

The Impact of Social Media Advertisement on Consumer Buying Behavior: A Case Study of Tura, Meghalaya

Gun Dongkam Ch Sangma¹, Dr. Tanima Tarafdar²

¹Student of Master of Commerce, The Assam Royal Global University, Guwahati, India

²Assistant Professor, Royal School of Commerce, The Assam Royal Global University, Guwahati, India

Abstract: *The rapid growth of social media has revolutionized the way businesses promote their products and engage with consumers. This study aims to investigate the influence of social media advertisement on consumer buying behavior, with a specific focus on Tura, a bustling town in the state of Meghalaya, India. By exploring the unique socio-cultural characteristics and consumption patterns of Tura's residents, this research seeks to shed light on the effectiveness and significance of social media advertisements in shaping consumer decision-making processes in this particular context. This study employs a mixed-methods research design, combining qualitative and quantitative approaches. The qualitative phase involves in-depth interviews with consumers and industry experts to gain insights into their perceptions, attitudes, and experiences concerning social media advertising. The quantitative phase utilizes a structured questionnaire survey distributed among a representative sample of Tura's population to gather empirical data on their exposure to social media advertisements, information processing, and subsequent purchase intentions.*

Keywords: social media advertising, consumer buying behavior, Tura, Meghalaya, India, qualitative research, quantitative research, perceptions, attitudes, purchase intentions.

1. Introduction to Social Media Advertisement

Modern world is growing rapidly with the advent of internet at a very fast pace. With the evolution of internet, it has given rise to digital world which includes digitally involved processes in marketing. In the marketing world, advertisement has been one of the crucial strategy to reach the customers and give awareness of the products. Internet has given many platforms to advertise the products to visually recognize the idea of various products to meet the customer's satisfaction.

Social media has become a hub of advertisement platform through which the products are made awareness with quick and easy access to all consumers. Most people used social media to interact with others and keep connection digitally. But with the growing of social media industries, it has been widely used as advertising platforms to reach more people in creative way and at low costs. Social media provides a connection between business and consumers with a view to get a feedback and satisfaction regarding the products.

Social media advertising refers to the process of creating and sharing promotional content on various social media platforms like Facebook, Instagram, Twitter, Linked - In, Whats - app and others, to reach and engage with a specific audience for a business or brand. With billions of users across the globe, it has enabled people to reach vast audience to boost brand awareness and increase their sales. Social media advertising involves planning and implementing social media campaigns that incorporate various elements like creative visuals, engaging copy, targeting and measurement. By the usage of right tools to advertise in social media, it has created a large network of social competitiveness with visual displays and celebrity endorsement to promote their products. Social media

platforms helps to identify the target audience through their usage of products and sale analysis.

2. Features of Social Media Advertisement

Social media advertisement is a backbone of digital marketing where paid campaigns are done to reach the target consumers in the area or as a whole.

- Finding new audiences.
- Target qualified consumers.
- Segregate products based on people's perception.
- Visual and creative display of advertisements.
- Social selling of products.
- Global outreach.

Significance of digital media advertisement

- It allows businesses and organizations to reach a wide target audience.
- It is quick and easy access to vast user based platforms like Facebook, Instagram etc.
- It can help to target specific demographics and interests.
- It increases the number of potential or new customers.
- It is cost effective than traditional advertising.
- It allows staying competitive among other businesses in the area.

Different Types of Social Media Platforms

Facebook:

Facebook is the interactive platform to connect with people all around the globe. It is an user friendly with over 2.8 billion active users everyday. It provides a platform for large audience to promote the business and other commercials with creative interactive visuals and graphics. The wide use of advertisements made a perfect platform to promote the

business in such social media platforms. Facebook allows businesses to target specific people based on demographics, interests, behaviors and more. Facebook provides a variety of ad formats including photo video catalogue s to best create their advertisement on their own message and goals.

YouTube:

YouTube is the video interactive channel which provides a different range of videos like musics, education, short movies, live presentations etc. YouTube with more than 2 billion users worldwide is able to target large audience in the field of advertisements. With the view of videos on the platform, it provides ads in between which are paid by the promoters. The more the views the more the ads are presented. It can track person's interest on watch - list and make suggestions to the users. Business house promotes their products directly in their channels or with the influence - rs who has gained more subscribers to reach more audience of the promoted products. Small businesses came up with the use of platforms and able to promote their business with low cost management and easy access.

