



“A STUDY ON IMPACT OF SOCIAL MEDIA ADVERTISEMENTS ON CUSTOMERS BUYING BEHAVIOUR”

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Abstract:

Social media being a part of technology has overtaken the attention of the people in very tremendous way and it has become so infectious today. Social media plays a very big role in the people mind and their behaviour especially on youths and all type of generation of people have accepted it. The present study aims at estimating how social media advertisement has made an impact on the customer buying behaviour, therefore it will be a descriptive research. The results are analysed to underline the effectiveness of advertising in social media.

Key words: *Technology, Youth, Buying Behaviour, Advertisement, Cost effective.*

Introduction:

Before we entered into 21st century of the world, we were unaware of the technologies that have been developed now. In addition, today, the technologies are part of our lives without which there would be no development in our nation. Social media is one of the modern methods of marketing. The percentage of people who use social media according to survey is YouTube users are 2 billion, Instagram 73 million and it is ranked the second place, Facebook 30 million, WhatsApp users 400 million, Google users are about 98.98 million as of sept 2019. Social media has become a platform, which acts a link between the company and the users (customers). It acts as a marketing tool, which helps in providing services to the customers. They do two functions namely, they develop a product on other side they also help in inventing a product. Their main aim is finally satisfying the customer and changes their perception towards the marketing media. It also depicts how companies can effectively make use of social media platform and bring the change increasingly and effectively

Key words: *Youth, Buying Behaviour, Advertisement, Development, Modern Marketing, Marketing tool, Perceptions.*

Objectives:

- To examine the influence of social media advertisement on the customer.
- To know the impact of social media platform and its effectiveness in advertising a product.
- To understand how effectively brand awareness is created in the mind of customer using platform of social media.
- To know the factors which are responsible for consumer buying behaviour.

Need of this study is to better understand social media advertising and to broaden the customer search, to develop relationships, increase brand presence in the networking sites. It also helps



us in understanding the customer preference, what they desire for. It also helps us in knowing which social media is widely and mostly used so that media's can rank themselves to where they stand in the mind of the customers and improve in the concepts. We can also get to know about the percentage of people who are dependent on social media and who are not using it. It helps us to track the number of online commitments and how trustworthy are the customers in buying the products after watching the advertisements. We can also know how effectively networking sites are reaching the customers and how it is impacting in mind of customers in buying behaviour and how they are utilizing the resources provided on networking sites. We can also study the various measures to improve the standard of social media advertisements. It also helps us in knowing how the customers define and evaluate the products, mainly in the decision process of the customers.

Hypothesis of the study:

Based on the objectives of the study following hypothesis are formulated.

Hypothesis 1

H₀: There is no significant impact of social media advertisements on customer buying behaviour.

H₁: There is significant impact of social media advertisements on customer buying behaviour.

Hypothesis 2

H₀: There is no complexity of decision making by viewing social media advertisements.

H₁: There is complexity of decision making by viewing social media advertisements.

Hypothesis 3

H₀: There is no effective impact of social media advertisements compared to traditional method of advertisements.

H₁: There is an effective impact of social media advertisements compared to traditional method of advertisements.

Hypothesis 4

H₀: There is no association between occupation of people and social media advertisements.

H₁: There is an association between occupation of people and social media advertisements.

Research Methodology:

- **Research design**

Descriptive study and survey is made which includes facts and various data.

- **Sample framework**

The data will be collected through questionnaires' framework is done.

Primary data: The data is gathered through the feedback and responses got from the respondents by answering the questionnaires.

Secondary data: The data collected will be from various research papers and based on the reports made. It is also collected through search on websites.



Scope of the study:

- The study helps in knowing about customer opinions on social media marketing.
- The study helps in creating and providing customer education about social media and its impact.
- It helps us in building a strong relationship between perceived level of influence of social media and its future impact on customer perception.
- This study helps us in knowing the popularity of social networking sites.

Limitations of the study:

- This study is permitted to all type of customers using social media.
- The study is based on the no of respondents and their opinions.
- The study is limited to only 100 responses.
- The research and result are based on the feedback and responses got and by referring few websites.

Literature review:

M. Nick Hajli (2013). The study has reviewed the trust factor existing within the consumers for the social media. It indicates that when the products are reviewed on social media the trust factor rises within the consumers about the correctness of the review. The study discusses how the social interaction has a positive impact on the consumers.

Wang et al. 2012, the study mainly focuses on the important role of consumer interaction with potential consumers. The author also talks about the perceived usefulness for consumers by improving the quality of the website.

