Exploring the Influence of Social Media Advertising on Consumer Behaviour

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Abstract: *The purpose of this study is to investigate the impact of e - marketing on consumers. The research methodology is of quantitative type using the simple random sampling. Data were collected through a questionnaire distributed to a sample of 150 social media consumers. The study variables include consumer buying decision as a dependent variable and social media advertising as an independent variable. Income, education level, gender and age were used as moderating variables. The results of the study indicate that frequency of social media advertisements had very little influence on consumers' decision - making. There is correlation between social media Advertisement and consumer behaviour. The chance of making purchases based on these advertisement was shown to be significantly correlated with gender. In the modern digital environment, understanding these dynamics is essential to developing successful marketing strategies and unravelling the nuanced interactions between consumer behaviour and advertising tactics.*

Keywords: Consumer behaviour, Social media marketing and advertising, Psychological Factors, Decision - making processes, Influencer Brand Perception, Target audience.

1. Introduction

Social media refers to websites and applications that facilitate communication, involvement, information sharing, and teamwork among individuals. Social media is used by people to maintain relationships with their neighbors, family, and friends. To use social media, people use web - based software or apps on their phone, tablet, or PC. Sharing papers, movies, images, and personal information electronically and swiftly is made simple by social media on the Internet. Social media initially served as a means of communication between friends and family, businesses quickly realised that it could also be used as a popular new tool to contact clients.

Current preferred social media
Facebook will be the most widely used social media network in 2023, with over 3 billion monthlyactive users. With 2.49 billion users, Instagram has 2 billion, WhatsApp has 2 billion, and YouTube has 2.49 billion users come next. It's crucial to remember that different groups use different social media platforms more frequently. For instance, younger users love TikTok, but teenagers are more likely to use Snapchat. Professionals also use LinkedIn, although women are more likely to use Pinterest. The ideal social media network for you will ultimately rely on your unique requirements and tastes. Facebook is a great option if you're searching for a place to connect with friends and family. YouTube is a fantastic choice if you want to view videos. Additionally, Instagram is a fantastic option if you're searching for a site where you may share pictures and videos.

Advertisement
One way to communicate with consumers of a good or service is through advertising. Advertising is omnipresent, even if most people are unaware of it. Advertising in the modern world uses all available media to spread its message.

Television, print media (newspapers, magazines, journals, etc.), radio, press, internet, hoardings, mailers, competitions, sponsorships, posters, clothing, events, colours, sounds, images, and even live people (endorsements) are some of the ways it achieves this.

Role of advertisement
In an increasingly competitive market, people are paying more and more money to improve the brand's image and see this as the basis for distinguishing customers. Advertising in companies, stores or products plays an important role in creating brand image. It allows customers to understand the brand's mission while providing value and meaning to the brand that will resonate with customers.

Consumer behaviour
Consumer behaviour is the study of factors that influence a buyer's decision, including environment, emotional, and social factors. Using data, marketers can understand how customers choose products or services, the thoughts and/or thought processes behind those decisions, and what drives them. Marketers who study customer behavior patterns often find that they are successful in using this information not only to attract new customers but also to retain existing customers.

The factors that drive consumer behaviour
Psychological factors, brand perception and exclusivity, perception and individual thinking patterns, personal factors, age, gender and sexual orientation, social factors, income level, living conditions. To understand consumers' behavior, marketers must first understand what drives their purchasing decisions. For example, studies have shown that familial factors, such as having children, can play a role in which products consumers buy. Individuals' perception of a brand, and whether owning a high - value item, such as a Rolex watch, is important to their self - identity can also affect purchasers' decision - making. Shoppers' age and gender

have also been proven to impact how andwhy they make purchases.

How does advertising make consumer aware about the product

Every business needs to attract customers to be successful. Marketing describes the steps a business takes to attract and retain customers, including creating advertisements that make customers aware of products and services. Advertising can help build loyalty among existing customers, replace ace lost customers, encourage existing customers to purchase more of the company's products or services. Advertising helps inform customers about the product and aims to ensure that the product is preferred erred over its competitors. If advertising succeeds in these two tasks, customers will choose the a advertised product for their next purchase.

