

Online marketing promotion strategies that relate to consumer behavior: a case study of selling ornamental plants via Facebook

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Abstract: The researcher aims to study the consumer group, a case study of the sale of ornamental plants via Facebook. This will be an important foundation that helps businesses grow sustainably. Nowadays, online media has become an important factor in the lifestyle of the new generation. Therefore, it cannot be denied that Online media has a great influence on us. From waking up in the morning to going to bed In addition, the speed and convenience of online media have also been used to benefit people from all walks of life. Not even the flower and ornamental business. By collecting data from consumer groups, a case study of selling ornamental plants via Facebook. a random sampling of 500 people in Bangkok. and use the questionnaire as a tool Statistics are used to analyze data Including percentage (percentage) to measure the personal characteristics of respondents, mean (mean), and standard deviation. (SD.) And multiple regression analysis. The results showed that The relationship between the online store management system In planning or developing 4 important marketing strategies (Y_1), consumers of ornamental plants via Facebook The advertising factor (x_1) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$) and the promotion side (X_3) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), which can be written as an equation The regression analysis is as follows: $Y = 181.516 + 1.344 (X_1) + 2.312 (X_3)$.

Keywords: online marketing promotion, marketing strategies, consumer behavior, selling ornamental plants via, facebook

1. Background

Shanthi & DestiKannaiah 2015 had made researched consumers' perceptions towards online shopping the key objective of their study was to know the type of products purchased by customers online, study was executed on a sample of 100 Majority of the respondents belong to that student community. The study found that product information, flexibility, price, range of products, convenience, and delivery speed, were a few of the factors that have motivated customers to purchase online. (Shanthi & DestiKannaiah 2015) has focused on the major key factors that are being considered by customers while shopping online the findings also included how customers' safety and privacy concerns about the online shopping of goods and services influence their purchase patterns and buying behaviors. (Nausherwan et.al 2016) made research "An Analysis of Consumer Behaviors in Respect of Online Electronic Purchase of Electronic Devices to Bhopal and Jabalpur City ". the key objective of the researcher was to clarify and gain insight into consumer Behavior concerning the online purchase of electronic goods, to know consumer expectations in online stores, to find out influential features for users who go online purchasing, and to analyze customer needs and requirements, especially in Bhopal and Jabalpur in the city of Madhya Pradesh. The sample size of the study was respondents from Bhopal and Jabalpur city. Proposed findings the research work stands as follows customer-oriented, Time Saving, Product Quality, Product Price, Easy Accessibility, and Buy Anywhere Anytime. these are some of the most important factors that affect customers' attitudes toward online product purchasing. The small factors that influence customer attitudes toward Online electronics purchases are a matter of technology features, guaranteed quality, delivery fees, and a variety of promotions and discounts. The concept regarding internet shopping is different in Bhopal and Jabalpur city. From the data analysis, the researcher concluded that the online product market captures a high percentage of people who buy from it. Digital Marketing & Consumer Behaviour To say that the internet and evolving technologies have created an evolution in consumer behavior is probably a massive understatement. Digital developments drive

the way consumers interact and transact with businesses, creating a multitude of opportunities and challenges. On one side, digital marketing and technology are responsible for transforming consumer behavior, but it is essential to understand that consumer behavior is shaping digital marketing. The exponentially growing digital shift means that everybody uses social media, smartphones, apps, and other devices to discover and communicate with brands. That has been further accelerated by the Covid-19 pandemic, which has forced people to live in an e-commerce world as they cannot leave their homes (Manisha & Shukla 2016)



Figure 1. digital marketing(<https://www.infdigit.com/blog/what-is-digital-marketing/>)

Increased internet and mobile phone use contribute to the growth of e-Commerce in Thailand. Thailand's business-to-consumer e-commerce market has been growing steadily since 2017 and is now worth more than \$27.7 billion, according to a 2020 e-commerce report by JP Morgan. Growth is expected to continue at a compound annual rate of 7.7 percent until 2023. Opportunity exists for U.S. business-to-consumer sellers to capture some of the e-commerce market shares. Increased internet and mobile phone use, as well as improved logistics and e-payment systems, are the driving factors behind this growth. The COVID pandemic situation in Thailand has contributed to e-commerce usage due to the heightened convenience e-commerce solutions provide and consumer confidence to shop online. Thailand's growing e-commerce market is focused on mobile applications, with an estimated mobile e-commerce market of \$15.8 billion in 2020. The Thai government's "Thailand 4.0" policy envisions the creation of the next generation of digital application platforms to accommodate and promote online activities, including e-marketplaces, e-payments, and e-government. Cross-border e-commerce consumes almost 30 percent of the overall e-commerce market in Thailand. Almost 50 percent of online shoppers have already purchased abroad. At present, the top five e-commerce sites are Shopee, Lazada, Kaidee, AliExpress, and Amazon, all seller platforms with advanced logistics and delivery infrastructure. Thailand's mix of international and local e-commerce stores is indicative of Thai consumers' desire for variety when it comes to online shopping. Global players such as Amazon, eBay, and Agoda continue to remain popular while WeLoveShopping and Pantipmarket, local C2C marketplaces, and online communities, prove strong

contenders that cater to local tastes. Thailand's online retail commerce is driven by several factors, including increased smartphone penetration and intense competition among e-commerce operators. The government's PromptPay service, which falls under the national e-payment scheme, is the key driver stimulating e-commerce activities. The International Trade Administration has a variety of resources to help U.S. businesses learn more about building their online business presence to acquire new overseas consumers. To gain valuable insights into the Thai consumer, con

