

# Influence on Social Media Advertising on Consumer Behavior

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## **Abstract:**

services. There's a huge increase in the operation of social media from once many times. The social media helps guests to search and compare any information and therefore it's removing away the traditional form of media like radio, magazines, TV, and review. thus, there's a need for creating effective online announcement strategies to increase the capital of the current request script by introducing more effective features in social media advertising. This study also demonstrates how the impact of social media advertisements changes depending on where a consumer is in the decision-making process for a certain item or service.

## **INTRODUCTION:**

One of the major areas that has resulted from social media is social media reviews. There are many places where customers may leave evaluations for goods and services, which is quite valuable for both customers and businesses. In fact, businesses actively encourage customers to rate and review goods and services on the web. Because so many people now have access to the Internet, one type of digital advertisement that has grown in popularity is online advertising. It is the most recent and rapidly expanding method of advertising. The internet today offers everything, including links on websites, banner advertisements, little adverts, and pay-per-click advertising. When opposed to traditional print and television media, where advertising are shown in front of the viewers, internet commercials are distinctive in the manner that customers interact with the advertisements. This study focuses on comprehending the effects of social media ads, which are primarily designed to persuade consumers to purchase goods and services. Customers look forward to receiving information from a variety of media, including Twitter, television, radio, billboards, kiosks, events, and printed materials like newspapers, magazines, brochures, and booklets.

## **LITERATURE REVIEW:**

The goal of the study was to shed light on this subject by describing the significance of advertising, its types, how to design it, how it affects consumer behavior—from that of young children to that of adults and the elderly—and the positive and unfavorable effects it can have on consumers' purchasing decisions. The concept of consumer behaviour and numerous psychological characteristics of consumer behaviour when making a purchase are the main topics of the research. The study is also revealing important details about the value of advertising and how different adverts are constructed in order to appeal to the intended audience.

The research represents the relationship between advertising and consumers and takes an in-depth look at consumer purchasing behaviour. The product is initially shown to consumers through the advertisement.

The study found a definite connection between ads and customer behaviour.

The study found that the more enticing an advertising is, the more probable it is that consumers would buy it. This study can help marketers understand what motivates consumers to make a purchase. They can determine which elements of advertising are highly impactful and which are less so. Even if this study has a lot to offer the literature, qualitative data can be used in further research. Qualitative information reveals more about how these factors are related to one another.

#### OBJECTIVES:

This study's main objective was to examine the influence of media ads on consumer purchase behaviour.

1. To study the influence of Social Media Advertisements on Consumer's Purchase Intention.
2. To develop a conceptual model on feature of social media advertisements and purchase intention

#### Sample Size:

A total of 60 people's preferences for brands, colours, and prices were expressed in the data collection.

#### Age range:

The age range of the participants, which fit the study's target demographic, was 18 to 25.

#### Male, Gender:

Gender is not a factor in the study. Thus, both men and women took part in the data collecting.

#### Importance of Advertisement:

Advertising plays a significant role in the workplace since it is one of the primary media strategies used by businesses to reach their target audiences and clients. The purpose of marketing is to draw the target audiences' attention through the use of advertisements for goods and services.

Advertising is essential to the introduction and development of a good or service. It is now necessary for everyone in everyday life, whether they are a producer, a merchant, or a customer, whether they like it or not. People must be informed that a new product is available since advertising has such a significant impact on how people live their lives. Advertisements will be used by customers to locate the right goods and anything else they need. Once people are aware of the spectrum of the product, they may evaluate it and buy the items that best meet their needs.

It is important for manufacturers and businesses that sell products since it boosts sales. Also, it helps companies or manufacturers recognise and track the development of their rivals. Also, if a business decides to introduce or promote a new product, advertising may raise awareness of it and encourage consumers to use it.