2. Review of Literature

(Al Akayleh, 2021) in the the study on "**The influence of social media advertising on consumer behaviors**" is to examine the effects of e - marketing on customers in Riyadh City, Saudi Arabia. Using simple random sampling. Results indicate a significant impact of social media advertising on purchasing decisions, with gender, age, and culture acting as mediators, while income and education have minimal effects. (**Tanika, 2020**) in the research on" **Impact of social media advertising on millennials buying behaviour**" investigated that the influence of social media advertising on consumer Tim interactivity, and privacy concerns influence the attitudes of Indian millennials towards social media advertising. (**Erdoğmuş & Çiçek, 2012**) in the research paper of "**The impact of social media marketing on brand loyalty**" This study focuses on the influence of social media marketing on brand loyalty among consumers in Turkey. The findings indicate that brand loyalty is positively affected when brands offer advantageous campaigns, relevant and popular content, and utilize various platforms and applications on social media. (**Alalwan, 2018**) in the study on "**Investigating the impact of social media advertising featureson customer purchase intention'**" says this study explored how to optimize social media advertising for purchase intentions. These findings offer actionable insights for marketers to create impactful social media ads that drive customer engagement and purchasing decisions. (**Weismueller et al., 2020**) this research **on "Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media"** shows that advertising disclosure influences source attractiveness, trustworthiness, and expertise, which in turn positively influence purchase intention. (**Carlson et al., 2018**) in the research **"Customer engagement behaviours in social media: capturinginnovation opportunities**" have studied how online - service design characteristics on social media brand pages influence customer - perceived value, feedback, and collaboration intentions. Throughdata analysis of 654 US consumers on Facebook, the research shows that factors like content quality, interactivity, sociability, and customer contact quality lead to brand learning, entitativity, and hedonic value perceptions. (**Voramontri & Klieb, 2019**) in the research on "**Impact of social media on consumer behaviour**" have explored how social media impacts consumers' decision -

making for complex purchases, focusing on stages like information search and alternative evaluation. The study found that social media usage positively influences consumer satisfaction, with its impact growing as consumers move from initial research to final purchase and post - purchase evaluation. (**Ekström, 2010**) in the research on "**Consumer behaviour a Nordic perspective**" have studied that throughout history, advertising has played a significant role in drawing in new consumers and goods, particularly during the twentieth - century revolution. It has developed to assume more duties, such as developing cultural values and communicating and differentiating products. (**Ziyadin et al., 2019**) in the research on **"The role of social media marketing in consumer behaviour"** studied the recent studies on social media users are the main topic of this article. Digital consumer culture, how consumers respond to digital advertising. This article examines how users engage with, experience, and are impacted by digital media in their daily lives.

3. Objective

- To analyse correlation between social media Advertisement and consumer behaviour. Examine the social media influencers advertisement on consumer purchase decision making. To evaluate effectiveness of social media advertising.
- To investigate the relationship between social media engagement and consumer purchase intentions.

4. Research Methodology

Need for and Importance of the Study:

This study's goals include a thorough investigation of the relationships that exist between social networks and customer purchasing intentions. Our goal is to investigate the complex connection between consumer behaviour and the widespread world of social media advertising. This study specifically aims to examine how social media advertising dramatically affects and alters the decision - making processes of consumers. In addition, we aim to assess and gauge the efficiency of various social media advertising tactics. By focusing on these goals, we hope to reveal the complex influence social media has on consumer behaviour and preferences, giving businesses and marketers useful information they can use to improve their advertising strategies and better connect with their target audiences.

Sampling Design

As the population is infinite in nature it is impractical to study the whole population for the purpose of selection of respondents, so I used random sampling for the research design. Although there areother approaches that can be utilised for various sorts of research, we used the survey strategy in this case. I selected the questionnaire survey method because it allows for detailed insight into respondents' beliefs and is a quick and inexpensive way to collect data that can easily be processed to provide findings. We used cross - tabulation, correlation, and t - tests to evaluate the data after selecting surveys as the primary method of data collecting.

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Sampling Size
The study is conducted among 150 random individuals as it's important to consider diversifying the sample across various demographics to ensure representation and a comprehensive understanding of the influence of social media advertising on consumer behaviour. The random probability sampling technique was used to ensure the data were collected readily and represented the stratum distribution of the target population. We employed simple random sampling (SRS).

