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Social Media Marketing Activities & Online Shopping Behaviour of Pottery Consumers of Sagar District of Madhya Pradesh: A Framework Study Using PLS SEM

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KEYWORDS

Pottery, Social Media Platform, Marketing Activities, Online Shopping Behavior, User Engagement, Consumer Socialization.

ABSTRACT

Purpose: Present study aims at studying impact of social media marketing activities & user engagement activities (independent variable) on online shopping behavior of pottery consumers (dependent variable) with consumer socialization as mediating variable.

Research Methodology: Exploratory research design and convenience sampling on 85 pottery consumers from Sagar district of Madhya Pradesh were surveyed using structured questionnaire. For further analysis, Smart PLS SEM 4 is used.

Findings: No effect of social media marketing activities on online shopping behavior of pottery consumers was found. User engagement activities are significantly related to consumer socialization & online shopping behavior. The mediating role of consumer socialization results in insignificant effect of turning social media marketing activities and user engagement activities into online shopping behavior of pottery consumers.

Research limitations: Study is limited as the reason behind this insignificant effect such as absence of marketing strategy, lack of basic infrastructure and societal perception about pottery are only quoted.

Practical implications: Increase social media usage can open doors of opportunities to pottery but infrastructure facilities and change in marketing strategy can help pottery products gain their place in the market.

Originality/Value: Previous studies included adoption of social media by pottery producers but the present study talks about how social media marketing activities with consumer socialisation & user engagement activities can influence pottery products.

1. INTRODUCTION

1.1 Pottery:

Pottery is defined as a clay object and the makers of it forms an industry which generates employment and is a source of livelihood to the large portion of rural population**.** Handcrafters of pottery making offers varieties of product such as household articles, decorative, playing toys and temple items which are mostly self designed by the artisans. India being rich in tradition witnesses various festivals and rituals and almost most of the citizens' needs of these festivals and rituals are filled by pottery products which are in the form of ordinary utensils to decorative to idols**.** But the increase competition from plastic & metallic products have decline the demand of various pottery products **(Lal & Rao, 2010)**. **Rathi, (2018)** in his study, "problems faced by pottery producers" opines that market of the product is more local and partly urban and producers mostly rely on middlemen for sale of produce who purchase product at less than the market price from producers, leading to low income. To compete with similar products and support product sales, marketing of product digitally is essential **(Kristian et al., 2023)**. In a study, it was found that with majority of social media users in Banyumulek Village in Indonesia, the potters did consistent promotion via social media platforms by using features of photo uploading, geotag and likes & comments,

they learnt content creation which created an opportunity for wider reach and emerged as an effective promotion tool especially in situation of pandemic during which there was a drastic fall in demand **(Muhlis et al., 2021)**. Globalization and technological development has opened the door of opportunities for Micro, Small & Medium enterprises to promote & market their product through internet. The Binoh Pottery of Indonesia used digital marketing as a healing tool to overcome sickness arising due to low marketing and decreased demand **(Darma et al., 2022).** Lies Pottery makers of Kesilir Village of Jember where the survival was on brink due to pandemic ,digital social media platform made easier reach towards consumers, leading to improved as well as increased sales turnover than those of traditional methods **(Oktarianti et al., 2022b).** The retailers can use it as a promotional media to ensure wider reach and update product information relating to varieties offered, price changes, etc and consumers on the other hand feedback their experience **(Santoso et al., 2021).** In the Tondowulan Village of Plandaan District of Jombang Regency, under the "Entrepreneurship Training" program, the potters through their online shop would offer innovated and trendily decorated pottery products like souvenirs & decoration gifts and the youth participants would feedback them **(Desita et al., 2020)**. Thus, digitalization as a tool for marketing of art produce, enable interaction between both producer and the art lover who wish to purchase the craft. Information flow via digitalized catalogue on product & price enables customers to take decision. Consumers' pattern of visiting sites & browsing enables gathering of information relating to consumers interest and their taste & preference. Thus, leading to easier interactivity between producer & consumer **(Arora & Vermeylen, 2013).**

1.2 Social Media Platforms & Marketing Activities:

According to Ministry of Communications and Information Technology, Government of India, Social Media is defined as, "Any web or mobile based platform that enables an individual or agency to communicate interactively and enables exchange of user generated content." It includes facebook, instant messaging, video sharing sites like YouTube and Wikis that provide content on a topic in a single page **(India.Gov, 2012).**

