
Impact of social media advertisement on consumer purchasing behaviour

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Abstract: The latest trend in marketing is advertising and purchasing through social media. Currently the majority use social media and are greatly attracted towards the new brands which are advertised in social media. Consumers are highly influenced by online advertisements that come in various social media platforms like Facebook, Instagram, Pinterest, YouTube, etc. social media easily take the attention and impel the consumers to go beyond the window shopping which is purchasing. Social media has become an effective marketing tool to create brand awareness. The consumer's choices have narrowed down and in need of an influence to convince the consumer choices. Attractive and informative or well drafted content can glue the consumers towards specific brands or services. Surveys have been taken to find specific impacts on the consumers purchasing behaviour through social media advertisements. The main aim of this paper is to study the impact of social media advertising on consumer purchasing behaviour.

Keywords: social media advertising, purchasing behaviour, consumer behaviour, innovation.

INTRODUCTION

Social media promotion indicates the utilization of social media stages and websites to advance an item or benefit. In spite of the fact that the terms e-marketing and advanced promoting are still prevailing in the scholarly world. Social media marketing is getting to be more well known for both specialists and analysts. Social media marketing is the use of social media platforms to connect and interact with people to create your own brand, increase sales, and drive website traffic. This includes showcasing exactly great content on your social media profiles, listening to and engaging your followers, analyzing your results, and processing social media advertisements.

Once you have more reserves to develop your social media promoting, an region merely can consider is social media promoting. Social media advertisements permit you to reach a more extensive gathering of people than those who are taking after you. Social media publicizing stages are so capable these days that you just can indicate exactly who to show your advertisements to. You'll make target gatherings of people based on their socioeconomics, interface, behaviours, and more. After you are running numerous social media advertising campaigns at once, you'll consider employing a social media publicizing instrument to form bulk changes, mechanize forms, and optimize your advertisements.

The Buyer Behaviour makes a difference in understanding how people make choices to spend their accessible assets like time, cash, and exertion whereas acquiring products and administrations. It may be a subject that clarifies the fundamental questions that a typical shopper faces – what to purchase, why to purchase, when to purchase, where to purchase from, how frequently to purchase, and how they utilize it. Customer behaviour may be a complex and multidimensional preparation that reflects the totality of shopper choices with regard to securing, utilization, and transfer of products and administrations.

Social media has possessed a critical position as a communication device. Individuals over the globe utilize social media to put through to other individuals or organizations. Globally, individuals have begun to utilize social media such as Facebook, Twitter, Instagram and LinkedIn to share their encounters. Our research idea is based on the rich knowledge acquired by our peer teams across the university. (A.C.Gomathi, S.R.Xavier Rajarathinam, A.Mohammed Sadiq, Rajeshkumar, 2020; Anil K. Danda et al., 2009; Anil Kumar Danda & Ravi, 2011; Dua et al., 2019; Ezhilarasan et al., 2019; Krishnan & Chary, 2015; Manivannan, I., Ranganathan, S., Gopalakannan, S. et al., 2018; V. Narayanan et al., 2009; Vinod Narayanan et al., 2012; P. Neelakantan et al., 2011; Prasanna Neelakantan et al., 2013; Prasanna Neelakantan & Sharma, 2015; Panchal et al., 2019; Prasanna et al., 2011; Priya S et al., 2009; Rajeshkumar et al., 2019; Ramadurai et al., 2019; Ramakrishnan et al., 2019; Ramesh et al., 2016; Venugopalan et al., 2014). As clients, individuals share item audits, data around a benefit, counsel on food or wellbeing, notices almost items, recommendations on utilizing certain items, and much more. People have a part of 'connections' on social media, in this manner data is devoured by numerous individuals. This data gets to be a

source of impact on shoppers and their buying behaviour. Research ponders have appeared that numerous individuals depend on the data and surveys on social media as a direct for arranging their future purchases. Social media has developed in terms of its reach and affect.

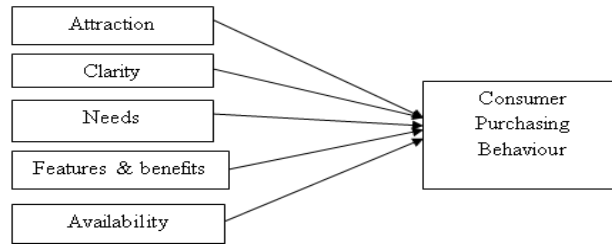


Fig.1: Conceptual Frame Work

REVIEW OF LITERATURE

Mrinal (2008) made a study about the rise of social media websites such as Myspace and Facebook and found that, over the past decade website visits have increased sooner the companies started concentrating to redesign web content based on prevailing fashion (Todi, 2008).