#### Negative effect of Advertisement:

1. **Misrepresentation:** Promoting a product in the best possible way is the aim of advertising. The creative method allows us a great deal of versatility. The problem emerges when dramatisation crosses the line and represents a product falsely. The Federal Trade Commission may impose severe fines for false advertising.
2. **False Image:** Product placement enables advertisements to appear in motion pictures. Advertising has a detrimental effect on how people view themselves. These images are usually unbelievable and out of grasp.
3. **Promotion of Dangerous Products:** Public concern has been raised about the potential effects of media portrayals of drinking, alcohol product placements, and alcohol advertising on young people's alcohol use and problems. The media are commonly cited as potential sources of knowledge regarding alcohol for young people, as well as the potential impacts on their drinking and drinking-related problems.
4. **Political Influence:** Although campaign advertising has been a part of politics for more than 50 years, scholars are still split on the outcomes of different advertising strategies. Thus, there is a substantial and wide-ranging body of information about political advertising. According to prevalent view, political advertising generally and negative advertising, specifically, is considered as being harmful to democracy.
5. **Environmental Threat:** Notwithstanding what proponents of the free market system assert, supply does not match demand. Capitalist businesses create demand for their goods via a variety of marketing techniques and planned depreciation. Advertising plays a crucial part in the manufacture of consumerist demand by creating fictitious "requirements" and encouraging the development of compulsive spending habits, fully breaking the conditions for preserving the ecological balance on a worldwide scale.

#### Positive Effect of Advertisement:

1. **Public Service:** When considering the advantages of ads, many people immediately think of public service commercials. These advertisements support a societal idea that is significant to the general public. Public service announcements often contain messages about safety, security, and health. Nonprofits, the government, faith-based organisations, and commercial corporations all execute public service marketing initiatives.
2. **Social benefits:** Contrary to public service ads, traditional commercials that promote a good or service may have social benefits. In nations where the right to free speech is curtailed, this is unquestionably significant. Particularly when it comes from the West, where free speech is revered, advertising there might promote the idea that it is important. Also, advertising fosters two fundamental facets of society: individualism and amusement backed by advertising, which appears to be a catalyst for social change.
3. **Economic benefits:** Advertising has several positive economic effects in both the United States and other nations. The International Advertising Association asserts that advertising may spur businesses to compete and introduce new goods. The fact that these items satisfy a larger spectrum of needs and interests encourages more individuals to purchase. The effect is a boost to the economy. Moreover, advertising can help with job growth. Due to increased demand from advertising, there is a rise in the number of personnel required to produce, supply, ship, and test these goods and services.
4. **Capital Expenditure:** Some marketing professionals assert that the benefit of advertising kicks in when the business is making a presentation to investors. For owners and investors to continue to have trust in the company and to continue providing the money needed to produce the items.

