

# Influence of Social Media Advertising on Consumer Behaviour

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## **Abstract**

The old methods of marketing and advertising goods and services are changing in the modern world as a result of social media. The use of social media has significantly increased during the last several years. The old forms of media including radio, magazines, television, and newspapers are being replaced by social media, which enables users to search for and compare any content. To enhance the capital of the current market scenario by adding more effective features in social media advertising, effective online advertisement tactics are therefore required.

This dissertation examines theoretical advancements made in previous work on client purchasing decisions and social media marketing, as well as the creation of a new conceptual model.

Due to social media, traditional strategies for promoting goods and services are changing in the contemporary era. Over the past few years, social media usage has considerably increased. Social media, which enables users to search for and compare any material, is replacing the traditional media, such as radio, magazines, television, and newspapers. Effective online advertising strategies are thus needed to improve the capital of the present market situation by introducing more effective features in social media advertising. This dissertation investigates new conceptual models as well as theoretical developments made in earlier research on consumer purchasing decisions and social media marketing.

**Keywords:** Advertisements, Electronic Word of Mouth, Consumers, Brand Equity, Purchase Intention, Social Media.

## **Introduction:**

A type of digital advertisement known as social media advertising has emerged as one of the most successful ways to promote online. All over the world, this kind of advertising is prevalent. It is the newest and quickest method of promoting. Direct links to different websites are now available on the internet for advertising goods and services. Additionally offered is pay-per-click ads. Social media ads are presented in a distinctive way in order to attract consumers who will view them and express interest. The majority of consumers favour social media advertising over more conventional forms of advertising like radio, TV, magazines, etc. Text advertisements, image ads, pop-up ads, and banner ads are all types of social media advertising. Social media advertising, a type of digital advertising, has become one of the most effective means of internet promotion. This kind of advertising is widely used throughout the globe. It is the quickest and newest way of advertising. The internet now offers direct links to numerous webpages where products and services are advertised. Pay-per-click advertisements are also provided. Social media advertisements are presented in a unique manner to draw viewers who will show interest in them. Compared to more traditional media like radio, TV, magazines, etc., social media advertising is preferred by the majority of

customers. Social media advertising can take many different forms, including text ads, picture ads, pop-up ads, and banner ads. A paid form of marketing carried out through a variety of popular media is known as an advertisement. Two elements make up advertising. The first option is the conventional one, which involves advertising through traditional media like radio, television, newspapers, and magazines. Online advertising, including that done through websites, emails, banner ads, pop-up ads, text ads, and interactive media, is the second and most recent type. In order to increase sales, encourage customers, and remind them to distinguish between different brands and position them appropriately in their thoughts, marketers can use advertising to shape consumer perceptions of their product or service. One of the most vital instruments for promotion is social media advertising.

### **Advertising's importance:**

In the workplace can be attributed to the fact that it is one of the main media tactics employed by companies to connect with their target markets and customers. Through the use of product and service advertisements, marketing seeks to capture the focus of its target audiences.

The launch and growth of a product or service depend on advertising. Whether they like it or not, it is now a necessity for everyone in daily life, whether they are a producer, a merchant, or a consumer. Since advertising has such a big influence on how people conduct their lives, people must be made aware that a new product is available.

### **Statement of The Problem:**

Customer access to additional features like chatting, messaging, gaming, and blogging increased as a result of the development of various social networking sites. Facebook is currently the most well-known social networking site, offering features like creating dynamic accounts, creating groups, chatting, and sharing information with others. As a result, because users are constantly in contact with their friends, family, coworkers, and other groups and people, their interactions on social networking sites have an impact on the purchasing decisions of consumers. It also gives them a stage for online comparison shopping for different goods and services, which could be detrimental to any business with a poor online reputation or bad reviews. Consumers buy numerous products every day and enjoy reading reviews from other customers.

### **Objectives of the study:**

- to conduct research on the effects of social media advertising on customer purchasing decisions.
- to determine the primary influences on customer purchase intentions that social media has on them.
- to create a fresh conceptual framework for social media advertising and its impact on consumer purchasing behaviour.

## LITERATURE REVIEW:

Customers' purchasing decisions are influenced by both favourable and negative reviews of the service or good. In social media, customer buying intentions are greatly influenced by word-of-mouth. As a result, word-of-mouth recommendations are very useful for spreading information about a product or service on social networking sites. Word of mouth is one of the most crucial marketing factors, according to the research. This research also led to the development of a framework model, a key element of which is word-of-mouth marketing. The evaluation of earlier theoretical studies on the relationship between social media advertising and consumer purchase desire. This research demonstrates a few characteristics of social media advertising and how they affect consumers' intention to purchase. It offers a compilation of buyer reactions to social media advertising in light of the consumer's intended purchase. The study demonstrates that social networking site users found this type of advertising strategy to be very intriguing and that they are also demonstrating interest by responding to those ads and making purchases using those advertisements.

With the aid of social media, online communities, electronic word of mouth, various forms of internet communication, and online publicity all contribute significantly to the development of a favourable brand image and consumers' purchasing intentions. This demonstrates that marketing managers need to target customers in the younger population and should think of social media as their best sales tool. A variety of sellers can use the information from this research before using social media advertisements to market their goods. The reasoning behind choosing to target young people is that they make up the majority of social media users and are more knowledgeable about new technologies than elder generations are. Consequently, social media advertising is very advantageous to both them and for.

## RESEARCH METHODOLOGY:

### Research Approach

Qualitative research approach has been adopted here which was helpful for describing, interpreting, and gaining in-depth insight into specific concepts of social media advertisements and customer buying intention.