With the advent of industrial revolution 4.0, many businesses started using social media as a medium to market their product and handicraft is one of them **(Juharsah & Hartini, 2022).** Internet penetration and increase use of social media, connects consumers who are attracted by price, promotion, advertisement and attractive appearance of product with marketers who look for consumers**.** Consumers through such informative activities become aware and prefer those handicraft products, which they consider trendy, important or useful **(Guha et al., 2021)**. With an objective of studying impact of social media on shopping behavior of consumers, an extensive literature review was done, which highlighted that increased exposure to varieties of products, social influence, connectivity & interaction along with shared experience about product act as a tool in engaging consumers via various platforms of social media **(Dhingra, 2023).**The variables like clicking ads, social media usage experience, positive reaction to online ads, trust in information from personal sources and foreign sources, etc, were studied from respondents group that opined their pattern of social media usage and their reaction & behavior with respect to online ads & other online activities **(Vinerean et al., 2013)**. While studying the impact of social media on online shopping, online review was found to be highest factor **(Miah et al., 2022)**. For studying the influence of social media marketing on purchasing decision, the variables of Gunelius were considered for study which includes content creation, content sharing and connecting **(Juharsah & Hartini, 2022).** Consumers prefer social networking sites that makes connectivity easier but prefer reviews from friends & acquaintances while shopping a product online **(Vinoth & Dilip, 2020).**

1.3 Consumer Socialization:

The consumer socialization is a broader perspective and is studied by different authors in different studies. Pattern of consumption behavior that develop according to life stages and is the result of cognitive learning & social interaction is defined as "Consumer Socialization" (Ekström, 2015). But from the perspective of marketing, consumer socialization is about living in society & marketplace as a consumer who is adaptive to cultural, technological, demographic and societal changes (Wang et al., 2015). Shim et al., (2011) in their study highlighted behavioral concepts like modeling and role of agents like family, peers and media (online) in shaping purchase decision as well as consumption pattern when studying consumer socialization. Foxman et al., (1989) opined the role of family members in shaping decision. Family members on one side teach their wards with respect to product selection and on the other hand, invite children`s opinion with respect to product selection. Peer group formation leading to flow of information through reviews and shared experiences via social media platform impacts consumers intention to purchase a product (Sheikha et al., 2019).

With an aim of exploring media related impact on individuals during socialization, it was found that media influences societies environment through knowledge dispersion and education. The audience consisting of different attributes performs many functions and purchasing an items or product was one of them **(Uznienė, 2014)**. Considering the nature of product, present study takes only few variables; peer communication, attitude towards the product and social structure (Gender, Social class & Family) for studying consumer socialization with respect to pottery product in market as a mediating variable for influencing the impact of social media platform on online shopping behavior.

1.4 User Engagement:

User engagement is defines as the positive aspect of the user experience that the user gain while using or while interacting **(Lehmann, et al., 2012).** User Engagement is defined as how humans interact with technology. Their interaction is measured in terms of user experience, participation and behavior towards online activities **(Brien, 2016)**. Content format (videos &

photos) have significant effect in engagement behavior **(Shahbaznezhad et al., 2021**).With increase consumer connection via social media, consumers look for informative content which can be in the form of videos, photos, etc. How much user engages is measured via likes, shares, clicks and content cues like emotion expression towards a content **(Agarwal et al., 2022).** The impact of elements present in images and contents on user engagement was analyzed and it was found that format variable (Videos, Photos, series of pictures, link, etc.) have positively lead to liking (except for videos) from users side but comments was found to be less generated **(Bonilla et al., 2019)**. The study here measures user engagement with respect to how much consumers view and respond towards pottery product promotion and advertisement and whether it leads to online shopping behavior or not.

1.5 Objective of the Study:

1. To study the impact of marketing activities & user engagement activities on online shopping behavior of pottery consumers in Sagar district of Madhya Pradesh.
2. To study the influence of user engagement activities on consumer socialization in Sagar district of Madhya Pradesh.
3. To study the mediating role of consumer socialization between marketing activities and user engagement on online shopping behavior of pottery consumer in Sagar district of Madhya Pradesh.