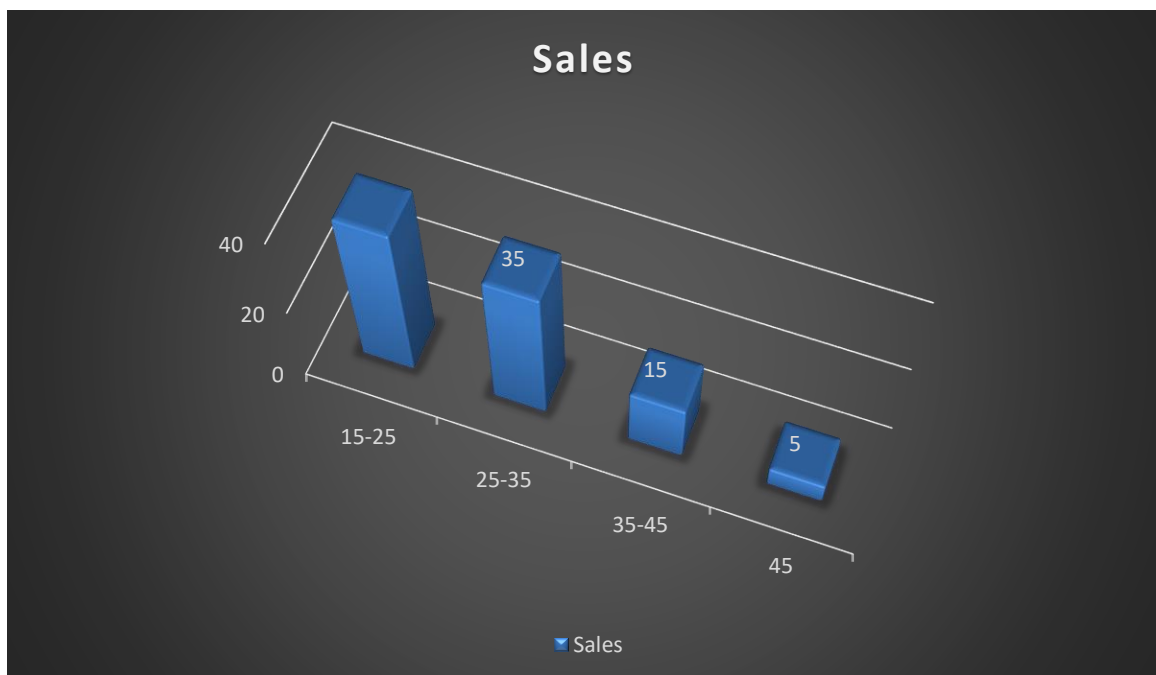
5. Business Image: Many business owners understand that while their commercials don't have much of an effect on customers, they do have an effect on how distributors and retailers view them. Salespeople don't want to pitch products they haven't heard of, and whether or not advertisements have an influence on customers, salespeople believe they do, which encourages companies to keep their goods on hand. Hence, the firm will grow even if the campaign has little influence on consumers as long as it affects investors, salespeople, and merchants.
6. Advertising is essential to the operation of many forms of mass communication, including newspapers, radio, magazines, and television. As it helps to maintain mass communication medium, advertising has a positive impact on society by making them more accessible to the general public.
7. Universal Appeal: Some journalists and communication specialists assert that by putting all people on an equal footing, advertising campaigns may transcend cultural difference and enhance many civilizations.

**Results and interpretation:**

Repliers from different age groups were asked to fill the questionnaire. The reason distinct age groups were chosen was so that we could understand easily how different age groups perceived the questions and felt about the questions being asked and to bring about some kind of variations in the data. The repliers include scholars, workers, housekeepers etc. The desirable features that should always be considered when opting a sample in order to maximize the probability of successful estimation of population parameters are ascertained to as slice considerations

