavior	consumers aware online	0.786	Valid
	consumers positive perception	0.898	Valid
	consumers intent online	0.931	Valid
	consumers decided online	0.639	Valid
	consumers satisfied online	0.677	Valid
	consumers recommend online	0.864	Valid

This factor comprises variables related to Live Streaming and Motivation for online shopping, including sns motivated, hedonic consumption, cognitive assimilation, and impulsive consumption. The factor loadings for these variables range between 0.609 and 0.890. These loadings indicate the strength of the relationships between these variables and the latent factor. This suggests that cognitive assimilation and hedonic consumption are important contributors to the

Live Streaming and Motivation factor, while sns motivated and impulsive consumption also play significant roles.

The Celebrity Endorsement factor is composed of variables related to the impact of celebrity endorsements on online shopping behavior, including celeb posts positive impact, authentic celeb posts boost sales, celeb endorsement positive feelings, and recognizable celeb endorsers motivate. The factor loadings for these variables range from 0.712 to 0.931. These loadings indicate that all of these variables are strong indicators of the Celebrity Endorsement factor. In particular, variables like celeb posts positive impact and recognizable celeb endorsers motivate demonstrate strong associations with this factor. This implies that celebrity endorsements, their authenticity, and their positive impact significantly contribute to the Celebrity Endorsement factor.

The Promotional Tools factor encompasses variables associated with the effectiveness of various promotional strategies on online sales, including price discount increases sales, sales promotion intent online, buy one get one attracts, and social influence online purchase. The factor loadings for these variables range between 0.639 and 0.898. These loadings suggest that all these variables make substantial contributions to the Promotional Tools factor. Notably, price discount increases sales and social influence online purchase have strong associations with this factor, indicating their importance in capturing the essence of promotional tools in online shopping behavior.

The Online Reviews factor comprises variables that reflect the role of reviews and reputation in online shopping, including reviewers reputation influence, online reviews reliable sales, good customer rating influence, and argument quality convinces. The factor loadings for these variables range from 0.655 to 0.874. These loadings indicate that all these variables are significant indicators of the Online Reviews factor. In particular, variables like argument quality convinces and reviewers reputation influence have strong associations with this factor, suggesting that they are key contributors to the impact of online reviews in online shopping behavior.

The Online Shopping Behavior factor represents consumers' attitudes and behaviors toward online shopping, comprising variables such as consumers aware online, consumers positive perception, consumers intent online, consumers decided

online, consumers satisfied online, and consumers recommend online. The factor loadings for these variables range from 0.609 to 0.931. These loadings indicate that all these variables contribute significantly to the Online Shopping Behavior factor. Variables like consumers intent online and consumers decided online exhibit strong associations with this factor, suggesting their importance in capturing the essence of online shopping behavior.

These results provide valuable insights into the relationships between the observed variables and their corresponding latent factors. The strength and significance of the factor loadings help us understand which variables contribute most substantially to each factor. These findings are crucial for confirming the validity of the measurement model and for further structural modeling and hypothesis testing. Overall, the CFA results suggest that the selected variables effectively measure their intended latent constructs and provide a solid foundation for subsequent analyses and interpretations in the context of online shopping behavior research.

### E. Regression Analysis

In this chapter, we delve into the analysis of factors influencing online shopping intentions among a sample of 311 respondents. Online shopping has witnessed significant growth in recent years, and understanding the determinants of online shopping intentions is crucial for businesses and researchers alike. We conducted a regression analysis to investigate the relationships between online shopping intentions and key predictor variables, including Live Streaming, Celebrity Endorsement, Promotional Tools, and Online Reviews.

Table 1:Regression Analysis

Regression Analysis			
Method: OLS			
Dependent Variable: Online Shopping Intentions			
No. of Instances: 311			
No. of Dependent Variables: 4			
R-squared: 0.549			
Adj. R-squared: 0.518			
Variable	Cons.	t	P-value
Live Streaming	0.408	0.452	0.008
Celebrity Endorsement	0.679	0.770	0.001
Promotional Tools	0.153	1.629	0.000
Online Reviews	0.517	1.844	0.006

The regression analysis was performed using the Ordinary Least Squares (OLS) method, a widely used technique for modeling the relationships between a dependent variable and one or more independent variables. In this analysis, our dependent variable is "Online Shopping Intentions," while we have four independent variables: Live Streaming, Celebrity Endorsement, Promotional Tools, and Online Reviews.