2. LITERATURE REVIEW

The potters of Binoh pottery after introducing social media, now promote their product to wide population and interact with consumer through digital marketing content **(Darma et al., 2022). Wardiyanto et al., (2025)** in his study has defined that in order to promote and increase buyers of pottery of Sitiwinangun village, social media platforms was used to reach wider audience through contents generated in the form of catalogues, brochures & promotional videos. The effort resulted in wide audience reach in the form of increase viewers. Promotion through social media results in easy promotion at less cost and more speed. Lies pottery products when introduced to wider audience through product specification, quality & price details, it has resulted in increase sales within six months of promotion **(Oktarianti et al., 2022a)**. The community service titled as "Utilization of the Facebook Marketplace as a Marketing Media and Promotional Media in Increasing the Economy of MSMEs for Pottery Pot Crafts in Kemangsen Village" used facebook (one of the social media platform) for promoting pottery products and that resulted in large promotion, increase consumer response and wider reach of pottery products **(Nefrida Jandhini et al., 2024). Irwanto et al., (2023)** analysed current pottery condition and derive product development & marketing strategies. The resultant study defined adoption of social media as a digital marketing strategy that would promote pottery products. **Permatasari & Hermawan Adinugraha, (2021)** opined social media as an effective marketing communication tool and strategy to reach wider segment, maintain its presence in market and increase sale of pottery products.

3. RESEARCH METHODOLOGY:

The research study is exploratory research in nature and the sample population of 100 respondents is selected from population of Sagar district of Madhya Pradesh. Out of these 100, only 85 responses are appropriate for further study. The data from these samples are collected through convenience sampling technique, using questionnaire method and is further analyzed using Smart PLS 4.0.

To study how social media impacts online shopping behavior of pottery product consumers, Marketing activities via social media platforms and user engagement are taken as independent variable with online shopping behavior as dependent and consumer socialization as mediating variable. Marketing activities via social media platform comprises of advertisement through government campaigns and others, User Engagement includes their engagement towards the content (photos & videos) in the form of their reactions like that of liking the post, sharing the post, clicking on ads & video content and content cues of expression. Consumer via social media platforms gathers various types of information, after getting aware the role of agents like family, friends, peers and media in shaping shopping decision is studied to analyze how consumer socialization as a mediating variable impacts shopping decision that is made after watching the social media post about pottery product. Therefore, to further study the impact, hypotheses are developed based on the relationship between variables, determined from prior research.

3.1 Development of Hypothesis:

Based on objective No.1

a) Social Media marketing activities and Online shopping behavior:

Surender Kumar, (2016) defines social media as one of the evolving medium that has influenced online shopping decision of the product. Many consumers see an advertisement on social media and without much thought they purchase the product **Kazi et al., (2019). Miah et al., (2022)** states that customers get to know about new products through social media, but online reviews and promotional tools significantly influence consumer online shopping behavior. **Nasidi et al., (2022)** in his study using PLS SEM, found significant relationship between social media and online shopping behavior. Thus, we propose the following hypothesis for our study:

Ha1: Social Media marketing activities has a significant effect on online shopping behavior.

b) User Engagement and Online shopping behavior:

Ebrahimi et al., (2023) in his study opined that contents from social media are viable source of information to the users who wish to shop online but users engage with these content differently, they may only read, watch or listen a content or can participate in the content. Clicking, exploring content & sharing content are also ways user engagement takes place **(Oh et al., 2018**). Online social interaction on social media platforms in the form of like, share, comment, etc., positively as well as negatively influence engagement behavior and also influence their decision to shop online **(Khobzi et al., 2018)**. In case of pottery product, various content with respect to pottery products floats on social media platforms, but whether users engagement with those content influence them to shop online or not is measured through the following hypothesis:

H_{a2}: User Engagement activities have significant effect on online shopping behavior.

Based on objective No.2-

c) User Engagement and Consumer socialization:

Social media platforms are an agent of consumer socialization **(Wang et al., 2012b)** enables online interaction without physical reach **(Hajli, 2014)** facilitates communication & relationship through dissemination of information, reviews, content like feedback on products, comments from peers and sharing of contents **(Jorgensen & Kean, 2018)**. User engagement is measured in terms of clicks, page views, the time spent on the content and their reaction to the content **(Lehmann, et al., 2012)**. Therefore, here, we aim at identifying whether user engagement activities lead to consumer socialization with respect to pottery products through the following hypothesis:

H_{a3}: User Engagement activities lead to consumer socialization with respect to pottery products.