**1. AGE GROUP**

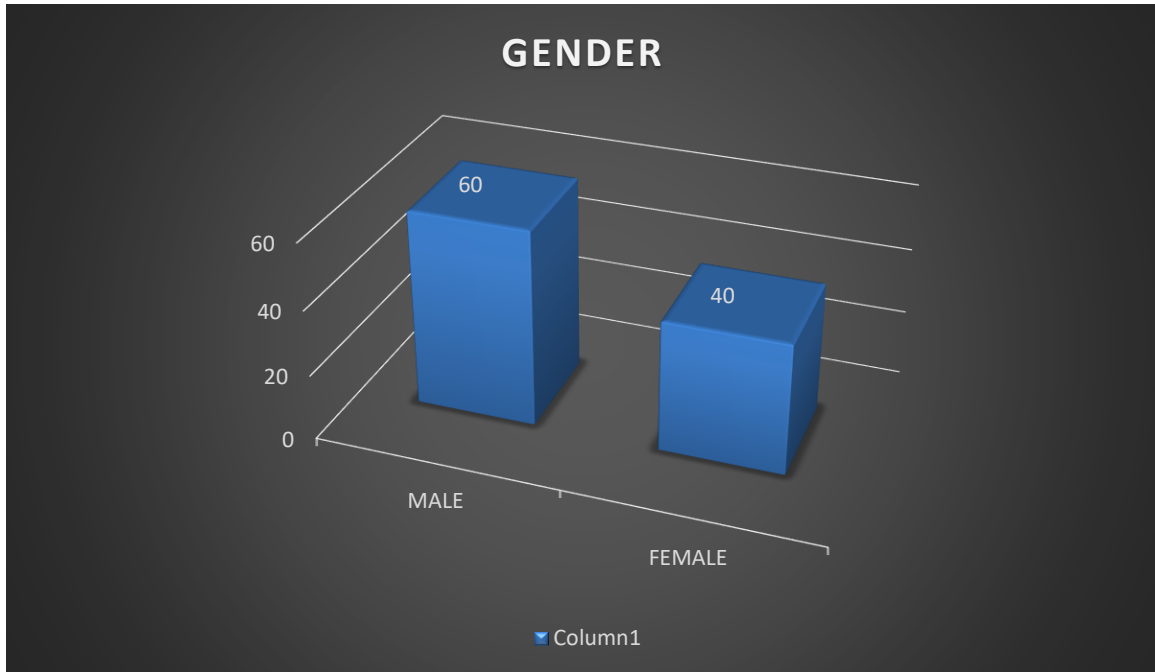
15- 25	40
25-35	35
35-45	15
45+	5



The maximum number of the respondents were from the age group of 15-25 as this is the age group which spends maximum number of hours on Social Media

2.Gender

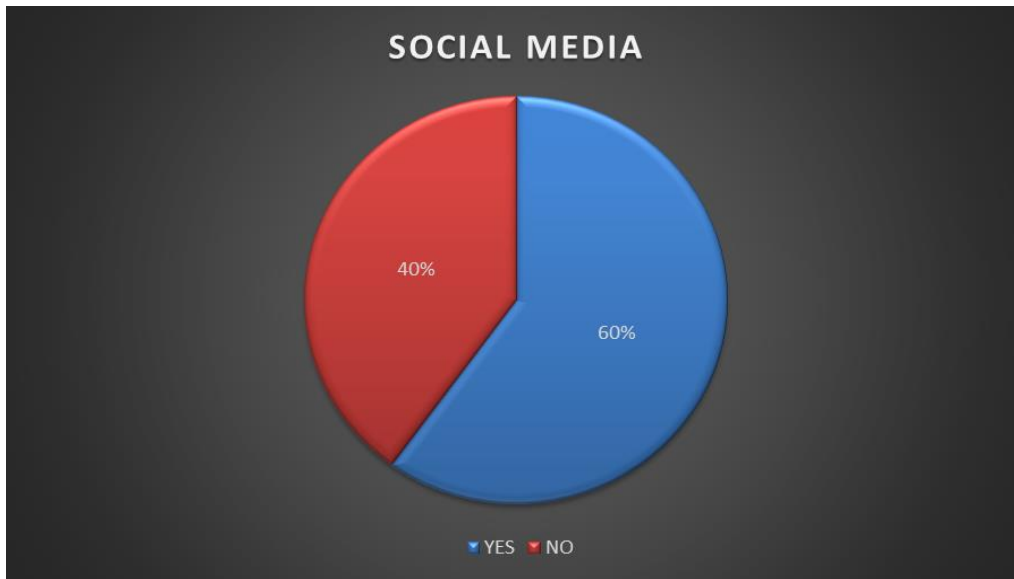
Male	60
female	40



the received responses, 40(%) of the respondents were female, and 60(%) were male. Since the collected data covers people from different age groups, preferences and gender, therefore the following analysis is carried out in assessing the general consumer behaviour in New Delhi.