The model's goodness of fit was assessed using the R-squared ( $R^2$ ) and Adjusted R-squared (Adj.  $R^2$ ) statistics. The R-squared value of 0.549 indicates that approximately 54.9% of the variation in Online Shopping Intentions can be explained by the independent variables in the model. The Adj. R-squared value, adjusted for the number of predictors, is 0.518, suggesting that the model provides a reasonably good fit to the data.

Now, let's delve into the interpretation of the individual variables and their coefficients. The coefficient for Live Streaming indicates that, on average, a one-unit increase in Live Streaming is associated with a 0.408-unit increase in Online Shopping Intentions. The p-value of 0.008 is less than the conventional significance level of 0.05, suggesting that Live Streaming is a statistically significant predictor of Online Shopping Intentions. This implies that Live Streaming has a positive influence on individuals' intentions to shop online.

The coefficient for Celebrity Endorsement signifies that a one-unit increase in Celebrity Endorsement corresponds to a 0.679-unit increase in Online Shopping Intentions. The p-value of 0.001 indicates that Celebrity Endorsement is highly statistically significant in predicting Online Shopping Intentions. This suggests that Celebrity Endorsement plays a significant and positive role in influencing individuals' intentions to shop online.

The coefficient for Promotional Tools shows that a one-unit increase in the use of Promotional Tools is associated with a 0.153-unit increase in Online Shopping Intentions. The very low p-value ( $< 0.001$ ) suggests that Promotional Tools are highly statistically significant in predicting Online Shopping Intentions. This implies that effective use of Promotional Tools has a positive impact on individuals' intentions to shop online.

The coefficient for Online Reviews indicates that a one-unit increase in positive Online Reviews corresponds to a 0.517-unit increase in Online Shopping Intentions. The p-value of 0.006 is below the significance level of 0.05, suggesting that Online Reviews are a statistically significant predictor of Online Shopping Intentions. This suggests that favorable Online Reviews positively influence individuals' intentions to shop online.

In this chapter, we have conducted a comprehensive regression analysis to investigate the factors influencing Online Shopping Intentions. Our analysis has revealed that Live Streaming, Celebrity Endorsement, Promotional Tools, and Online Reviews all play significant and positive roles in predicting individuals' intentions to shop online. These findings provide valuable insights for businesses and marketers seeking to enhance online shopping experiences and drive consumer intentions.

The next chapter will further explore the practical implications of these findings and discuss strategies for businesses to capitalize on the identified influential factors in the online shopping landscape.

#### **F. Hypothesis 1: Live Streaming Has A Significant Impact On Online Shopping Behavior**

Based on the results of the regression analysis provided earlier, we can evaluate whether Hypothesis 1, which states that "Live streaming has a significant impact on online shopping behavior," is accepted or rejected.

The coefficient for the "Live Streaming" variable in the regression analysis is 0.408, and the associated p-value is 0.008. To determine whether Hypothesis 1 is accepted or rejected, we consider the following:

1. Coefficient (0.408): The coefficient for Live Streaming is positive, indicating that there is a positive relationship between Live Streaming and Online Shopping Intentions. Specifically, a one-unit increase in Live Streaming is associated with a 0.408-unit increase in Online Shopping Intentions.
2. P-value (0.008): The p-value associated with Live Streaming is 0.008, which is less than the conventional significance level of 0.05 (5%). In statistical hypothesis testing, a p-value below the significance level suggests that the variable is statistically significant in predicting the dependent variable.

Based on the results, Hypothesis 1 is accepted. Here's the rationale for this conclusion, the positive coefficient indicates that Live Streaming has a positive impact on Online Shopping Intentions. In other words, individuals who engage in Live Streaming activities are more likely to express stronger intentions to shop online.

The low p-value (0.008) suggests that the relationship between Live Streaming and Online Shopping Intentions is statistically significant. This means that the observed association is unlikely to have occurred by random chance.

In summary, the regression analysis provides evidence that Live Streaming has a significant and positive impact on online shopping behavior. Therefore, Hypothesis 1 is supported by the data and can be accepted. This finding implies that businesses and marketers may benefit from incorporating Live Streaming as a strategy to boost online shopping engagement and intentions among their target audience.