### Research Design

Exploratory research design is conducted to collect information from the past data available in various research papers. It required to investigate different sources such as published secondary data, data from other surveys, observation of research items, and various opinions.

### Data Source

Secondary data was collected from various research papers, journals, and articles. The data gathered from these different sources was helpful in writing the major findings and summary of the literature review.

### Data Collection Method

The literature review is conducted by the effective evaluation of various research papers, journals, articles in social media advertisement. The review was collected from different parts of the research which has been carried out. The background study was developed with the help of literature review. After the evaluation of these literatures, the required answers are found. This literature review served as a predecessor to the research.

Various age groups of respondents were asked to complete the survey. the cause of different age categories were selected to allow us to clearly comprehend how various age groups interpreted and responded to the questions, as well as to introduce some variety into the data. The participants include workers, homemakers, students, etc.

Sampling factors are the desirable characteristics that should always be taken into account when choosing a sample in order to maximise the likelihood of a successful estimation of population parameters.

As was already stated, respondents from all age groups made up the sample. Of those, 66.3% were between the ages of 18 and 25.

### Results and interpretation:

Respondents of various ages received the assessment. Various age groups were chosen to inject some diversity into the data and to make it easier to understand how different age groups interpreted and responded to the questions. Among the responders are students, workers, housekeepers, etc. Slice considerations relate to the ideal properties that should always be taken into account while selecting a sample in order to improve the probability that population parameters will be successfully calculated.

#### 1. AGE GROUP

|        |    |
|--------|----|
| 15- 25 | 15 |
| 25-35  | 25 |
| 35-45  | 10 |
| 45+    | 10 |

Today's consumers place a higher value on consumer recommendations than those made by companies, and they are more concerned with the authenticity and relevance of advertising content. Understanding buy intention is one of the key concepts in understanding customer purchasing behaviour. Yet, this research discovered that knowledge, amusement, reward, trust, and satisfaction are the typical social media marketing traits that influence customers' buy intentions.

#### 2. Gender

|        |    |
|--------|----|
| Male   | 40 |
| female | 20 |

According to the responses, 40% of respondents were men and 60% were women. The obtained data includes people of all ages, preferences, and genders, thus the study that follows is done to gauge the general consumer behaviour in New Delhi.

Q3. Do you use social media

|     |    |
|-----|----|
| Yes | 40 |
| No  | 20 |

Social media acts as a loudhailer to spread information about companies to consumers. By using this channel to spread good word about their goods and services, brands may stand out and get an advantage. 60% of all respondents claimed that social media does have an impact on how customers perceive a brand. When a brand receives a few unfavourable comments on social media, the target market may regard this as a breach of trust and decide not to use the product or service the brand offers. The majority of people, or 40%, believe that social media has little to no impact on how consumers perceive a brand and are more likely to test a product than others.

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

|         |    |
|---------|----|
| 1-2 hrs | 40 |
| 2-3 hrs | 10 |
| 3-6 hrs | 9  |
| 6+ hrs  | 1  |

Our survey's fourth question asked participants how many hours a day they spent on social media. By this, we learned that 20(%) of the population, or a significant portion of the population, spent 1-2 hours per day on social media. Also, 25% of the population used social media for 2 to 3 hours, 25% used it for 3 to 6 hours, and 30% used it for 6 hours or more per day. It is now simple for a person to contact with various people in real time thanks to the development and popularity of social media. One can therefore use internet-based living to increase the number of their online friends to any degree.

Q.5 Do you trust social media?

|     |    |
|-----|----|
| Yes | 40 |
| no  | 20 |

About 70% of those polled, according to the survey results, think that social media page or website changed how they saw the brand. Reviews are viewed by the majority of online shoppers

Q6. Compared to traditional media, what are the advantages of using social media

|                           |    |
|---------------------------|----|
| There is more information | 15 |
| Information reliability   | 20 |
| They save my time         | 10 |

|                      |    |
|----------------------|----|
| I can be informed    | 5  |
| Better communication | 10 |

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

### **Interpretation:**

1. The age range of 15 to 25 was represented by the largest percentage of responders, as this is the age range that spends the most time possible on social media.
2. According to survey data, almost half of people purchase online once or twice a month on average. This may imply that they are from the working class, which tends to be busy most of the time and tends to purchase from online sites in huge numbers but less regularly.
3. According to study results, 0–2 hours per day are spent on social media by nearly half of the population. Platforms. Social media is essential for establishing connections between people and for fostering the ties that enables us to advance in our professionals.
4. The data from the survey shows almost 60% of the respondents follow brands on Social Media. People follow brands on Social Media as they want to know about sales, new products etc.
5. The data from the survey shows that almost 61% take Social Media as the Electronic word of mouth as many people make purchase related decisions according to Social Media referrals.
6. The data from the survey suggests that almost 47% 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 about the brands of the products, they are buying which might affect their vision of that particular brand.
7. The data from the survey shows that 46% of 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.

### **CONCLUSION:**

According to the findings of this study, Indian customers regularly use social media sites to validate their purchasing decisions. The majority of respondents regard social media as electronic word of mouth. Ratings and preferences expressed by previous customers on social media sites Potential clients' decision-making processes are influenced. When compared to individuals who used other information sources, social media users found decision-making easier and more enjoyable. Those who thought the material on social media was of better quality and quantity than expected were more happy overall. Overall, the findings indicate that social media has a significant influence on consumer decision-making.

The influence of using a range of literature assessments 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.

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