

Remarketing through Social Messaging Apps- Promotional Tool or Sales Strategy

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Abstract

We are incarnate in a digital age where digitalization and doing marketing through it has a lot of significance. Digital marketing comprehends all the marketing efforts which involve use of internet. Digital marketing take the help of search engines, social media, websites and other platform and through these websites company try to connect with current and future customers. For better understanding of digital marketing, we must know about its jargons like remarketing and retargeting.

Keywords; Remarketing, Promotion, social Messaging Apps, Sales Strategy

I. INTRODUCTION

These are prevailing concepts in the market which help customers to retain a specific brand or a product in their mind.

Remarketing not only prompts visitors of their wish to connect with your brand but also enable the transition to the next step of the conversion as prospective candidate. If a user/ visitor have left a product page or website, for instance, the remarketing ad can be accessible to them immediately, leading the user back to the product page where they can be incentivized to move to the next stage of the funnel—adding the item to cart.

The purpose of this paper is to understand that doing remarketing through social messaging apps is a promotional tool or a sales strategy of a company.

Introduction: With remarketing companies retarget ads, promotional offers to visitors or customers who have shown interest in your website, product or service and this benefits both the audience and the business. In today's world, through wide variety of remarketing & its different platforms, companies can target almost every prospective target audience

at several stages in the modern sales funnel. The consumer wants more personalized ads that are more significant and well-timed, upping the online experience. Companies started realizing that with increased revenue since remarketing has a high ROI.

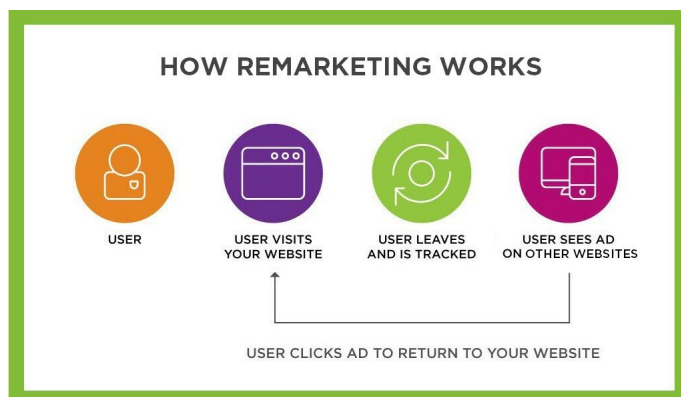
Remarketing is a smart way to do business that could substantially proliferate the bottom line—if companies do it right and proper way. Although it seems comparatively simple, the best results come from the target audience segmentation and proper bidding strategies.

It is a good strategy to advertise products and services to customers who are already familiar and shown interest with your company. Another reason remarketing strategy works so well to build top-of-mind awareness is based on human behavioral psychology—specifically, the cell phone theory.

Different forms of Remarketing:

When we say remarketing, there are whole bucket of different types of remarketing concept in the industry like:

Video Marketing, Search Remarketing, Display Remarketing, Dynamic Remarketing, Social Media Remarketing & Customer List Remarketing.



Companies leverage remarketing & increase the bottom line of their product or service through segment the remarketing lists, tailor your ads to remarketingstrategy, test different ads platforms, sizes and platforms, upsell to current customers, schedule your ads for when your target audience is most likely to see them, doing the investment of advertising dollars on the websites and platforms that show maximum results.

Advertising might be targeted at prospective customers who search at the advertiser's website, explore for a product or related information, and sometime leave without making a purchase. Despite being an advanced new technology, spending on remarketing has shown significant levels with a large widely advertisers engaging in it.

Remarketing may affect consumer-behaviour through alternative mechanisms. For example, it is possible to play a signalling role companies infer spending on remarketing as a signal of high quality. Another possible mechanism is that remarketing reduces the likelihood of consumers viewing other ads that may distract the consumer, and lead them to consider competitors. Knowing which mechanism drives the effects is important to understand the function of remarketing. It is also important because different mechanisms may have different implications for advertising strategy.



Learning each individual prospective customer expectations and tailoring offers to those expectations is a standard practice in many different markets. However, latest technologies now enable companies and advertisers to apply individual marketing using mass customization in a much more extensive and broad range of markets. Besides, social advertising sites, for example, Facebook, twitter, what's app now allows advertisers to serve behavioural targeted ads to Facebook users based on their browsing activities on sites outside of Facebook.

There exists strong relationship between remarketing and purchase intentions. However, while numbers show that remarketing is a great method towards increasing customer purchase intentions, there are several characteristics, as privacy concerns and irritations that hinder consumers to be overtaken by ad temptations.