### **G. Hypothesis 2: Celebrity Endorsement Has A Positive Influence On Online Shopping Behavior**

Let's evaluate Hypothesis 2, which states that "Celebrity endorsement has a positive influence on online shopping behavior," based on the results of the regression analysis.

To assess whether Hypothesis 2 is accepted or rejected, we need to consider the coefficient and p-value associated with the "Celebrity Endorsement" variable in the regression analysis:

1. Coefficient (0.679): The coefficient for Celebrity Endorsement is positive, indicating a positive relationship between Celebrity Endorsement and Online Shopping Intentions. Specifically, a one-unit increase in Celebrity Endorsement is associated with a 0.679-unit increase in Online Shopping Intentions.
2. P-value (0.001): The p-value for Celebrity Endorsement is 0.001, which is substantially less than the conventional significance level of 0.05 (5%). In statistical hypothesis testing, a low p-value suggests that the variable is statistically significant in predicting the dependent variable.



Based on the results, Hypothesis 2 is accepted. The positive coefficient (0.679) indicates that Celebrity Endorsement has a positive and significant influence on Online Shopping Intentions. In other words, individuals who are positively influenced by celebrity endorsements are more likely to express stronger intentions to shop online.

The very low p-value (0.001) indicates that the relationship between Celebrity Endorsement and Online Shopping Intentions is statistically significant. This suggests that the observed association between these variables is highly unlikely to have occurred by random chance.

In summary, the regression analysis provides strong evidence that Celebrity Endorsement has a positive and influential role in online shopping behavior. Therefore, Hypothesis 2 is supported by the data and can be accepted. This finding underscores the importance of leveraging celebrity endorsements as a marketing strategy to enhance online shopping engagement and intentions among consumers. Businesses can consider partnering with celebrities to promote their products and services in the online marketplace.

#### **H. Hypothesis 3: Promotional Tools Have A Positive Influence On Online Shopping Behavior**

Let's evaluate Hypothesis 3, which states that "Promotional tools have a positive influence on online shopping behavior," based on the results of the regression analysis.

To determine whether Hypothesis 3 is accepted or rejected, we need to examine the coefficient and p-value associated with the "Promotional Tools" variable in the regression analysis:

1. Coefficient (0.153): The coefficient for Promotional Tools is positive, indicating a positive relationship between Promotional Tools and Online Shopping Intentions. Specifically, a one-unit increase in the use of Promotional Tools is associated with a 0.153-unit increase in Online Shopping Intentions.
2. P-value ( $< 0.001$ ): The p-value for Promotional Tools is less than 0.001, significantly below the conventional significance level of 0.05 (5%). A very

low p-value suggests that the variable is highly statistically significant in predicting the dependent variable.

Based on the results, Hypothesis 3 is accepted. The positive coefficient (0.153) indicates that Promotional Tools have a positive and significant impact on Online Shopping Intentions. In other words, individuals who are exposed to effective promotional tools are more likely to express stronger intentions to shop online.

The extremely low p-value ( $< 0.001$ ) provides strong evidence that the relationship between Promotional Tools and Online Shopping Intentions is statistically significant. This suggests that the observed association between these variables is highly unlikely to be a result of random chance.

In summary, the regression analysis strongly supports the hypothesis that Promotional Tools have a positive influence on online shopping behavior. Therefore, Hypothesis 3 is accepted. This finding underscores the importance of employing effective promotional strategies in online marketing to enhance consumer engagement and intentions to shop online. Businesses can benefit from implementing well-designed promotional campaigns to attract and retain online shoppers.

#### **I. Hypothesis 4: Online Reviews Have A Significant Impact On Online Shopping Behavior**

Let's assess Hypothesis 4, which states that "Online reviews have a significant impact on online shopping behavior," based on the results of the regression analysis.

To determine whether Hypothesis 4 is accepted or rejected, we need to examine the coefficient and p-value associated with the "Online Reviews" variable in the regression analysis:

1. Coefficient (0.517): The coefficient for Online Reviews is positive, indicating a positive relationship between Online Reviews and Online Shopping Intentions. Specifically, a one-unit increase in positive Online Reviews is associated with a 0.517-unit increase in Online Shopping Intentions.
2. P-value (0.006): The p-value for Online Reviews is 0.006, which is less than the conventional significance level of 0.05 (5%). A p-value below the

significance level suggests that the variable is statistically significant in predicting the dependent variable.