3.Do you use social media

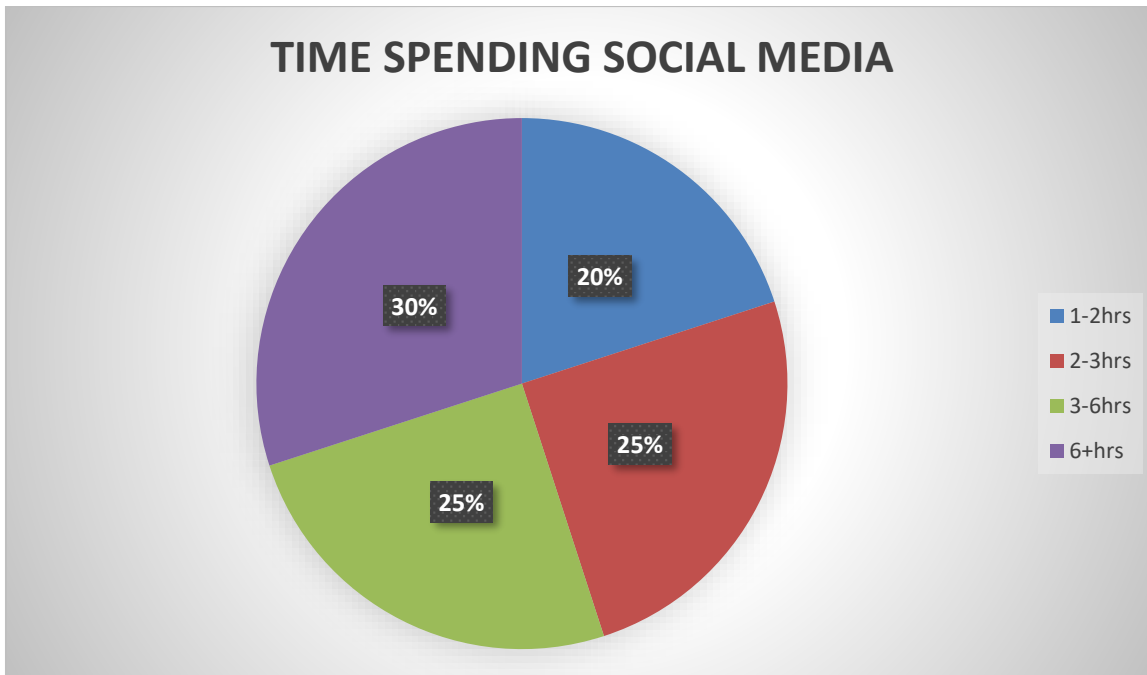
Yes	60
No	40



Social media is like megaphone to generate information about the brands to the customers, brands can shine and create an advantage through this medium by generating positive information about their products and services. 60% of the total respondents stated that social media does affect the vision of the brand in the minds of the customers. This can have a negative impact for the brand in a case where there are few bad reviews about the brand on social media, the target audience might consider it to be the trust and not buy the product or service from that brand. Whereas, the minority of people ie 40% said that social media does not affect the perception of the brand, they believe mostly in trying the product and service and then judging it instead of looking at its promotion on various websites

. Q.4 How much time do you spend using social media (per day)?

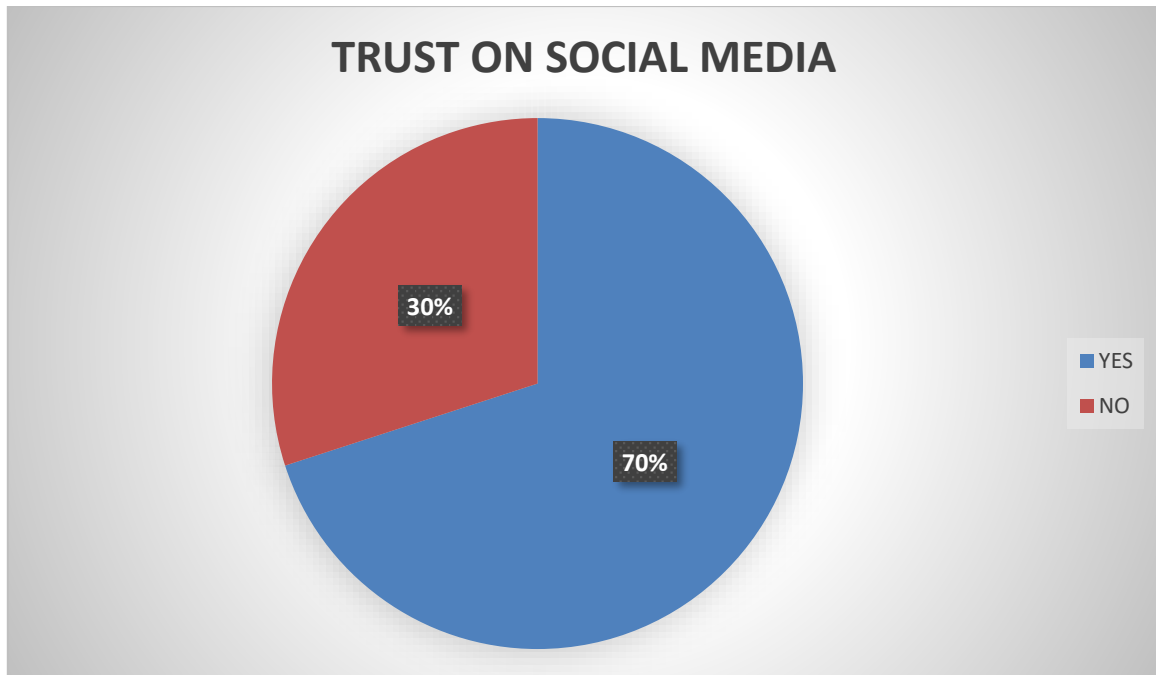
1-2 hrs	20
2-3 hrs	25
3-6 hrs	25
6+ hrs	30