Elisabete Ioan s, Ivona Stoica (2014). The people buying goods online were found to be mostly young and majorly women out of which 97% had an account on the social networking site and before buying the products, they made themselves informed beforehand about the products from various forums and blogs. According to the author the reviews and suggestions online are not relevant to the consumers as they read in a hurry and do not pay much attention to the social media reviews they are much attracted by the other information provided by advertisements and promotions as these types of promotions set the mind of the consumers and the reviews do not matter much.

Ghulam Rasool Madni (2014). The author through his research certifies that the social media has the main role to play when it comes to influencing the consumers to buy the products online. The social media cannot be the only factor and other factors play equally important roles in influencing the consumers to make the final purchase. the author states that by continually providing complete and appropriate information about the product/services company can produce good relations with the users regularly using social media.

Muthiah, S. and Dr. Kannan, K.V. (2015) The authors from their primary research profess that the social media is one major factor in influencing the consumer behaviour but out of various social media networks Facebook has the most influential power. The respondents were more inclined towards the reviews provided by the consumers on Facebook than any other site or network. Facebook



also had much trust out of all other social media because it is one largest social media available in the current period.

Research gap:

By going through the study of different literature reviews, the authors here have concentrated on trust factor, they have differentiated between the male users and female users, they have talked about improving the quality of websites, discussed about most used social media which is influencing the customers but they have failed or less concentrated on factors which influence the customer to buy the product online by watching advertisements, brand awareness is one important factor which they have failed to discuss and when it comes to customers it depends on what type of customers are using the product, it may be their age, occupation, income, family type, since when they are using social media also depends here. There are number of online websites available nowadays so, it is important to know which applications or websites they are frequently using and another important factor which customers always look for is price, offers and discounts. Depending on what price the product has compared to other websites is also very important and it depends on the rating and comments provided for the products.

Analysis and interpretation:

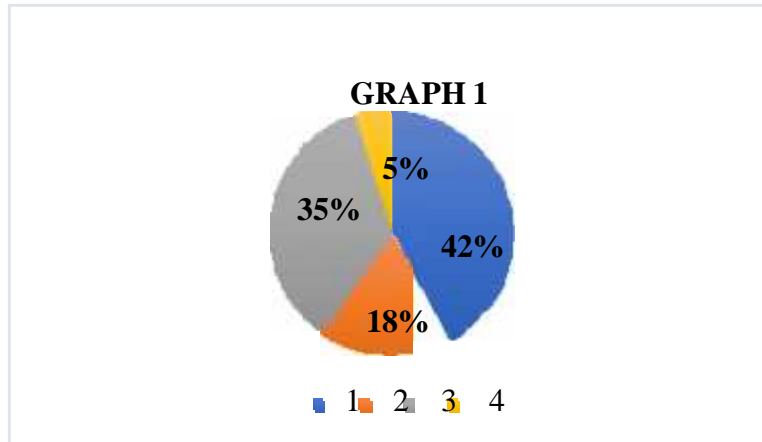
From the above study and research, we can interpret and analyse the following statements and objectives by studying responses got:

- By considering the age group, the users of social media are of the all the ages starting from the age of 19 to 60. From this we can interpret that it is mandatory and necessary to use social media after 18.
- Next demographic factor is gender; we have 40% responses from female and 60% from male.
- The users of social media are into every occupation like manager, business, teacher, engineer, Designer, reporter, receptionist, business analyst, lecturer, hr, lawyer, supervisor, farmer, entrepreneur, security, homemaker, accountant etc and few students. So, we can say that social media is the necessary asset used by every individual.
- The income range of the people using social media is between 10k to 25k are 35%, 25k to 50k are 44% and 50k and above are 21%. So, income range doesn't matter to the people, however every individual uses the social media. The family type nowadays is 62% are into nuclear family and 38% are joint family type.

These were the interpretation done for demographic variables like age, income, occupation and family type.

1) How often do you rely on the information of advertisements in social media?

OPTIONS	TOTAL RESPONDENTS	PERCENTAGE
Often	42	42%
Always	18	18%
Sometimes	35	35%
Never	5	5%