Based on objective No.3-

d) Mediating role of consumer socialization between marketing activities and online shopping behavior.

Umunna, (2021) defines social media marketing as "an effective & efficient means to connect consumers to a product or service". As a new socialization platform, social media provides opportunities to interact and gather information through online reviews, ratings & contents like photos, videos, text, links, etc **(Saha & Sahney, 2022)**. **Wang et al., (2012)** states that social media has shaped consumers & marketers communication. Peer interaction through comments, blogs & forum, online reviews, word of mouth, etc, facilitates flow of information and shapes their attitude as an online shopper. Thus, here we study;

Ha4: Consumer socialization mediates between marketing activities & online shopping behavior.

e) Mediating role of consumer socialization between user engagement activities and online shopping behavior.

The different groups of social media users such as socializes who are more to social media activities, if engaged with any content, would share the content to friends & followers and if it goes viral, it leads to positive reaction. Positive words when spread to public at large leads to product trail as well as purchase **(Hussein & Mahrous, 2016)**. In other words, people who are more to social media activities, when they are engaged to content, they share to public at large and this would lead to large online shopping, therefore, here we test the mediating role of consumer socialization between user engagement activities & online shopping behavior through following hypothesis;

Ha5: Consumer socialization mediates between user engagement activities & online shopping behavior.

4. RESULTS & INTERPRETATION:

a). Model Measurement:

The model in the study has 1 dependent, 2 independent and 1 mediating variable. These variables have total 20 items whose reliability and validity was checked. Composite reliability, Cronbach`s alpha and reliability coefficient rhoA are used to measure internal consistency reliability **(Hair et al., 2021)**. Composite reliability between 0.70 and 0.90 is defined as satisfactory **(Hair et al., 2017)**. **Manley et al., (2021)** determines that Cronbach alpha, reliability or rho should be greater than 0.70 and AVE should be more than 0.50 for construct reliability. The reliability in our study was checked on Cronbach alpha value of scale where items having value of more than 0.70 are considered reliable. The scores of the constructs (tabulated below) have values greater than the above estimated scale of reliability.

Internal Consistency Reliability (Table No.1)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Consumer Socialisation	0.776	0.785	0.854	0.594

Online Shopping Behaviour	0.728	0.732	0.845	0.646
Social Media Marketing Activities	0.740	0.780	0.847	0.650
User Engagement Activities	0.789	0.789	0.863	0.613

Convergent Validity:

It is measured based on AVE, factor loadings and CR score. AVE of at least .50 or more is taken for measuring convergent reliability **(Memon & Shaikh, 2021)**. CR above 0.60 is appropriate for convergent validity **(Ates & Çoban, 2022)**. **Mariani et al., (2024)** opined factor loading as "the degree of correlation between items taken for measurement and the variable". It represents how precisely items define measurement of the variable and value of 0.70 or higher is considered apt for the study. As tabulated in table no.1, the value of composite reliability and Average variance extracted of the constructs are above 0.60 and 0.50, respectively. The factor loadings as shown in table no.2 are above 0.70. The constructs carrying loadings of below 0.70 are deleted from the study.

Factor loadings (Table No.2)

	Factor loadings
CS1 <- Consumer Socialization	0.793
CS2 <- Consumer Socialization	0.775
CS3 <- Consumer Socialization	0.760
CS4 <- Consumer Socialization	0.754
MA3 <- Social Media Marketing Activities	0.760
MA4 <- Social Media Marketing Activities	0.897
MA5 <- Social Media Marketing Activities	0.754
OSB3 <- Online Shopping Behavior	0.800
OSB4 <- Online Shopping Behavior	0.764
OSB5 <- Online Shopping Behavior	0.845
UEA2 <- User Engagement Activities	0.775
UEA3 <- User Engagement Activities	0.791
UEA4 <- User Engagement Activities	0.850
UEA5 <- User Engagement Activities	0.710

Discriminant Validity:

Discriminant validity is estimated using cross loading, Fornell –Larcker criterion & Heterotrait- Monotrait technique (HTMT) **(Hamid et al., 2017)**. In cross loadings, indicator that carries less value than other loading values is removed, until the indicators carry high loadings than other loading values **(Chin, 1998)**. The cross loading table is shown below, where loading value of the indicators are more than other indicator loadings.