Facebook's, twitter and other social massaging apps Custom Audience tool is designed to put your remarketing ads in front of people who are already interested in your product or brand. Companies can create Custom Audiences based on data which includes:

Your existing potential or prospective customers and sales prospects, Website traffic (all users or specific page visitors).Each of these segments of customers presents its own opportunities and requires its own strategy.

Objective: Tounderstand that doing remarketing through social messaging apps is a promotionaltool or sales strategy of a company.

Hypothesis:

- 1) H0. There is no relation between remarketing through social messaging apps and using it as a promotional tool.
- 2) H0. There is no relation between remarketing through social messaging apps and increasing sales of company.

RESEARCH METHODOLOGY

The present Research study is exploratory in nature as we want to know that remarketing through social messaging apps is used as promotional tool or a sales strategy.

Sample Size: The study includes a survey of those users who often use social media to collect information about a product or brand before purchasing a product and from there we randomly collect the data.

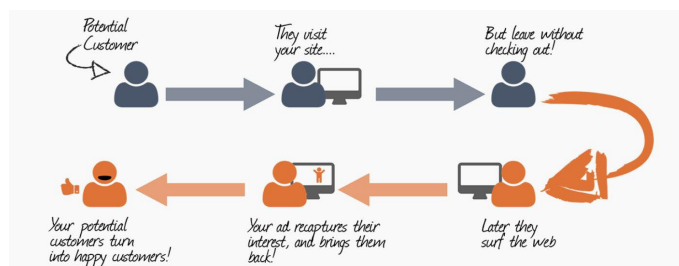
To achieve the objective, a structured questionnaire was distributed among 110 respondents & 99 filled questionnaires were received. The data for the study were collected from Jan 2020 to Feb 2020.

Measures: The study aims at finding that the doing remarketing through social messaging apps is a better promotional tool or it is just a sales strategy to increase the sales of a product or brand of a company.

Literature Review: One of the largest challenges companies face, when doing online sales, is keeping their customers to finish their intended online purchases. As numbers from different statistics show, on average $\frac{3}{4}$ of shoppers choose to leave the site without completing the purchase (Serrano, 2018; Pariser, 2011). This fact has drawn attention to many advertisers and innovators that have brought new, more personalised advertising into the world (Schuurin et al., 2017), so businesses no longer have to take “no” for an answer (Pariser, 2011).

Yang et al. (2015) describes that remarketing is a strictly behaviour-based method, which only targets

users that have visited particular site; in other words, they already have some knowledge about the brand. When consumer decides on accepting the site “cookies”, it gives marketers ability to track the shopper’s behaviour not only while at the site, but also his comings and goings (Zarouali et al., 2017; Ratcliff, 2014; Alreck and Settle, 2007). The image below shows a simple explanation on how remarketing works.



Johansson and Weinberg (2017) emphasize that timing of advertising and type of marketing channel is not the only aspect of successful selling. The key factors of successful campaigns are to understand the digital consumer and their needs as well as serving them with personalized valuable content and offerings. From a consumer perspective, personalised advertising has the advantage of providing a high significance and fit, such that it offers the right product at the right time and makes the information search process more efficient by sparing the time for consumers of the need to search further (Doorn and Hoekstra, 2013; Tucker, 2014).

As Doorn and Hoekstra (2013) have mentioned above, one of the main benefits of remarketing is increased purchase intentions. Also, studies of Goldfarb and Tucker (2011) confirm that remarketing is a tool that drives consumers, who once have visited the site and left without a purchase to come back and buy desired product.

Purchasing funnel is built on the information processing theory, which shows that consumers’ purchase decision-making process includes various stages. Understanding these different stages of the funnel, it is easy to find the right marketing strategies at the right time and place, and reducing

initial problems, like online shopping cart abandonments.

The conceptualisation of purchase funnel has a long tradition in the literature (Moriguchi et al., 2016). Today's advertising models are based on the traditional marketing funnel AIDA (Awareness, Interest, Desire and Action), The complex purchasing funnel of the digital consumer makes it relevant for businesses to find ways to show relevant and timely ads to their customers, in order to increase probabilities of successful advertising.

Johansson and Wengberg (2017) indicate that ad timing and reaching customers at the right time in their purchasing process and place (the media channel in which ad impression takes place) affects the probability of getting valuable conversions and increase purchase intentions.

Personalised marketing and advertisement that constantly pop up, when browsing online sometime becomes annoying and irritating. Besides, it creates avoidance and ignorance and reduction of buyer purchase intentions. When advertisements seem to irritate and bother online users, the reactance may occur, as these users feel that their online freedom has been threatened

If we sum up the literature review, companies doing remarketing of different brand or product through

social messaging apps are a modern way to sell product or brands to the prospective customers or those who have shown interest on the website. For the customers who have shown interest but switch to other competitors brand doing remarketing is very influential promotional tool to remind that brand or product in the customers mind.