Questionnaire Design
Using a five - point Likert scale, the questionnaire gathered responses and assigned scores from 1 to 5. The summation of these scores provided an attitudinal score for each question. This method was chosen for the research.

Data Collection
Primary data was collected through Google form, survey method by distributing questionnaire to 18+ individuals.

Tools of Analysis
The data collected from sources is analysed and interpreted in a systematic manner with the help of excel and SPSS tools.

Reliability statistics

| Reliability Statistics	
Cronbach's Alpha	N of Items
0.765	19

5. Data and Analysis

Data analysis involves processing and scrutinizing collected information to uncover patterns, trends, and relationships. It includes techniques like statistical analyses, correlations, and regression to derive meaningful insights from the data. Interpretation, a crucial step, involves making sense of these findings, drawing conclusions, and understanding their implications for the research objectives, thereby guiding decisions or further inquiries in the study.

Profile of the respondents:

5.1 Gender

Gender	Frequency	Percent
Male	82	52.9
Female	61	39.4
Total	143	92.3
Total	155	100.0

Graphical representation:
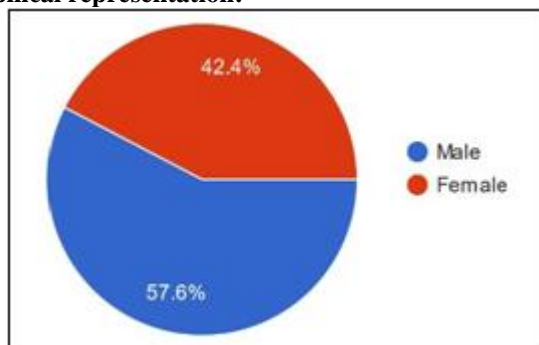
According to polls results the respondents are 57.6% male, 42.4% female.

5.2 Age

| Age	Frequency	Percent
18 - 24	60	38.7
25 - 34	50	32.3
35 - 44	17	11.0
45 - 54	16	10.3
Above 54	143	92.3
Total	155	100.0

Graphical representation:
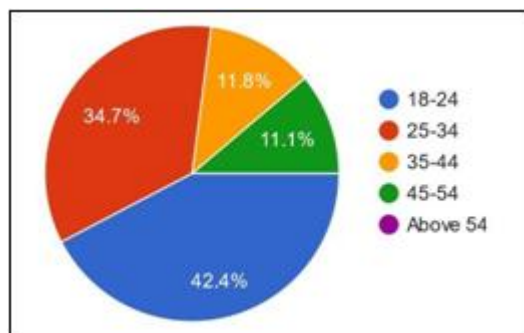
Under the age of 18 - 24, 42.4% of respondents fall into this category. The second largest number of respondents consists of those aged 25 - 34, accounting for 34.7%. Of all the respondents, 11.8% fall within the age bracket of 35 - 44. The ages of 45 - 54 encompass at least 11.1% of the respondents

5.3 Education

| Education	Frequency	Percent
High School	4	2.6
Intermediate	9	5.8
Bachelor's Degree	58	37.4
Master's Degree	66	42.6
Doctor's Degree	6	3.9
Total	143	92.3
Total	155	100.0

Graphical representation:
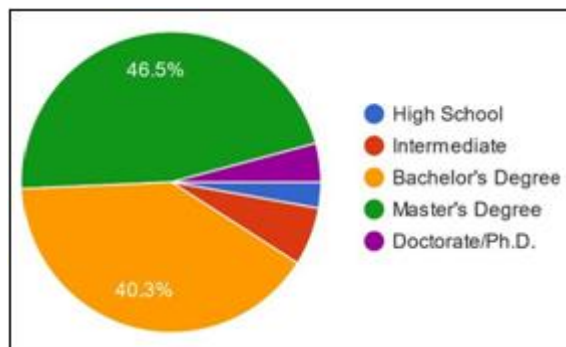
University graduates, comprising 46.5% of the data set, stand as the largest group. Correspondingly - Bachelor's degree holders constitute 40.3. However - - those who

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possess doctoral qualifications still represent an elite faction: albeit small – only accounting for 4.2%. The difference between secondary and university education is evident in the 6.3% share that represents secondary education.