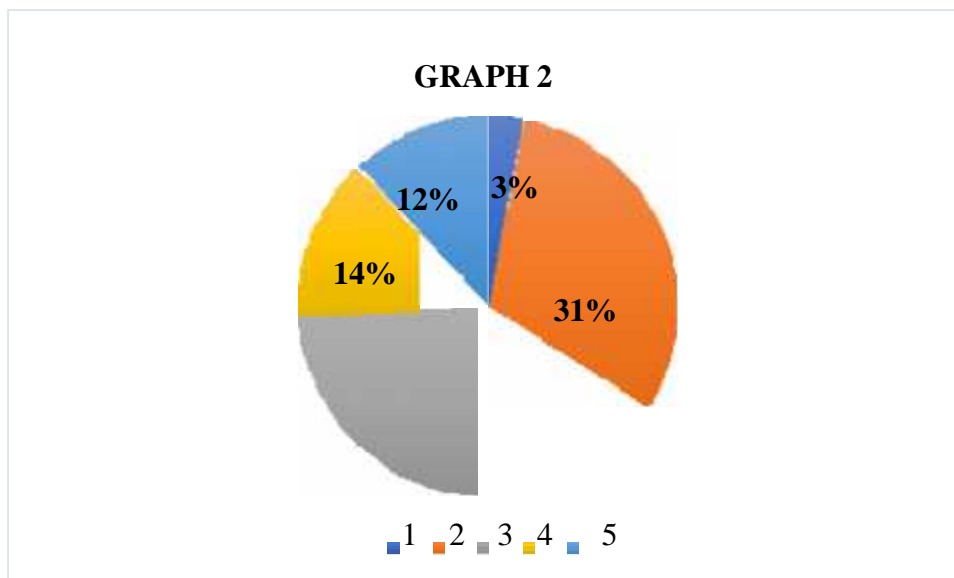


INTERPRETATION:

when it was asked for how often do you rely on the information of advertisements in social media, it was 42% of people who said they often rely on the social media advertisements. We can interpret that social media advertisements are often viewed by the customer to know about the products and services available.

2) Do you agree that advertisements provided on social media are trustworthy?

OPTIONS	TOTAL	TOTAL
Strongly agree	3	3%
Agree	31	31%
Neutral	40	40%
Disagree	14	14%
Strongly disagree	12	12%



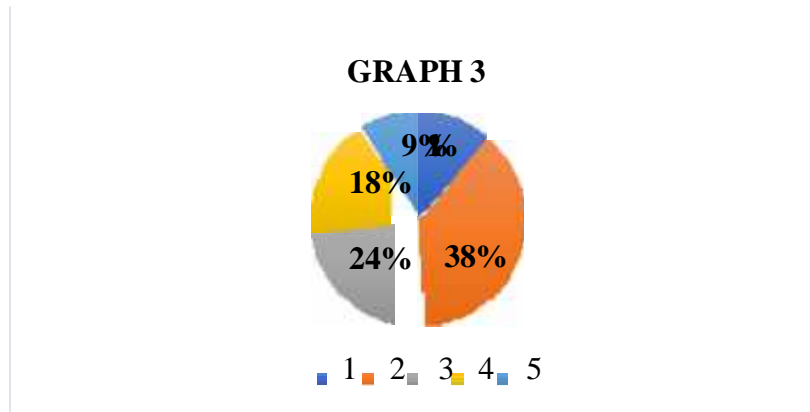


INTERPRETATION:

Trusting the social media advertisements nowadays is a major factor where customer is now in a neutral position where they are not totally dependent on the social media advertisements but it is very likely they trust the advertisements on social media about 40%.

3) Do you agree that online advertisements are gaining more customers than casual advertisements provided in mass communication like tv and radio?

OPTIONS	TOTAL	PERCENTAGE
Strongly agree	11	11
Agree	38	38
Neutral	24	24
Disagree	18	18
Strongly disagree	9	9



INTERPRETATION:

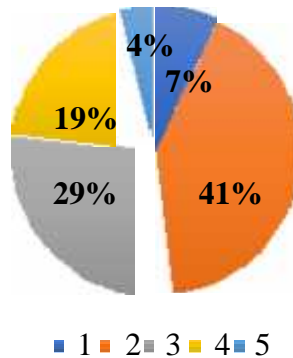
38% of the customers (users) of social media say that online advertisements are gaining more customers than casual advertisements provided in mass communication like TV and radio. So, we interpret that it is very less percent of people who is trusting online advertisements. But, 50% of the users of social media say that advertisements in social media are more effective than traditional methods like TV. Though it is not gaining more customers we can interpret that it is being effective and attracting the customers also.

4) Social media makes your decision more complex.

OPTIONS	TOTAL RESPONDENTS	PERCENTAGE
Strongly agree	7	7%
Agree	41	41%
Neutral	29	29%
Disagree	19	19%
Strongly disagree	4	4%



GRAPH 4



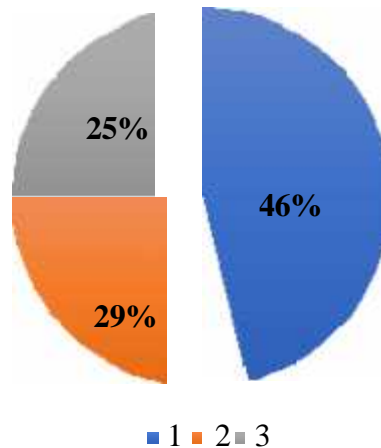
INTERPRETATION:

Though the advertisements are being effective to customers mind, it is making the process of decision making to be complex where they are facing problematic situation to decide on the factors of buying the product (41%).