Kyle and Michael (2010) did a study on clarifying why business people, other professionals, and the workforce must understand the impacts of right utilization of social media plays a major role in the success of the business. It is clear that entrepreneurs also understand how to use social media to increase ads and boost marketing along with the economy in its current state and to adapt with the constant change in marketing techniques. (Hensel, 2010).

Shu and Yoojung (2011) made a study about the electronic word of mouth where the result gives the confirmation about the credibility, information of optimistic effect on the behaviour of electronic word of mouth users and also with less negativity implications (Chu & Kim, 2011)Chu(Chu & Kim, 2011).

Iryna and Anthony (2012) the research investigates the developing textures within the usage of social media, showcasing by SMEs and classifies the recurring designs into taxonomy of strategic styles which are managerially important for emerging marketing trends and approach (Pentina & Koh, 2012).

Zeljka et al., (2012) the main purpose of the study is to know why social media users avoid ads in social media platforms. In most part it was concluded that the clients of online social systems don't interest promotions, but they basically don't take note of them. Other substances found in online social systems mitigates the engaging quality of the promotions. Subsequently, the respondents detailed that the brand acknowledgment in online social systems was found to be much lower than the one made through other media channels (Hadija et al., 2012)Hadija(Hadija et al., 2012).

Praavisha and Krishna (2013) made a research about the effect of social media buying behaviour of youngsters in South Africa by conducting a survey to 150 students. The evidence says that the youth are so into modern social media purchasing than the traditional buying behaviour which also results in lower time usage (Ramnarain & Govender, 2013)Ramnarain(Ramnarain & Govender, 2013).

Le et al., (2014) the study reveals about the influence of online pop up advertisements of social media users in buying behaviour where the result states that the pop up ads are not that effective and doesn't give any serious impact to consumers (Wang et al., 2014)Wang(Wang et al., 2014).

Elisabeta and Ivona (2014) made a research on how the technology gives consumers the control to investigate products to name them and criticize them in rise to degree, and more. Subsequently numerous companies nowadays have pages on social systems to complement the data held approximate items held by the input of customers and tend to relate more to a company after perusing different audits (Ioană & Stoica, 2014)Ioană(Ioană & Stoica, 2014).

Henry and Abednego (2015) did research to find out the differences between the consumer's attitude and social media marketing and their behavioural reaction and the moderating influence of corporate credibility. Social media advertisement among practitioners and researchers is increasingly gaining ground. The results show that there is an essential connection between the attitude of consumers towards social media ads and their behavioural responses. (Boateng & Okoe, 2015).

Dwivedi et al., (2015) the study talks about social media as a late picked up great name as an exceedingly impactful channel of communication in these cutting edge times of digitized living. It has been put on a platform over changed streams for encouraging participatory interaction among businesses, bunches, social orders, associations, buyers, communities, gatherings (Dwivedi et al., 2015)Dwivedi et al., 2015).

RESEARCH METHODOLOGY

Descriptive research design is used in this study. Primary data is collected from questionnaires which are collected from 91 respondents by using simple random sampling of general consumers. The questionnaire is divided into

various factors such as demographic variables, independent variables of social media advertisement such as Attraction, Clarity, Need, Featured & Benefit and Availability and dependent variable as Consumer Purchasing Behaviours. The collected data were classified, tabulated and analyzed with the statistical tools like Frequency, and Regression analysis.

DATA ANALYSIS AND INTERPRETATION

FREQUENCY ANALYSIS OF DEMOGRAPHIC VARIABLES

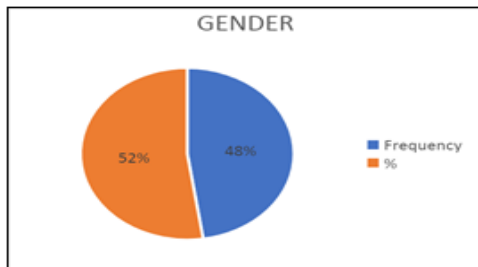


Figure 1 shows the Gender of respondents. 53.8% are Female and 48% are Male respondents.