Whatsapp:

Whatsapp is the messaging application which is widely used all over the world. It has an application to send messages, photos, videos, documents etc. It also enables the user to interact in live video calling with user encrypted software. It is user friendly and widely used as advertisement platforms in snowballing medium. People are able to create business account to use solely for business and promote their products and reach the customers. It provides live status to update the photos, videos or message of an individual and also giving the access to locations ans sites. Whatsapp became more useful in education sector where it can make video conference to many people at a same time and able to provide a platform to conduct meetings and interactions.

Instagram:

Instagram is the social media platform to connect with people through photos, short videos and reels. With more than 2 billion active users worldwide, Instagram became the advertisement platform to reach more customers. Users promote their products through clicking photos and videos with creative and attractive visuals to grab attention to the buyers. It works on following based concept, where people gain more followers, there is more reach. Celebrities also podcast their activities in the platform and promote paid dealership ads.

About Tura, Meghalaya:

Demographic profile:

Tura is the headquarter of West Garo Hills district in the state of Meghalaya located in the foothills of the Nokrek range of Garo Hills. It was originally known as Dura but its changed to Tura as it is easier to pronounce. It has a population of 74, 858 (as of 2011 census) and the language used there is Garo, Hindi and English.

Tura is 220 km away from Guwahati city connected through National highway 217 (old NH 51). The West Garo Hills district is mostly hilly with topographic plains and valleys.

Tura is predominantly inhabited by Garos, a tribe with matrilineal society belong to Tibeto - Burman race tribes. Other indigenous inhabitants are the Hajongs, Rabhas, Koches, Rajbansis, Meches.

The West Garo Hills district has three important mountain ranges - Tura Range, Arbella Range and Ranggira Range. It also has important rivers flowing from Assam to the southern region towards Bangladesh. Simsang river is the main source of water in Garo Hills. Other rivers include - Jinjiram, Kalu, Didak, Bogai and Dareng in southern part of the district.

Rise of social media advertisement in Tura, Meghalaya

With the growth of social media in the area, there is an emerging industry among the youths and young adults as a business platforms. Social media has grabbed the attention to promote the business marketing to small entrepreneurs to the large business groups.

In today's world Meghalaya has reached significant number of users in social media to advertise their products or made awareness on the products and services in the area. Social media has not become just a communication platform but also a largest marketing hub in the state. With many features embedded in social media business houses are able to provide information to their target business.

Due to increase usage of social media advertisement, Meghalaya is able to create a tourism business to a large extent attracting the tourists all across the globe. The dense forest and majestic waterfalls of Meghalaya has attracted many hikers and tourists who look for serenity and peace to fulfill their needs.

Meghalaya Government also publishes information regarding economic, political, educations etc through social media advertisement. The Government officials also made aware of the current affairs in the area through social media in the concern department. The current scenario of government significantly prioritized in the visual representation of advertisement. With the advent of social media, consumers in Tura has reached the increased level of awareness regarding the government policies in and around, news, job vacancies and recruitment, election campaigns, new business promotions etc.

3. Literature Review

In the contemporary world, social media has become a powerful tool for consumers to make purchasing decisions. With the advent of technology, consumers' lives have been transformed, and they often struggle to find time to research products due to their busy schedules. Social networking sites have become a valuable resource for obtaining information not just about companies but also about the experiences and opinions of other consumers. Furthermore, social media allows for consumer participation, making consumers active players rather than mere spectators in the buying process. This active involvement empowers consumers to gather insights, engage in discussions, and alter their purchasing decisions based on the information they gather online (Vibhuti Agarwal, 2022)

The focus of this research is on understanding the buying process of complex consumer purchases and how social media influences this process. Complex buying behavior refers to infrequent purchases with high consumer involvement, which can significantly impact brand choices. Social media has emerged as a new trend in the consumer landscape, driven by the proliferation of user-generated web technologies such as blogs, social networks, and social media platforms. Platforms like Facebook, Instagram, YouTube, and Twitter have enabled people to connect, share thoughts, and generate user-generated content on a global scale, collectively known as social media. This revolution in social media has transformed the way consumers gather information about products and services. Opinions and feedback from consumers on social media can significantly influence offline opinions, making social media a powerful platform for shaping consumer perceptions and decisions (Mr Sony Varghese, Ms Mansi Agrawal, 2021)