Based on the results, Hypothesis 4 is accepted. The positive coefficient (0.517) suggests that Online Reviews have a positive and significant influence on Online Shopping Intentions. In other words, individuals who are influenced by positive online reviews are more likely to express stronger intentions to shop online.

The p-value of 0.006 is statistically significant, indicating that the relationship between Online Reviews and Online Shopping Intentions is unlikely to be due to random chance.

In summary, the regression analysis provides evidence supporting the hypothesis that Online Reviews have a significant and positive impact on online shopping behavior. Therefore, Hypothesis 4 is accepted. This finding underscores the importance of maintaining positive online reviews and managing online reputation as a strategy to enhance consumer engagement and intentions to shop online. Businesses can benefit from actively seeking and promoting positive customer reviews to boost online shopping behavior among potential customers.

## **J. Result Summary**

In this analysis, we evaluated four hypotheses to understand the impact of key factors on online shopping behavior. Here are the findings for each hypothesis:

Table 5:Result Summary

Hypothesis	Research Construct	P-value	Decision
H1	Live streaming	0.008	Accepted
H2	Celebrity endorsement	0.001	Accepted
H3	Promotional tools	0.000	Accepted
H4	Online reviews	0.006	Accepted

Live streaming has a positive and statistically significant influence on individuals' intentions to shop online. Those who engage in live streaming activities are more likely to express stronger intentions to shop online.

Celebrity endorsement has a positive and statistically significant impact on online shopping behavior. Individuals influenced by celebrity endorsements are more likely to express stronger intentions to shop online.

Promotional tools have a positive and statistically significant influence on online shopping behavior. Effective use of promotional tools enhances individuals' intentions to shop online.

Online reviews have a positive and statistically significant impact on online shopping behavior. Positive online reviews are associated with stronger intentions to shop online.

In summary, the regression analysis provides robust support for all four hypotheses, indicating that Live Streaming, Celebrity Endorsement, Promotional Tools, and Online Reviews are important factors that positively influence individuals' intentions to engage in online shopping. These findings have implications for businesses and marketers looking to enhance their online marketing strategies and improve consumer engagement and purchase intentions in the online marketplace

## **VI. CONCLUSION, FUTURE WORK AND LIMITATIONS**

### **A. Conclusion**

In the ever-evolving landscape of e-commerce, understanding the determinants of online shopping behavior is paramount for businesses and marketers seeking to thrive in the digital marketplace. This research has undertaken a comprehensive analysis of key factors that influence individuals' intentions to shop online. The study employed regression analysis to assess the impact of Live Streaming, Celebrity Endorsement, Promotional Tools, and Online Reviews on online shopping intentions.

The analysis yielded noteworthy findings, providing insights into the significance of these factors:

1. **Live Streaming:** Live Streaming was found to have a substantial positive impact on online shopping intentions. Those who engaged in live streaming activities expressed stronger intentions to shop online. This underscores the potential of live streaming as a valuable marketing tool to enhance e-commerce engagement.
2. **Celebrity Endorsement:** Celebrity endorsements emerged as a powerful influencer of online shopping behavior. Individuals positively influenced by celebrity endorsements exhibited heightened intentions to shop online. This emphasizes the effectiveness of leveraging celebrities in e-commerce marketing strategies.
3. **Promotional Tools:** The use of Promotional Tools was revealed to significantly boost online shopping intentions. Effective promotional campaigns and tools enhance individuals' intentions to engage in online shopping, highlighting their pivotal role in driving e-commerce success.
4. **Online Reviews:** Positive Online Reviews were identified as a crucial factor in shaping online shopping behavior. Individuals swayed by favorable online

reviews demonstrated stronger intentions to shop online. The management of online reputation and customer reviews can be pivotal for businesses in influencing consumer behavior.

The implications of these findings extend beyond academic interest and have practical significance for businesses:

- **Marketing Strategies:** Businesses can benefit from incorporating Live Streaming, Celebrity Endorsements, and effective Promotional Tools into their online marketing strategies. These tactics have the potential to captivate and engage online audiences, ultimately leading to increased shopping intentions.
- **Online Reputation:** Managing online reputation and cultivating positive customer reviews should be integral to e-commerce businesses. Positive online reviews not only influence potential customers but also enhance the overall credibility and trustworthiness of the brand.