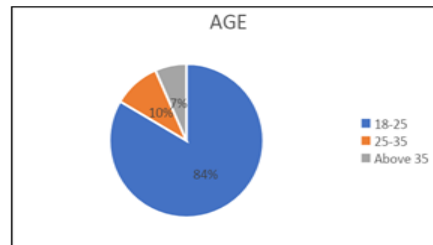


Figure 2 indicates the age group of respondents. 83.5% respondents age group lies between 18-25 years 9.9% of respondents lies between 25- 35 and other 6.6% age group respondents are above 35.

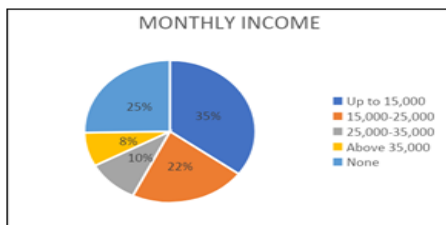


Figure 3 shows the monthly income of the respondents. From the table it is clear that 35 % of the respondents are those who earn up to 15,000 on a monthly basis 25% don't earn any income, 22% are earning between 25000-35000, and 10% are earning 25000-35000.

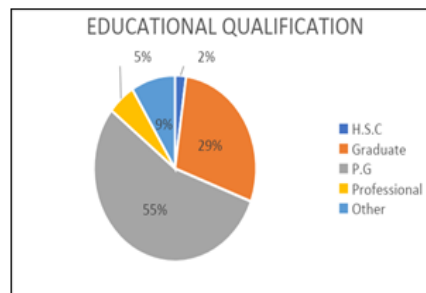


Figure 4 shows the educational qualification of the respondents. 54.9% respondents hold P.G degree followed by 28.6% Graduate

REGRESSION TEST

Table 1: Showing Model Summary

MODEL	R	R Square	Adjusted R Square	Error of the Estimate
1	.470 ^a	.221	.175	.53526

The above table provides the R and R2 values. The R value represents the simple correlation and is 0.470 (“R” column), which indicates the degree of correlation. The R2 value (the “R square” column) indicates how much of the total variation in the dependent variable can be explained by the independent variable. In this case 22.1% can be explained, which is Low

Table 2: Showing Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.896	5	1.379	4.814	.001 ^b
	Residual	24.353	85	.287		
	Total	31.249	90			

The above table indicates that the regression model predicts the dependent variable significantly well. Here the ‘p’ value (0.01) which is lesser than 0.05. Thus, it indicates the statistical significance of the regression model that was run. (i.e., it is a good fit for the data).

Table 3: Showing Regression Analysis

Model	Unstandardized co-efficient		Standardized Co-efficient	t	Sig.
	B	Std. error	Beta		
Clarity	.037	.080	.050	.455	1.333
Features & benefit	.115	.089	.126	1.291	1.040
Attraction	-.195	.089	-.216	-2.198	1.049
Need	-.133	.060	-.219	-2.228	1.051
Availability	.148	.063	.261	2.354	1.345

The above table indicates regression analysis with B & Beta value for the independent and dependent variables which are assumed. From the analysis it is found that both Attraction (-0.216) and Need factor (-0.219) have negative linear relationship with respect to consumer purchasing behaviour. The clarity (0.050), features & benefit (0.126) and availability (0.216) factors are having strong positive linear relationships with respect to consumer purchasing behaviour.

RESULTS AND DISCUSSION

The overall findings of this study reveals that Insta and Youtube are the two main social media platforms people prefer the most to get information on products. From the regression analysis it is evident that the online purchasing behavior of consumers influenced by social media is completely based on the availability of the product that they are looking for. If such products are availability is again checked if it is within the geographical area also being considered. Liu Y et.al., had done a study to determine how the website cues influence online purchase and found that the personality factors of normative evaluation, impulsive are the key factors; while website cues of visual appeal and product availability seems to be more important precursors. (Liu et al., 2013). This result supports the findings of this research.

CONCLUSION

The study was conducted to know the impact of social media advertisement on consumer purchasing behaviour. The reason for the impact has been narrowed down to various factors including (attraction, clarity, need, features & benefits and availability) factors. To know the impact a questionnaire was created and circulated with a sample of 91 respondents. It was found that the main reason for the impact was availability of the product or services based on their preferred geographical location because the market showcases various advertisements, people get attracted towards the ad to check whether it is available in their country or one of their particular locations. The result finally says that availability impacts the consumer purchasing behaviour.

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