The findings of the study indicate that creative characteristics, attention-grabbing details, emotional appeal, and celebrity endorsement significantly influence how social media advertising is evaluated by consumers. These elements play a vital role in shaping consumers' perception and response to social media advertisements. Moreover, the study reveals that attention-grabbing details, celebrity endorsement, and emotional appeal have a substantial impact on customer purchase intention. These findings highlight the importance of incorporating these traits into social media marketing strategies to enhance consumer buying intent. (Sriram K V, Namitha KP and Giridhar B Kammath, 2021)

Social media platforms have become a powerful medium of communication, facilitating interactions between individuals and organizations worldwide. The proliferation of social networking sites, particularly in developing countries like India, has opened up new avenues for marketers to connect with consumers. With the increasing reliance on social media, opinions and reviews shared on these platforms have started to play a significant role in shaping consumers' purchasing decisions. One key aspect of social networking sites is their ability to enable customers to make suggestions, compare products, and share their experiences through status notifications. Satisfied customers can highly recommend products to their network of intended consumers, effectively influencing their peers' purchasing decisions. This word-of-mouth effect amplified by social media has gained substantial importance for industries seeking to leverage consumer trends for their own sales strategies (M Deepa, Dr. V. Krishna Priya, 2021)

This study focuses on the use of media advertising through YouTube to create awareness among the public. By distributing a questionnaire to different age groups in various localities, the research aimed to explore the exposure and effectiveness of media advertising on YouTube. The findings indicated that media advertising through YouTube easily reaches the public, suggesting its efficiency as a platform for self-promotion. The study also highlighted that individuals can advertise their own videos and become popular more effectively through YouTube compared to conventional modes of advertising. The research

demonstrated that media advertising through YouTube is a faster and cost-effective method for showcasing talent and creativity (Dr. G Joicy Lidwina, T. Vaidegi & S. Hemalatha, 2020).

4. Objectives of the Study

The objectives of the study are as follows -

- To study the awareness level of social media advertisement in the area.
- To identify the factors affecting choice of social media advertisement in the area.
- To analyze the level of satisfaction of consumers towards social media advertisement in the area.

5. Scope of the Study

The purpose of this study to analyze the awareness level of social media advertisement in Tura area. The study shows the factors affecting towards choice of social media advertisement and how it impacts their buying behavior. It clarifies the advantages of social media advertisement in the area and its usefulness towards attaining information regarding the products and services.

6. Research Methodology

- **Area of study:** The study was conducted from Tura town of Meghalaya.
- **Nature of Data:** The data for the research has been collected from both primary and secondary sources. The data has been collected through questionnaires and schedules and by reviewing research papers and published articles.
- **Type of research:** The research analysis is descriptive in nature.
- **Sampling Techniques:** This research study is conducted using convenience sampling method.
- **Sample size - 108 respondents**

7. Limitations of the study

This study is done for academic purpose and certain limitations occur during the research.

- The area is limited to Tura area only.
- The respondents are reluctant to give valid answers.
- The analysis is done with the data collected from 108 respondents only.
- It is primary source of data collection as well as secondary data.

8. Findings

Some of the crucial findings of the study are as follows -

1) Demographic Profile of the Respondents:

- a) **Gender:** The study revealed that 52.8% of the respondents were female, while 47.2% were male.

- b) **Age:** The majority of the respondents (58.3%) belonged to the age group of 20 - 25 years, followed by 35.2% in the 26 - 30 years age group.
- c) **Occupation:** The study found that 72.2% of the respondents were students, 13.9% were working professionals, 1.9% were business owners, and 12% fell into the "others" category.
- d) **Qualifications:** Among the respondents, 46.3% were post - graduates, 43.5% were under - graduates, and 10.2% had other qualifications.
- i) **Return and Credit Facilities:** A significant proportion (81.5%) of respondents availed return and credit facilities for the products they purchased.
- j) **Impact of Celebrity Endorsement:** The study revealed that 50.9% of respondents were neutral regarding the impact of celebrity endorsement on their buying behavior.
- k) **Satisfaction with Purchase Decision:** The majority (62%) of respondents remained neutral in terms of satisfaction with their purchase decisions based on social media advertisements.