5.4 Annual household income

| Income	Frequency	Percent
Less than 200000	7	4.5
200000 to 499999	66	42.6
500000 to 999999	57	36.8
1000000 to 1499999	7	4.5
1500000 to 1999999	6	3.9
Total	143	92.3
Total	155	100.0

Graphical representation:
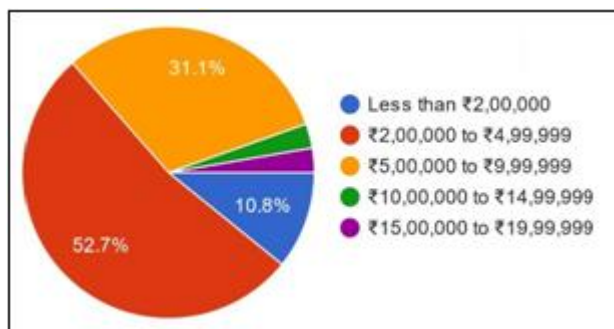
The respondents' income levels, this data discloses, span a diverse range. More than half - - indicated by the largest percentage of 52.7% - - report a relatively modest earning between INR 2, 00, 000 to INR 4, 99, 999; thus suggesting that their financial standing aligns with this specific bracket.31% - - reports a slightly higher income: ₹5, 00, 000 to ₹9, 99, 999; this signifies an overall moderate income level among our surveyed participants.10.8%, reports an income less than 2, 00, 000; this suggests that some respondents are confronting significant financial challenges.2.7% of respondents report earning higher incomes ranging from INR 15, 00, 000 to INR 19, 99, 999; equivalent percentage discloses a lesser income bracketed between INR 10, 00, 000 and INR 14, 99, 999.

Location

| Location	Frequency	Percent
Urban	15	9.7
Semi - Urban	30	19.4
Rural	98	63.2
Total	143	92.3
Total	155	100.0

Graphical representation:
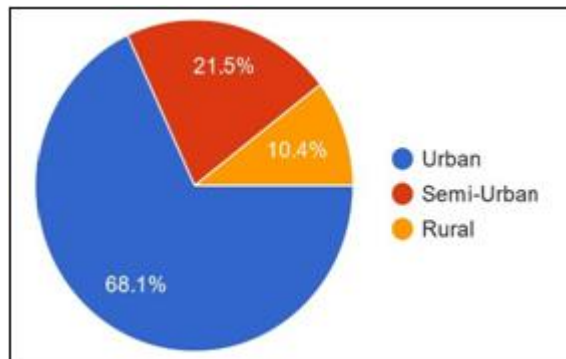
A significant portion, 68.1%, resides in urban areas, reflecting the concentration of the population in cities and metropolitan regions. Semi - urban locations are represented by 21.5% of the respondents. In contrast, rural respondents constitute 10.4% of the sample. The data on location highlights the importance of tailoring initiatives to suit the distinct requirements comprehensive and inclusive development.

U*ses of social media platforms*
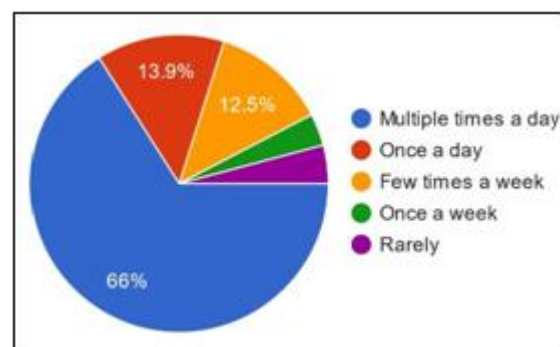
The data reflects how frequently respondents use social media platforms. A significant majority, 66%, engage with social media multiple times a day, indicating that a large portion of respondents are frequent users. Additionally, 13.9% of respondents access social media once a day, with 12.5% checking social media platforms. A smaller group, 3.5%, utilizes social media once a week, 4.2% of respondents use social media rarely, highlighting a minority who infrequently partake in social media activities.