Data Analysis and Interpretation:

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.811	.793	12

Table no.1

The outcome revealed by table no.1 Reliability Test of respondents that according to Cronbach's Alpha table, questionnaire on Remarketing through social messaging apps retains a Good reliability of .811 level of Cronbach's Alpha.

Hypothesis1:

H1: There is a significant relation between remarketing through social messaging apps and using it as promotional tool.

Crosstab							
Count							
		If it's a promotional activity, does the brand make any positive impact on you					Total
		1.00	2.00	3.00	4.00	5.00	
Have you noticed a display of ads of any	1.00	3	1	0	0	3	7
	2.00	1	3	0	2	3	9
	3.00	0	0	1	0	0	1

product/ brand on your Facebook, Gmail, twitter or any other account	4.00	0	4	3	5	5	17
	5.00	5	9	6	23	22	65
Total		9	17	10	30	33	99

Table no.2

Above tables analysis shows that 33% respondents positive impact on them where as respondents has says that promotional activity of brand makes a denied (9%) the statement of impact.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.397 ^a	16	.037
Likelihood Ratio	23.663	16	.097
Linear-by-Linear Association	3.049	1	.081
N of Valid Cases	99		
a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .09.			

Table no.3

When compared with display of ads of any product/ brand on your Facebook, Gmail, twitter or any other account as promotional tool and its positive impact on customer, to analyse above statement researcher applied Chi-Square test to see association between two variables which are independent and dependent. Then Pearson Chi-Square Significance value / P value for particular variables almost is .037 which is less than .050.

Hence following Alternate hypothesis that: There is a significant relation between remarketing through social messaging apps and using it as promotional tool.

Hypothesis: 2

H1: There is a significant relation between remarketing through social messaging apps and increasing sales of company.

Crosstab
Count

		How many times re marketing concept help you to purchase the product through that link					Total
		1.00	2.00	3.00	4.00	5.00	
Have you noticed a display of ads of any product/brand on your Facebook, Gmail ,twitter or any other account	1.00	5	0	0	1	1	7
	2.00	2	3	1	0	3	9
	3.00	0	0	0	1	0	1
	4.00	1	1	8	2	5	17
	5.00	4	12	12	18	19	65
Total		12	16	21	22	28	99

Table no.4

Above tables analysis shows that 28 % respondents increase the sale of company where as 12% says that remarketing through social messaging apps respondents has denied it. help customer to purchase the product and in turn

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.132 ^a	16	.000
Likelihood Ratio	35.698	16	.003
Linear-by-Linear Association	7.889	1	.005
N of Valid Cases	99		
a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .12.			

Table no.5

When compared remarketing through social association between two variables which are messaging apps help customer to purchase the independent and dependent. Then Pearson Chi-Square Significance value / P value for particular product and also increase the sales of company and variable is .000 which is less than .050. its positive impact on customer, to analyse above statement researcher applied Chi-Square test to see

Hence following Alternate hypothesis that: There is a significant relation between remarketing through social messaging help you to purchase the product through that link and using it as promotional tool.

Factor Analysis:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.741
Bartlett's Test of Sphericity	Approx. Chi-Square	354.709
	df	66
	Sig.	.000

Table no.6

KMO and Bartlett's Test interprets that adequacy of sample to conduct this research study of remarketing through social messaging apps is found to be adequate with 0.741 value, hence Bartlett's Test of Sphericity is also significant with P value .000, which indicate research study is on right track and can justify and generalize this study on 99 samples.

Communalities

	Initial	Extraction
How frequently you collect information about any product through Online	1.000	.334
Have you noticed a display of ads of any product/ brand on your Facebook, Gmail or any other account	1.000	.729
What is the frequency you saw about a product display / band display on your personal account (Facebook, Gmail, twitter)	1.000	.669
Do you feel pop up of ads on your personal account help the customer to take the decision	1.000	.473
Do you feel pop up of ads distract/ annoy the customer	1.000	.587
Do you feel it is beneficial for the customer	1.000	.608
How many times re marketing concept help you to purchase the product through	1.000	.554

that link.		
Does it also give information about other competitor	1.000	.422
For how long the Product /Brand display on your personal account.	1.000	.563
Do you feel it's a promotional activity	1.000	.445
. If it's a promotional activity, does the brand make any positive impact on you	1.000	.820
How many times you reject or ignore the ads when it pops ups on your Facebook, Google or Gmail account	1.000	.700
Extraction Method: Principal Component Analysis.		

Table no.7

Extraction communalities are assessments of the variance in for each variable reasoned for the factors in the factor solution. Remarketing through social messaging apps is a promotional tool and through this it makes a positive impact about that brand/ product on customer as its high value is .820.