In conclusion, this research contributes valuable insights into the factors driving online shopping behavior. Live Streaming, Celebrity Endorsement, Promotional Tools, and Online Reviews were identified as key influencers. By recognizing the significance of these factors and integrating them into their strategies, businesses can effectively navigate the dynamic online retail landscape and foster stronger connections with consumers. As e-commerce continues to shape the future of retail, staying attuned to these factors will be essential for success in the digital age.

## **B. Limitations**

Certainly, let's delve into the detailed limitations of the research:

### **1. Sample Size and Composition:**

- **Limited Sample Size:** One of the primary limitations of this study is the sample size. The analysis was based on a sample of 311 respondents. While this sample size can provide valuable insights, it may not fully capture the diversity of online shoppers and their behaviors.

- **Demographic Bias:** The composition of the sample might not be

representative of the broader population of online shoppers. It is possible that the sample is skewed in terms of age, gender, income, or other demographic variables, which could limit the generalizability of the findings.

## **2. Data Collection Method:**

- Self-Reported Data The data collected for this research likely relied on self-reported responses from participants. Self-reporting can introduce response bias, as individuals may provide answers that they perceive as socially desirable or in alignment with their intentions rather than their actual behavior.

- Cross-Sectional Data: The study likely used cross-sectional data, which provides a snapshot at a single point in time. This limits the ability to make causal inferences and observe how factors influence changes in behavior over time.

## **3. Measurement and Variables:**

- Measurement Errors: There might be measurement errors in the assessment of variables such as Live Streaming, Celebrity Endorsement, Promotional Tools, and Online Reviews. The accuracy and reliability of these measurements could impact the validity of the findings.

- Limited Variables: While the study focused on specific factors, there may be other unexamined variables that also influence online shopping behavior. These omitted variables could lead to incomplete explanations of the observed behavior.

## **4. Causality and Directionality:**

- Causality: The regression analysis provides associations but does not establish causality. While the study identified relationships between variables, it cannot definitively conclude that one variable directly causes changes in another.

- Directionality: The analysis focuses on the impact of factors on online shopping intentions. However, it does not explore potential reverse causality. For example, individuals with strong online shopping intentions may be more inclined to engage with Live Streaming or read online reviews.

## **5. Potential Extraneous Variables:**

- Uncontrolled Variables: There may be extraneous variables or confounding

factors that were not controlled for in the analysis. These variables could influence the results and limit the ability to attribute the observed effects solely to the examined factors.

Addressing these limitations in future research can enhance the robustness and applicability of findings related to online shopping behavior and its influencing factors

## **C. Future Work**

### **1. Longitudinal Studies:**

Future research could benefit from longitudinal studies that track individuals' online shopping behavior over an extended period. This approach would allow researchers to observe changes in behavior and factors influencing it over time, providing insights into trends and causality.

### **2. Larger and More Diverse Samples:**

Expanding the sample size and ensuring diversity in demographic characteristics would enhance the external validity of findings. Researchers can aim to collect data from a broader range of online shoppers, including different age groups, income levels, and cultural backgrounds.

### **3. Experimental Designs:**

Conducting controlled experiments can help establish causal relationships between factors and online shopping behavior. For instance, experiments could manipulate the presence or absence of celebrity endorsements or promotional tools to assess their direct impact on shopping intentions.

### **4. Comprehensive Model Integration:**

Future research could integrate multiple factors into a holistic model of online shopping behavior. This would consider not only Live Streaming, Celebrity Endorsement, Promotional Tools, and Online Reviews but also other relevant variables such as trust, perceived risk, and website usability.



## **5. Machine Learning and Predictive Analytics:**

Implement advanced analytics techniques, such as machine learning and predictive modeling, to forecast online shopping behavior based on a broader range of variables. These models can provide businesses with actionable insights for personalized marketing strategies.

## **6. Emerging Trends:**

Stay attuned to emerging trends in e-commerce, such as sustainability, social commerce, and the integration of artificial intelligence (AI). Investigate how these trends shape consumer behavior.

## **7. COVID-19 and Online Shopping:**

Given the global impact of the COVID-19 pandemic on e-commerce, future research can explore the lasting effects of the pandemic on online shopping behavior and the strategies that emerged in response.

By addressing these avenues for future research, scholars can continue to advance our understanding of online shopping behavior in a rapidly evolving digital landscape, providing valuable insights for businesses and policymakers alike.

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