Cross Loadings (Table No.3)

	Consumer Socialisation	Online Shopping Behaviour	Social Media Marketing Activities	User Engagement Activities
CS1	0.793	0.312	-0.052	0.465
CS2	0.775	0.333	-0.196	0.392
CS3	0.760	0.293	-0.132	0.483
CS4	0.754	0.567	-0.146	0.519
SMMA3	-0.190	-0.188	0.760	-0.111
SMMA4	-0.116	-0.269	0.897	-0.115
SMMA5	-0.093	-0.091	0.754	-0.033
OSB3	0.465	0.800	-0.271	0.526
OSB4	0.374	0.764	-0.103	0.477
OSB5	0.378	0.845	-0.213	0.413
UEA2	0.390	0.452	-0.055	0.775
UEA3	0.469	0.448	-0.079	0.791
UEA4	0.439	0.518	-0.094	0.850
UEA5	0.591	0.435	-0.139	0.710

In Fornell & Larcker criterion, square root of the construct should be greater than its maximum correlation with other constructs. Diagonal root square values of AVE should be higher than non-diagonal values of other construct **(Al-Marsomi & Al-Zwainy, 2023)**. The table no.4 below shows that all the four variables have high correlation value (0.771 of CS, 0.804 of OSB, 0.806 of SMMAs and 0.783 of User Engagement activities) when compared with other correlation of the constructs.

Fornell & Larcker criterion (Table No.4)

	Consumer Socialisation	Online Shopping Behaviour	Social Media Marketing Activities	User Engagement Activities
Consumer Socialisation	0.771			
Online Shopping Behaviour	0.511	0.804		
Social Media Marketing Activities	-0.172	-0.250	0.806	
User Engagement Activities	0.612	0.593	-0.120	0.783

Hair et al., (2020) has recommended the value of less than 0.85 or 0.90 for assessing the discriminant validity using HTMT criteria. The constructs in the study, as shown below in the table no.5 fulfills these criteria and hence, meet discriminant validity of the construct.

Discriminant Validity using HTMT criteria (Table No.5)

	Consumer Socialisation	Online Shopping Behaviour	Social Media Marketing Activities	User Engagement Activities
Consumer Socialisation				
Online Shopping Behaviour	0.638			
Social Media Marketing Activities	0.216	0.316		
User Engagement Activities	0.758	0.772	0.157	

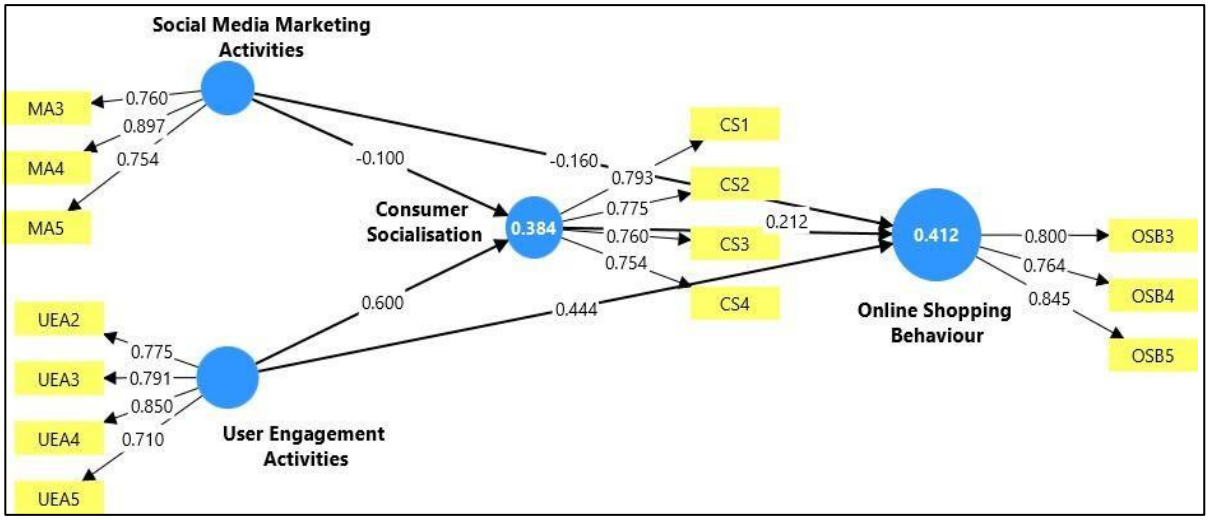


Figure 1: Measurement Model

b) Structural Model Assessment:

According to **Janadari et al., (2013)** for assessing structural model has defined use of VIF value for multi collinearity test among constructs, path coefficient for testing statistical significance relationship of constructs, value of R square for analyzing variance in the construct, f square for assessing effect of exogenous variables on endogenous variables and Q square for assessing predictive capability of model.