The fourth question of our survey was to find out about the number of hours spent by people on social media per day. Through this we got to know that major chunk of population spent 1-2hours of their time on social media i.e. 20(%) of people. Furthermore, 25(%) of population spent 2 - 3 hours on social media, 25(%) of people spent 3 - 6 hours on social media, with the number i.e. 30(%) spending 6+ hours or more on social media. The emergence and popularity of social media have made it easy for an individual to communicate in real time with different people. So one can extend their hover of online companions to any degree with the utilization of internet-based life.

Q.5 Do you trust social media?

Yes	70
no	30

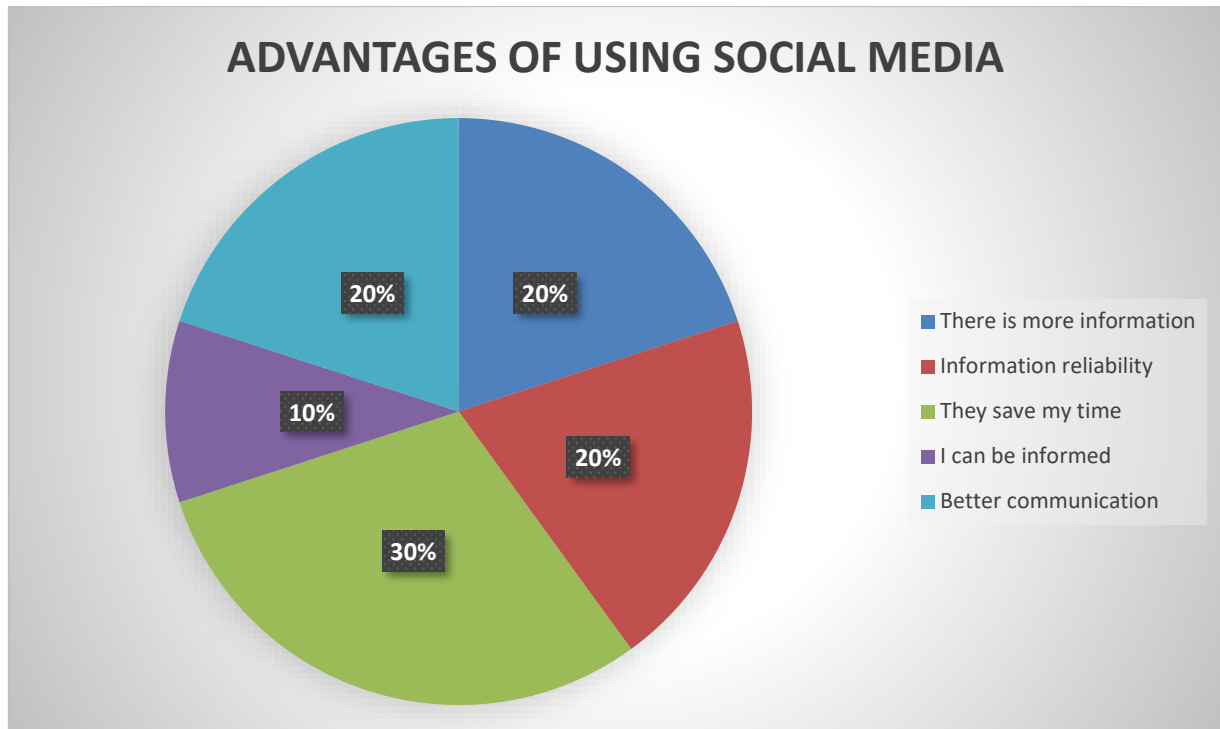


The data from the survey suggests that almost 70% of the respondents believe that Social Media page/website affected their vision of the brand. As most of the consumers who shop online read reviews