Frequency in advertisements
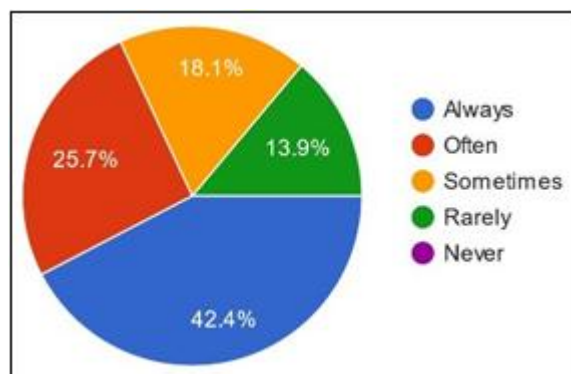
The data shows the frequency at which individuals encounter advertisements while using social media: 42.4%,

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indicating a high prevalence of ads during their social media use.25.7% of individuals come across advertisements often, advertisements appear with less frequency, with 18.1% encountering them sometimes, indicating a more intermittent experience. A smaller percentage, 13.9%, suggesting that a minority of users have a relatively ad - free social media experience.

Feeling when advertisements is seen
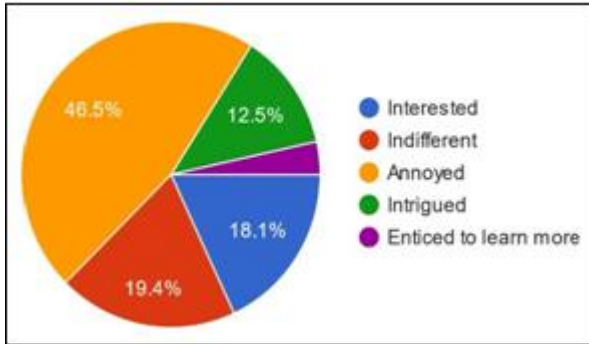
The response gives the range of emotional responses individuals have when they see advertisements on social media. Around 46%, feel annoyed, indicating a substantial portion of users have a negative reaction to ads in this context. Moreover, 19.4% of respondents feel indifferent, suggesting a lack of strong emotional response. On the positive side, 18.1% express interest in the advertisements, indicating a segment of users who engage with or find value in the ads they encounter. Some individuals, 12.5%, report feeling intrigued, implying that a portion of users is captivated or curious about the advertisements they come across.

*Searching products or services after seeing them advertised*
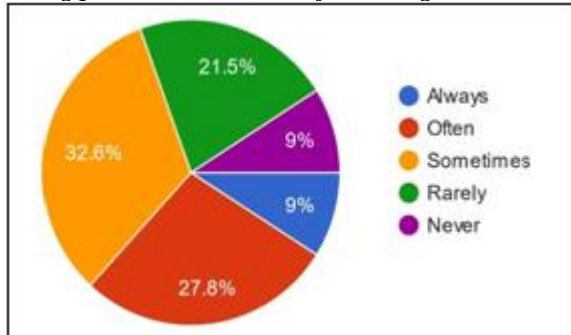
A respondents of, 32.6%, This indicates a moderate level of interest and engagement with advertised products. Similarly, 27.8% of respondents often engage in product or service searches after encountering social media ads, 21.5% of users rarely perform searches for products or services following exposure to social media advertisements, indicating a less common practice among this group. A smaller but still noteworthy percentage, 9%, reports always conducting searches after viewing social media ads, indicating a dedicated and proactive approach to exploring advertised products. Conversely, 9% also falls into the category of "never, " signifying a segment of users who do not typically follow up on ads with product or service searches.