The path coefficient is estimated on the basis of beta value, *p* value or *t* value and the results of bootstrapping process. According to estimates, "standardized path should be around 0.20 or above for meaningful path"**(Ali et al., 2018)**.

Hair et al., (2011) opined that "to assess path coefficients significance, minimum 5000 samples is considered and the no. of cases should be equal to no. of observations in the original sample". For two tailed test, t value of

1.96 at 5 % significance level is taken for estimation. If the hypothesis after testing, results in *p* value less than or equal to 0.05, than it is subject to acceptance, otherwise, the hypothesis is rejected. The confidence interval for accepting hypothesis lies with value greater than 0 between lower & upper limit of +/- 1.96 and if the value is 0 & does not fall within the range of +/- 1.96, the hypothesis is rejected at 5 % level of significance in two tailed test **(Kock, 2016).** Therefore, in this study, significant relationship between constructs is measured through bootstrapping method of 5000 samples in a standardized approach. The hypothesis tested is reflected in the result or outcome of path analysis defined in table no.06 below.

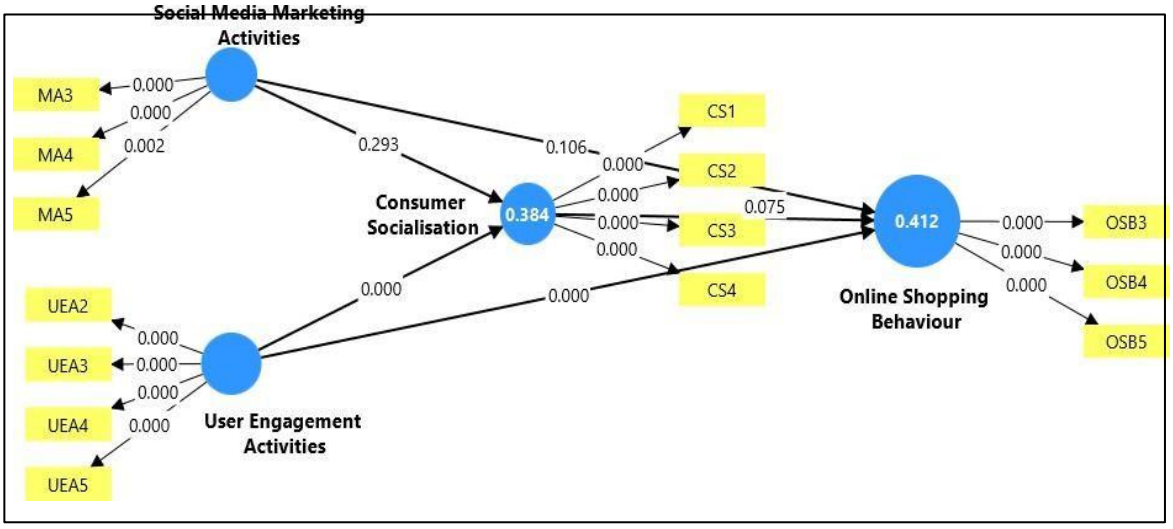


Figure 2: Structural Model

Hypothesis Testing (Table No.6)

	Hypothesis	Path Coefficient (β)	t-value	Confidence Interval	*p*-values	Decision
H1	Social Media Marketing Activities -> Online Shopping Behavior	-0.182	1.616	-0.289 to 0.085	0.106	Not Supported
H2	User Engagement Activities -> Online Shopping Behavior	0.572	3.686	0.194 to 0.665	0.000	**Supported**
H3	User Engagement Activities -> Consumer Socialization	0.600	6.795	0.414 to 0.759	0.000	**Supported**
H4	Social Media Marketing Activities -> Consumer Socialization -> Online Shopping Behavior	-0.021	0.810	-0.082 to 0.021	0.418	Not Supported
Hs	User Engagement Activities -> Consumer Socialization -> Online Shopping	0.127	1.599	-0.006 to 0.307	0.110	Not Supported