Q 6. Compared to traditional media, what are the advantages of using social media

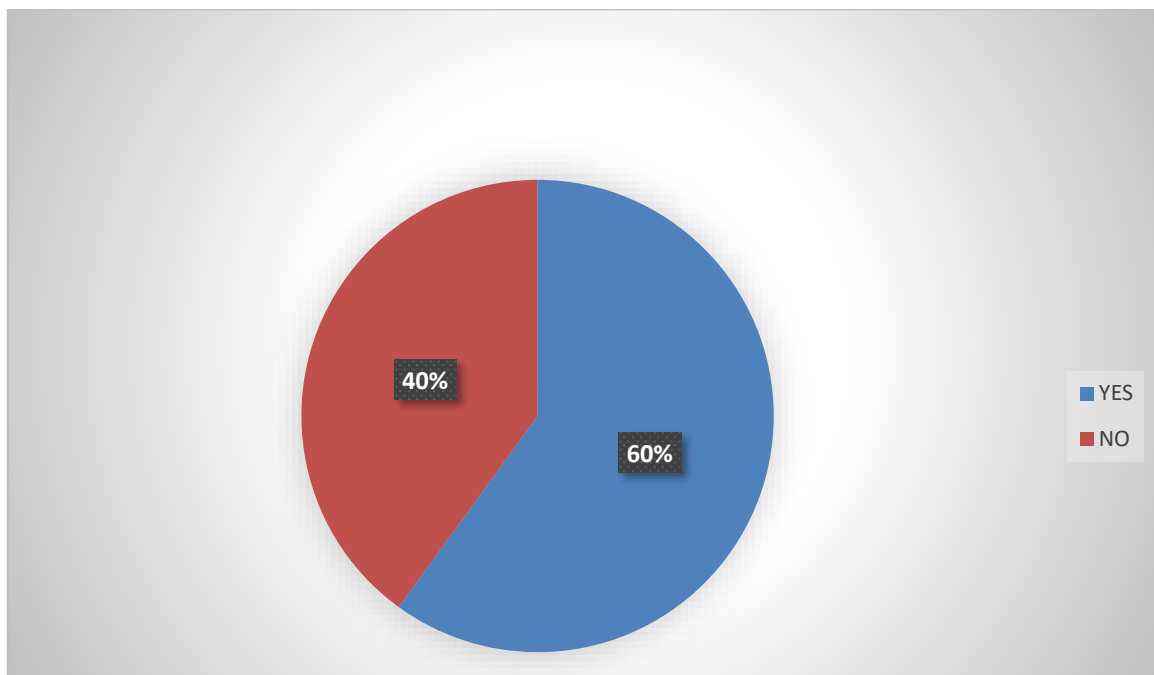
There is more information	20
Information reliability	20
They save my time	30
I can be informed	10
Better communication	20





The data from the survey suggests that almost of the respondents believe that Social Media page/website affected their vision of the brand. As most of the consumers who shop online read reviews Q7. Have you ever bought anything unplanned, due to the social media exposure?