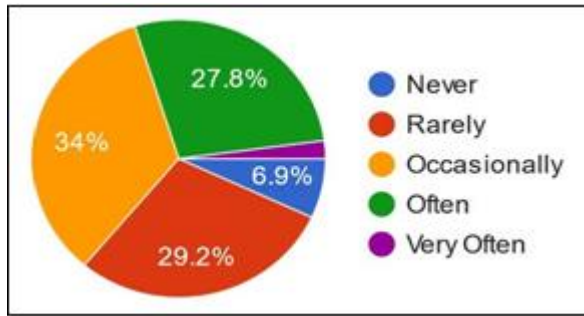*Engaging with ad if it has positive comments and reviews*
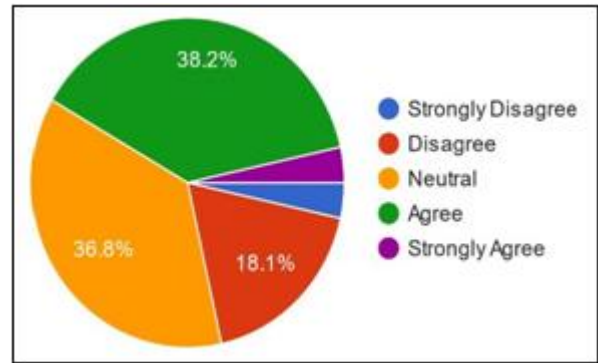
A noteworthy 36.8% of respondents, indicating neither strong agreement nor disagreement about the potential influence positive comments and reviews could have on their advertisement engagement.18.1% of users dissent with the proposition that positive comments and reviews amplify their inclination to interact with social media ads. This suggests a minority perceives these elements as inconsequential in their decision - making processes.3.5% - - strongly concurs that positive comments and reviews bolster their propensity to interact with social media ads. Similarly, 3.5% strongly disagrees, indicating that a minority of users strongly believe that positive comments and reviews do not impact their ad engagement decisions.

Purchase on influencer's endorsement
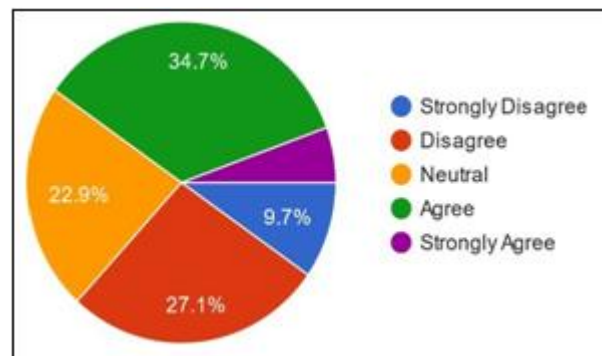
Approximately 34.7% of the surveyed population statistic implies that for a significant portion.22.9% of respondents suggests an indifferent viewpoint towards product purchases influenced by endorsements. This particular group might possess diverse interest levels or experiences in the realm of influencer marketing.27.1%, indicates that a significant portion of the audience remains skeptical or unaffected by influencer endorsements.9.7% of respondents strongly disagreed with buying products based on influencer endorsements. This group is likely highly critical of such marketing tactics or is particularly immune to influencer influence. Constituting around 5.6%, strongly agreed with purchasing products endorsed by social media influencers. This suggests that some individuals are highly receptive to influencer recommendations and may be more likely to make purchases as a result.

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Satisfaction with the quality and features

The largest segment of respondents, accounting for 34%, this suggests that a significant portion of consumers experience satisfaction with some of their purchases. About 29.2% of respondents indicated that they rarely feel satisfied with the quality and features of products bought through social media ads. A smaller but notable group, approximately 6.9%, reported never feeling satisfied with the products they buy based on social media advertisements.2.1%, stated that they very often feel satisfied with the quality and features of products bought through social media advertisements. A round 27.8%, mentioned feeling satisfied often with the quality and features of products purchased via social media advertisements.

Manipulation or misled by a social media advertisement
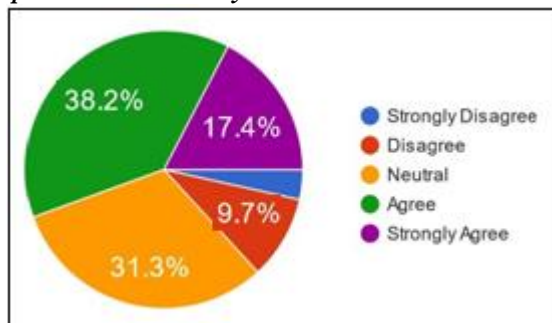
Approximately 38.2%, admitted to feeling manipulated or misled by social media advertisements. About 31.3% of respondents had a neutral stance, This group may have encountered a mix of advertisements, some of which they found deceptive while others were not. A notable percentage, roughly 17.4%, strongly agreed that they have felt manipulated or misled by social media advertisements. This suggests a significant level of concern and dissatisfaction with the transparency and honesty of advertising content on social media platforms. Approximately 9.7% of respondents disagreed with feeling manipulated or misled by social media advertisements. A smaller but still significant group, constituting around 3.5%, strongly disagreed with feeling manipulated or misled by social media advertisements.