Interpretation-

The relationship between social media marketing activities and online shopping behavior is found to be insignificant & negative with β value of -0.182 which is less than the standard value of 0.20, p value of 0.106 is more than 0.05 and t value of 1.616 is less than 1.96. Similarly, the relationship studied in hypothesis no.04 & 05 is also insignificant as the values calculated carries values less than the standardized value (β value, *p* value & *t* value). The confidence interval of the 1st, 4th & 5th hypothesis is negative which is less than the standard limit of greater than 0, therefore, these relationships are insignificant and hypothesis thus are not supported.

Whereas, the hypothesis 2nd & 3rd stating relationship between User engagement activities & Online shopping behavior and User engagement activities & Consumer socialization, respectively, is significant as the calculated value of β coefficient, *p* value & *t* value is greater than the standardized value. The confidence interval of these hypotheses is also greater than 0 as a result relationship is significant and the decision supports these hypotheses. R^2 value is interpreted in the same as that of regression analysis **(Achjari, 2004)**. **Haji-othman et al., (2024)** defined it as "*the squared correlation between a construct's actual and predicted values*" and it ranges from 0 to 1. **Tilahun et al., (2023)** has defined the R^2 value range for endogenous construct. Value of

0.25 indicates weak, 0.50 indicates moderate and 0.75 indicates substantial predictive power.

R-square value (Table No.07)

	R-square	R-square adjusted
Consumer Socialization (CS)	0.384	0.369
Online Shopping Behavior (OSB)	0.412	0.390

The R^2 value of the mediating variable "consumer socialization (CS)" is 0.384 which describes 38.4% impact is explained on the variables taken in the study. The R^2 value of the dependent variable "Online shopping behavior (OSB)" is 0.412 which reflects 41.2 % impact on the variables taken in the study. Both consumer socialization (CS) and online shopping behavior (OSB) has moderate predictive power. **Huang, (2021)** opined VIF value to be less than 5 and R^2 value of between 0 and 1. R^2 value close to 0.50 defines moderate explanatory power and 0.75 as high degree of explanatory power. The calculated VIF value as shown in the table no.08 is derived to be less than 5 of all the items of the constructs. VIF values less than the threshold limit of 5 indicates that there is no issue of multi collinearity among the constructs **(Ali et al., 2017)**. Thus, the constructs in the study have no problem of multi collinearity.

VIF Values (Table No.08)

	VIF
CS1	1.985
CS2	1.758
CS3	1.592
CS4	1.292
MA3	1.232
MA4	2.676
MA5	2.366
OSB3	1.360
OSB4	1.485
OSB5	1.794
UEA2	1.675
UEA3	1.753
UEA4	2.047
UEA5	1.282

Effect size or f^2 is defined as the influence of exogenous variable on endogenous variable. The study opined the general guideline given by former authors and according to these guidelines, values more than 0.02, 0.15 &

0.35 represents small, medium & large effect sizes respectively **(Subhaktiyasa, 2024).**

F Square value (Table No.9)

	Consumer Socialization	Online Shopping Behavior	Social Media Marketing Activities	User Engagement Activities
Consumer Socialization		0.047		
Online Shopping Behavior				
Social Media Marketing Activities	0.016	0.042		
User Engagement Activities	0.576	0.210		

As according to the calculation, f^2 value of 0.047 (consumer socialization to online shopping activities) has medium effect, f^2 value of 0.016 (social media marketing activities to consumer socialization) has small effect, f^2 value of 0.042 (social media marketing activities to online shopping behavior) has medium effect, f^2 value of

0.576 (user engagement activities to consumer socialization) has large effect and f^2 value of 0.210 (user engagement activities to online shopping behavior) has large effect.

Henseler et al., (2009) opined that *"Q2-values above zero states that the observed values are well formed and that the model has predictive relevance (Q2-values below zero indicate a lack of predictive relevance)".* **Hair et al., (2019)** state that Q2 value higher than 0, 0.25 & 0.50 indicates small, medium & large predictive relevance.

