

A Study on Trends in E -Commerce Retail Sales by Influencers and Advertising on Social Media

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Abstract: *The purpose of this study is to investigate the impact of internet advertising and its characteristics on the total E-commerce sales of the top five European nations. The people of the United Kingdom, France, Italy, Germany, and the Netherlands are the units of analysis. Auxiliary information are gathered from the reports of [1] (ADEX, 2010) and [2] (Eu-rostats, 2011). The study employs a variety of statistical strategies, including OLS regression and correlation analysis strategies, in order to empirically ascertain the connection that exists between the independent variable and the dependent variable in the European context. According to the empirical findings, the search advertisement and classified advertisement features of Internet advertising have a positive and significant relationship with E-commerce sales in Europe. Display advertising and e-commerce sales in Europe clearly have a negative and significant relationship, according to the empirical findings. However, the literature also serves as support for this variable. In addition, the findings demonstrate that, in comparison to classified and display advertisements, search advertisements have a stronger positive relationship with e-commerce sales. These results will be useful to marketers and businesses that are investing in online advertising because they can use these features of online advertising to increase sales of their products and services and get better sales.*

Keywords: Characteristics of Internet Advertising; Publicity on display; Look for an advertisement; specialized advertising; Sales via e-commerce; Sale via e-commerce in Europe 1.

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