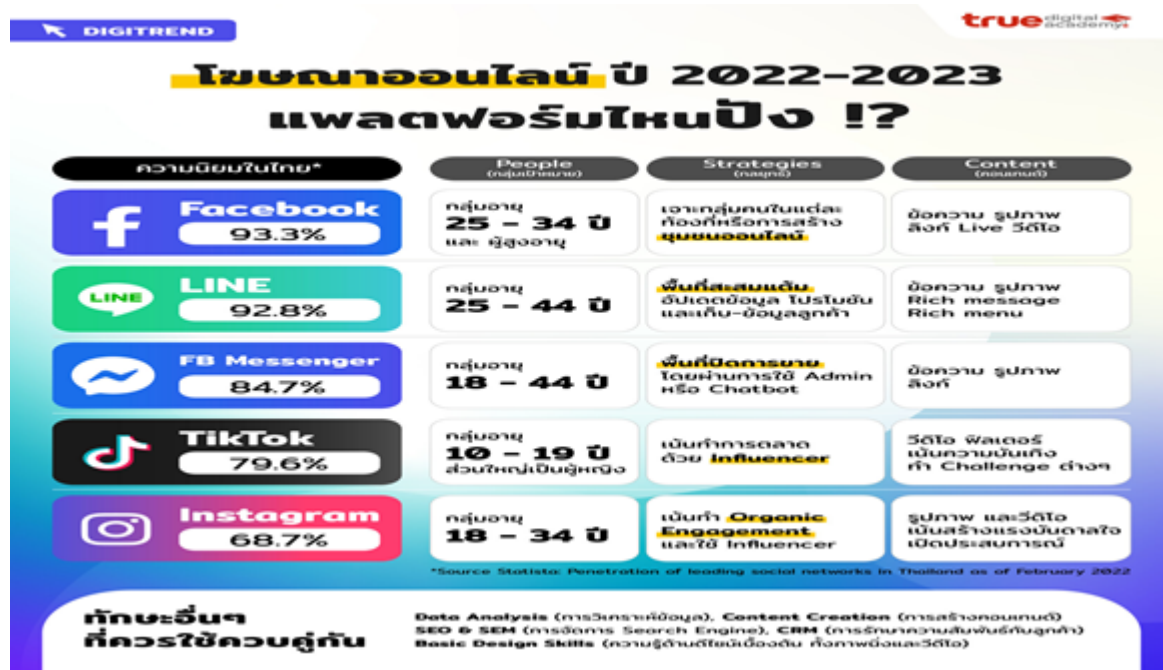


Figure 2. THAILAND E-COMMERCE MARKET GROWTH

2. Methods

Study the Online marketing promotion strategies that relate to consumer behavior: a case study of selling ornamental plants via Facebook. By collecting data from consumer groups, a case study of selling ornamental plants via Facebook. a random sampling of 500 people in Bangkok. and use the questionnaire as a tool Statistics are used to analyze data Including percentage (percentage) to measure the personal characteristics of respondents, mean (mean), and standard deviation. (SD.) And multiple regression analysis.

3. Results

Testing the relationship between online store management systems In planning or developing 4 important marketing strategies (Y₁), consumers of ornamental plants via Facebook The advertising factor (X₁) has a P-value equal to 0.001, less than 0.05 (0.000 < 0.05) and the promotion side (X₃) has a P-value equal to 0.001, less than 0.05 (0.000 < 0.05), which can be written as an equation The regression analysis is as follows.
 $Y = 181.516 + 1.344 (X_1) + 2.312 (X_3)$

4. Discussion

The results were discovered in this study.

1. Understanding brands and products to set a clear position when considering various aspects found that brand positioning To a large extent, the first is teamwork, the ability to achieve more marketing strategic achievements
2. Reaching all channels where consumers are both offline and online. When considering each aspect, it was found that the influence of social participation had opinions at a high level on the influence of social participation. Add

value to brands and products to build credibility. And able to step up to be the number one in the minds of the target group.

3. Testing the relationship between online store management systems In planning or developing 4 important marketing strategies (Y_1), consumers of ornamental plants via Facebook The advertising factor (X_1) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$) and the promotion side (X_3) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), which can be written as an equation The regression analysis is as follows:

$$Y=181.516 + 1.344 (X_1) + 2.312 (X_3)$$

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