Q Square value (Table No.10)

	Q^2predict	RMSE	MAE
Consumer Socialization (CS)	0.331	0.855	0.658
Online Shopping Behavior (OSB)	0.338	0.843	0.646

The Q^2 of the endogenous variable consumer socialization (CS) and online shopping behavior (OSB) is 0.331 and 0.338, respectively. These values indicate medium predictive relevance of both the constructs.

5. DISCUSSION OF THE STUDY:

According to the findings tabulated above, social media marketing activities such as advertising pottery products, promoting via videos and contents offering varieties of pottery products does not lead to online shopping of pottery products by consumers. Social media shapes consumers perspective with respect to online shopping but here in the result, with respect to pottery product, consumer socialization has no effect on online shopping behavior of pottery consumers despite marketing activities via social media platforms.

The user engagement activities such as interacting with online content in the form of likes, share, comment, etc, significantly affect online shopping behavior of pottery consumers. In other word, online contents & campaigns supporting use of eco - friendly pottery products attracts consumers' attention and leads to online purchase of pottery products. User engagement activities and consumer socialization was also found to be significantly related to each other here, but the mediating role of consumer socialization between user engagement and online shopping behavior of pottery consumers was found to be insignificant. In precise word, consumers as an environment conscious individual are attracted towards eco-friendly pottery products but the societal perception towards the use of pottery turns their online shopping behavior oppositely, that is, they don`t purchase pottery products despite being its eco-friendly nature. This opinion of societal perception is well supported by **Kayamba & Kwesiga, (2016)** in their study where they stated that for centuries, pottery occupied major place in kitchen & lifestyle of people, but with the introduction of western approach of modern education their lifestyle influenced, they consider pottery as a backward products and as a result modern industrial products like that of aluminum, plastics, enamel, etc, replaced pottery. Similar thoughts are shared by **Fatuyi, (2018)** in its study where it stated that social changes introduced as a result of western culture has witnessed use of less expensive & more durable products made up of plastic & metal in place of pottery products.

Darma et al., (2022) describes that marketing through digital platforms serve as a boon where products got promoted at economical cost and market expanded beyond boundaries. But the lack of marketing strategy has made pottery sales remained sluggish. **Dutta, (2014b)** has defined marketing challenges from perspective of marketing mix such as limited varieties & design of product (product related), high price due to high cost of product arising as a result of old production method (price related), lack of awareness about product (promotion related) and lack of basic infrastructural facilities creates problem in distribution (place related). To deal with the problem of marketability, arising as a result of challenges from industrial products, Otieno, (2022) opined that incorporating contemporary designs in these indigenous products will improve demand from consumers and sales at last. Jurgens, (2007) in his study describes promotion of pottery through an advertisement via pamphlet that attracted lots of people from different class of society and led to purchase of pottery wares extensively. Shabab, (2014) opined promoting pottery as green product as one of the strategies. Increasing modern health conscious consumers are a good prospect for marketing pottery (Putri, 2018). Eco-friendly quality and artistic caliber of pottery has still maintain its reliability despite market challenges arising as a result of competition from industrial products, thus, a strategy development is required to create an edge in this competition (Islam et al., 2020).

During the field survey of this study, it was found that pottery is now made mostly in rural & remote areas which lack infrastructural facilities, thus, the problem of logistic & transportation to supply products to wider market obstructs digital marketing efforts made via social media platforms. Therefore, social media marketing activities need support of basic facilities to result in online shopping of pottery products. This argument is well supported by words of **Haeruddin et al., (2023)** which states challenges such as limited internet access in rural areas creates problem in transacting online, logistic challenge of supplying product due to lack of infrastructure and difficulty in promotion & marketing due to lack of proper strategy are obstructing online marketing of pottery products.

Conclusion and Future Recommendations:

Pottery products has explored beyond physical boundaries but due to dearth of proper marketing strategies, efforts of digitally selling & marketing goods is not reaping much benefit. Logistics problems, lack of product modernization with respect to product design & varieties and lack of promotion about product quality are some other reasons that are hurdling efforts of social media marketing activities. Other reasons such as artisans marketing skills, production technology to upgrade product, need for research & development efforts and marketing intelligence and government efforts are not discussed as reason for failure of turning social media marketing activities into online shopping. Various authors have taken different variables in

different studies (related as well unrelated to pottery industry) such as consumer psychology, economic factors, purchase intention consumers online purchasing behavior, etc, these factors can also be taken to study the impact of social media marketing activities on online shopping behavior of pottery consumers.

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