Yes	60
no	40

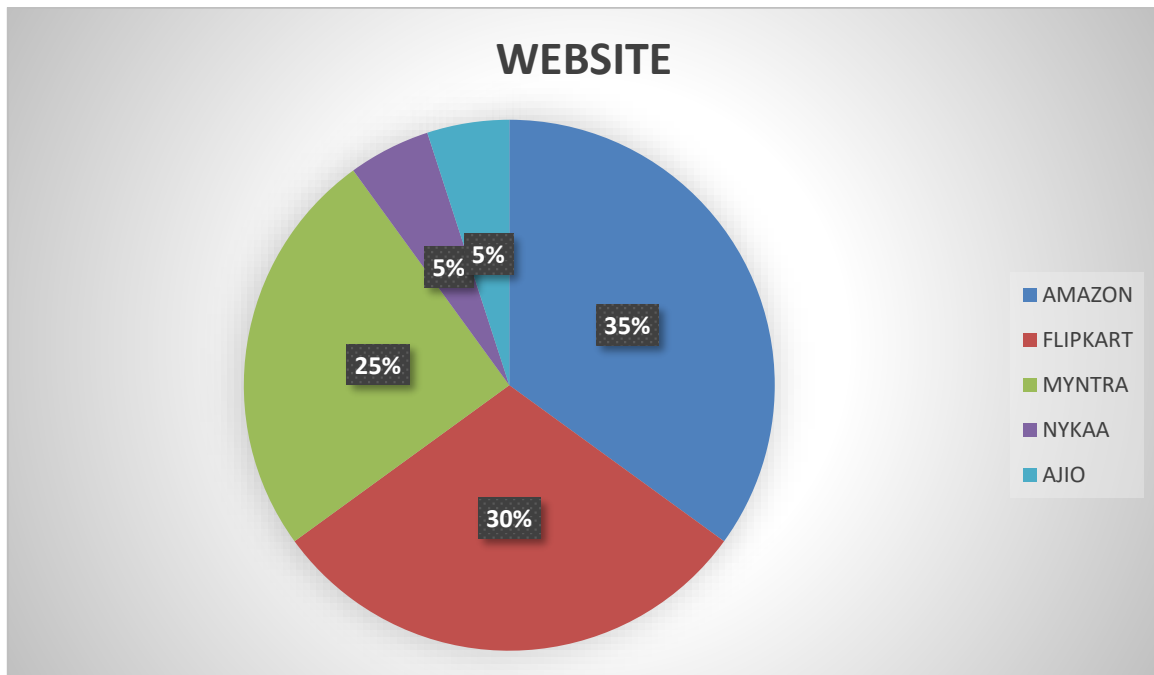


The data from the survey shows the respondents believe that their decision was influenced by Social Media. It is because many people tend to see online reviews and comments about that particular

product to choose the perfect brand and price.

Q8. Which website do you prefer?

Amazon	35
Flipkart	30
Myntra	25
Nykaa	5
ajio	5



You don't need to get ready and go to the neighborhood market. There you visit many stores to find the product of your choice. While you opt for online shopping, you can do it from anywhere, anytime. You don't need to worry about your working hours.

**conclusion:**

It can be concluded from this research that consumers India are actively platforms as a tool in validating their purchase decisions. Social media is taken as the electronic word of mouth by majority of the respondents. Reviews and preferences by the past consumers on Social media platforms affect the decision process of potential customers.

Social media users found decision-making to be easier and enjoyed the process more, when compared to those who used other information sources. Those who perceived the information on social media to be of higher quality and greater quantity than expectations were more satisfied overall. The results overall show that

Social Media has a strong impact on the consumer decision-making process. Using a variety of literature evaluations, the impact of social media advertising on consumers' purchase intentions has been examined in this study. According to several studies, social media advertising is only successful if it can elicit a

quick and significant quantity of customer response. Customers are now more concerned with the authenticity and relevance of advertising material, and they give consumer recommendations more weight than those that are provided by businesses. One of the most important aspects of customer purchasing behaviour to comprehend is purchase intention. Yet, this study found that the common characteristics of social media marketing that affect consumers' purchase intentions include information, amusement, reward, trust, and satisfacti

### References:

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### QUESTIONNARE

1. Age group of respondents?
1. Gender of respondents?
2. How much time do you spend using social media (per day)?
3. How much time do you spend using social media (per day)?
4. Do you trust social media?
5. . Compared to traditional media, what are the advantages of using social media
6. If you are not satisfied after buying a product, how do you show your
7. Have you ever bought anything unplanned, due to the social media exposure?
8. Which website do you prefer?