As we can see from the chart it is found that remarketing makes a positive impact on customer when the company frequently display of ads of product / brand on their social messaging apps as its showing the value of .729.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
How frequently you collect information about any product through Online	3.643	30.356	30.356	3.643	30.356
Have you noticed a display of ads of any product/ brand on your Facebook, Gmail or any other account	1.780	14.835	45.190	1.780	14.835
What is the frequency you saw about a product display / band display on your personal account (Facebook, Gmail, twitter)	1.481	12.344	57.535	1.481	12.344

Do you feel pop up of ads on your personal account help the customer to take the decision	.999	8.326	65.860		
Do you feel pop up of ads distract/ annoy the customer	.842	7.020	72.880		
Do you feel it is beneficial for the customer	.736	6.136	79.017		
How many times re-marketing concept help you to purchase the product through that link.	.586	4.880	83.896		
Does it also give information about other competitor	.518	4.320	88.216		
For how long the Product/Brand display on your personal account.	.475	3.961	92.177		
Do you feel it's a promotional activity	.394	3.282	95.459		
. If it's a promotional activity, does the brand make any positive impact on you	.365	3.042	98.501		
How many times you reject or ignore the ads when it pops ups on your Facebook, Google or Gmail account	.180	1.499	100.000		

Extraction Method: Principal Component Analysis.

Table no.8

This table shows variance explained by the initial solution. Only four factors in the initial solution have eigenvalues greater than 1 and these are acceptance of remarketing through social messaging apps (1.78)& frequency of collecting information through online(3.64).The frequency customer saw

the ads of a product/ brand on their social messaging apps(1.48) and Customer feels that pop up of ads help them to take a fair decision while shopping (.999). This recommends that four latent influences are related with service usage, but there is still space for a lot of unexplained variation. The second

segment of this table illustrates the variance clarified by the extracted factors before rotation. The cumulative variability explained initial solution is lost due to latent factors unique to the original

variables and variability, hence gives same values, so the four factors that merely cannot be clarified by the factor model.

Total Variance Explained					
Component		Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings		
		Cumulative %	Total	% of Variance	Cumulative %
dimension0	1	30.356	3.209	26.745	26.745
	2	45.190	2.140	17.836	44.581
	3	57.535	1.554	12.954	57.535
	4				
	5				
	6				
	7				
	8				
	9				
	10				
	11				
	12				
Extraction Method: Principal Component Analysis.					

Table no.9

Component Matrix ^a			
	Component		
	1	2	3
How frequently you collect information about any product through Online	.288	-.500	.015

Have you noticed a display of ads of any product/ brand on your Facebook, Gmail or any other account	.449	-.664	.296
What is the frequency you saw about a product display / brand display on your personal account (Facebook, Gmail, twitter)	.510	-.542	.339
Do you feel pop up of ads on your personal account help the customer to take the decision	.663	.019	.182
Do you feel pop up of ads distract/ annoy the customer	-.298	.384	.593
Do you feel it is beneficial for the customer	.714	.267	-.162
How many times re-marketing concept help you to purchase the product through that link	.663	.334	.054
Does it also give information about other competitor	.645	-.054	-.058
For how long the Product/Brand display on your personal account	.505	.499	-.243
Do you feel it's a promotional activity	.401	.110	.522
If it's a promotional activity, does the brand make any positive impact on you	.864	.259	-.086
How many times you reject or ignore the ads when it pops up on your Facebook, Google or Gmail account	-.207	.367	.723
Extraction Method: Principal Component Analysis.			
a. 3 components extracted.			

Table no.10

This table covers factor loadings, which are the associations between the variable and the component. it interprets that pop up of ads distract/ annoy the customer show negative correlation with -.298 values hence least important and may not have significant impact on remarketing.

CONCLUSION

- After the analysis, it is found that the companies putting ads of a product or brand on social messaging apps like Facebook, Gmail, twitter or link din are using them as promotional tool as well as it is making a positive impact on customer after he/ she sees the ads.
- Display of ads of a product/ brand through messaging apps (primarily as a one-to-one or - few communication mechanism), and can be temporary or long-lasting but a strong way to communicate with customer and also help to do better positioning about that product in their mind.
- Companies frequently do remarketing through messaging apps is also one of good strategy to increase the sale of that product/ brand.
- It is found that when companies displaying ads of product /brand, the most relevant thing for customer is Competitorsprice (80%), Price of similar product of same brand (78%), description (Quality, size, availability) of product(46%).
- Customer taking further information when the ads of product / brand pop up on their screen on social messaging apps is also one of the way through which companies can understand customer expectation and choices and customize the product.

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