2) Awareness and Perception of Social Media Advertisement:

- a) **Awareness:** The research indicated that 80.6% of the respondents were aware of social media advertisements, while 4.6% were not aware, and 14.8% were uncertain (maybe).
- b) **Awareness Level:** Among those who were aware of social media advertisements, 25.9% had a high level of awareness (rating of 5 on a scale of 0 - 5), followed by 17.6% with a rating of 2.
- c) **Preferred Social Media Platforms:** Facebook and WhatsApp were the most preferred social media platforms for advertisements among the respondents, with 33% and 23% respectively.
- d) **Reliability of Information:** 51.9% of the respondents believed that social media advertisements provided reliable information, while 9.3% disagreed and 38.9% were uncertain (maybe).

3) Consumer Behavior and Purchase Decisions

- a) **Interests in Advertisements:** The study found that entertainment (45.4%), offers and discounts (39.8%), and new product launches (39.8%) were the primary interests of respondents in social media advertisements.
- b) **Factors Affecting Choice:** The most influential factors in choosing social media advertisements were usefulness (35.2%), ease of use (23.1%), and enjoyment (28.7%).
- c) **Time Spent on Social Media:** A significant portion of respondents (38.9%) reported spending more than 5 hours on social media platforms, followed by 26.9% spending 3 hours.
- d) **Advertisement Skipping:** The majority of respondents (63%) admitted to skipping advertisements more often, while 32.4% always skipped and 4.6% never skipped.
- e) **Preferred Shopping Method:** Online shopping was preferred by a large majority (73.1%) of respondents, while 26.9% preferred traditional shopping.
- f) **Purchase Behavior:** Most respondents (84.3%) reported buying products based on social media advertisements sometimes, while 41.7% stated they rarely made such purchases.
- g) **Product Preferences:** The most common products purchased through social media advertisements were apparels and clothing (64.8%), followed by footwears (38.9%) and personal care products (37%).
- h) **Payment Methods:** Cash on delivery (58.3%) was the preferred payment method for respondents, followed by UPI transactions (38%).

9. Suggestions

Some of the suggestions includes-

- Choosing the right platform to advertise the product greatly increases brand recognition
- Generating and creating visual demonstrations of graphics and interface to promote the products
- The consumers in the area are still not fully aware of digital advertisements and hence need more awareness programme.
- The people are reluctant to view the ads they see on social media and misses the opportunity of promotion. So the timely and eye - catching representation of advertisements are required
- Using local language and concise language to present the ads will increase its reputation.
- One to one communication is still required in the area to promote specific products.

10. Conclusion

Social media has become a medium of advertisement in most business classes and different departments of society. With its easy access and user - friendly features people are able to connect faster with others and get any information of the surroundings.

The study analysis of Tura, West Garo Hills, Meghalaya shows that people are aware of social media advertisement and are able to get awareness of different products and services in the area. It is found that social media platforms are able to give attention of various products to the students as well as working professionals.

References

- [1] Bendixen Michael, Advertising effects and effectiveness, 1993
- [2] Fuxman Leonora, Digital Advertising: A More Effective Way to Promote Businesses' Products, 2014
- [3] Deepa. M, Dr Krishna Priya. V, Impact of Social Media on Consumer Purchasing Decision Making, 2021
- [4] Hilde A. M. Voorveld, Guda van Noort, Daniël G. Muntinga & Fred Bronner, Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform type, 2018
- [5] Sadia Sharmin Prome, Impact of Social media on buying behavior of consumers in Digital Bangladesh, 2021

- [6] Agarwal Vibhuti, How can social media impact the buying choice of shoppers, 2022
- [7] Dr Grover Priya, Analysis role of social media in consumer decision making for purchase of auto - brands in India, 2017
- [8] Dr G Joicy Lidwina, A study on advertising in social media, 2020
- [9] Machu Samson, Key elements in developing marketing and strategies, 2019
- [10] Sony Varghese, Impact of social media on consumer buying behavior