Analysis of correlation
It is the process by which we examine the relationship between two variables; it not only identifies whether a connection exists—but also quantifies its strength and direction. Correlation analysis: It's a statistical method, measures the strength and direction of the linear relationship between two variables; it's bivariate in nature - - thus capable of analyzing only two variables simultaneously. In research, we frequently employ correlation analysis to pinpoint patterns and trends within data; moreover – leveraging this tool enables us not only to predict the value of one variable based on another but also enhance our understanding of complex relationships.

Testing Hypotheses

Hypothesis 1, H0 = There is no correlation between how often one encounters advertisements on social media and making a purchase based on those ads.

Correlations

How often do you come across advertisements while using social media?	Made a purchase based on an advertisement saw on media social	
Pearson Correlation	1	-.024
Sig. (2 - tailed)		.778

How often do you come N across advertisements while using social media?		143	143
Made a purchase based on an advertisement sawon social media	Pearson Correlation	- .024	1
	Sig. (2 - tailed)	.778	
	N	143	143

The Pearson correlation coefficient between "How often do you come across advertisements while using social media?" and "Made a purchase based on an advertisement seen on social media" yields approximately - 0.024, indicating a proximity to zero for this value. The correlation coefficient presents a p - value of 0.778, exceeding the standard significance level significantly; this indicates an absence of statistically significant correlation - typically denoted by a p - value greater than 0.05: thus, it fails to reject the null hypothesis.

Therefore, we cannot reject the null hypothesis at a significance level of 0.05.

Testing Hypotheses

Hypothesis 1: Analysing correlation between social media Advertisement and consumer behaviour
H0 = There is no correlation between how often one encounters advertisements on social media and making a purchase based on those ads.

H1 = There is correlation between how often one encounters advertisements on social media and making a purchase based on those ad.

Chi - square analyses

Chi - squares is a test used to test the independence of two variables. Chi - square test is used to test the following hypothesis.
H0: Two categorical variables are independent. H1: The two variables are not independent.

The chi - square test statistic is calculated by comparing the observed frequency of the data under. The null hypothesis with the expected frequency of the data. If the chi - square test is large enough, we can reject the null hypothesis and conclude that the two categorical variables are not independent.

Hypothesis 2: To determine whether there is a significant association between gender and consumers made purchase based on social media advertisement.
H0 = There is no association between gender and consumers made purchase based on social media advertisement. H1 = There is association between gender and consumers made purchase based on social media advertisement.

Crosstab

Count							
		Made a purchase based on an advertisement saw on social media					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Gender	Male	5	14	22	36	5	82
	Female	2	25	6	25	3	61
Total		7	39	28	61	8	143

Value		df	Asymptotic Significance (2 - sided)
Pearson Chi - Square	13.216a	4	.010
Likelihood Ratio	13.598	4	.009
Linear - by - Linear Association	1.766	1	.184
N of Valid Cases	143		

Chi - Square Tests

Pearson Chi - Square value: 13.216 with 4 degrees of freedom. Likelihood Ratio Chi - Square value: 13.598 with 4 df. Linear - by - Linear Association Chi - Square value: 1.766 with 1 degree of freedom. Asymptotic Significance (2 - sided) for Pearson Chi - Square: 0.010. The results suggest a significant association between gender and propensity for making purchases prompted by social media advertisements; this is evidenced by the p - value of the Pearson Chi - Square test - - 0.010, which falls below: With a p - value of 0.05 in hand, we confidently reject the null hypothesis (H0) that proposed an association between gender and consumer behavior based on social media advertisements; consequently, our acceptance shifts to the alternate hypothesis.

6. Conclusion

In this study, "Exploring the Influence of Social Media Advertising on Consumer Behaviour, " we delved into the dynamics of how social media ads impact consumer actions, focusing on purchase decisions and gender - specific influences. My research showed that the frequency of social media advertisements had very little influence on consumers' decision - making. The chanceof making purchases based on these adverts was shown to be significantly correlated with gender. The likelihood of recommending goods or services to others did not, however, appear to be significantly correlated with the frequency of ad exposure. These findings highlight the need for customised marketing approaches, considering consumer responses to social media ads that differbased on gender.

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