5) do you think there is awareness of the product been created in the mind of the customers?

OPTIONS	TOTAL RESPONDENTS	PERCENTAGE
Yes	25	25%
No	29	29%
Maybe	46	46%

GRAPH 5



INTERPRETATION:

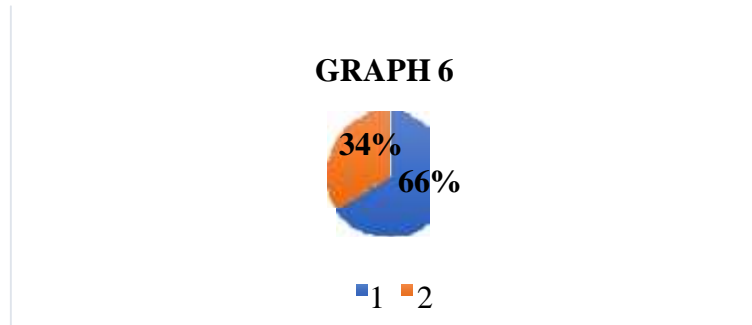
From the above graph we can interpret that there is slight likely distribution of responses of yes and no, 25% and 29% and we have more responses of 46% who says there is an awareness of product



created in the mind of the customers which highly impacts on the mind of the customers in their buying behaviour.

6) Have you ever been drawn to visit a social media page through advertisements on the streets, radio, television, etc.

OPTIONS	TOTAL RESPONDENTS	PERCENTAGE
Yes	66	66%
No	34	34%

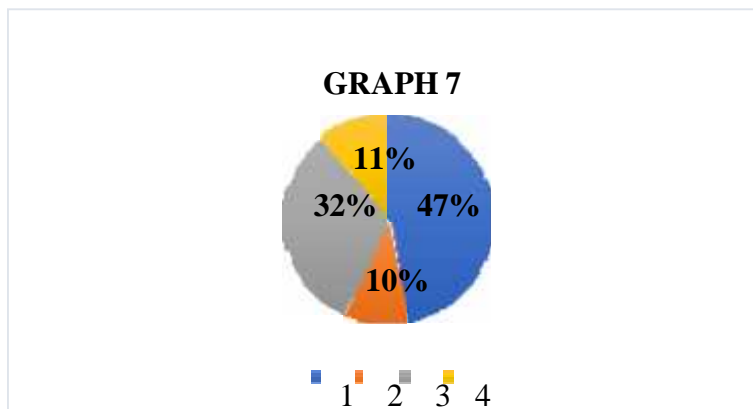


INTERPRETATION:

By looking at the advertisements on television and radio many people like 66% of the respondents say that they create an urge or they are made to visit the social media through advertisements on streets, radio, television etc.

7) How long have you been using social media platforms?

OPTIONS	TOTAL RESPONDENTS	PERCENTAGE
0 to 2 years	47	47%
2 to 5 years	10	10%
8 to 10 years	32	32%
10 years and above	11	11%



INTERPRETATION:

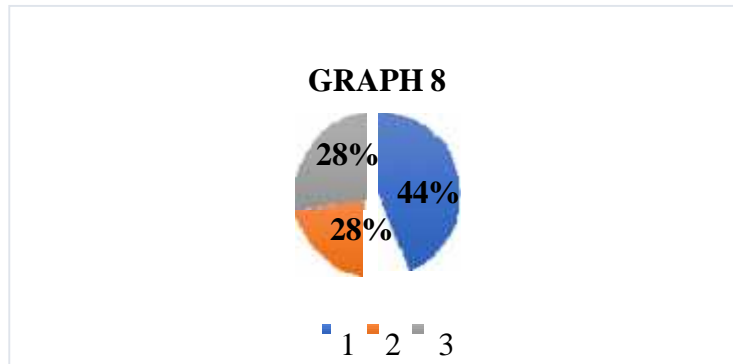
It depends on the customer since how long they have been using the social media and how online advertisements have made an impact on customers mind in buying the product. From the analysis we



can say that customers are using social media from 0 to 2 years and 8 to 10 years are more. Hence it depends on their experience and trust factor in buying the products online by watching online advertisements.

8) Do you think it is safe and trustworthy to buy branded products by looking at the Advertisements in social media?

OPTIONS	TOTAL RESPONDENTS	PERCENTAGE
Yes	44	44%
No	28	28%
Maybe	28	28%

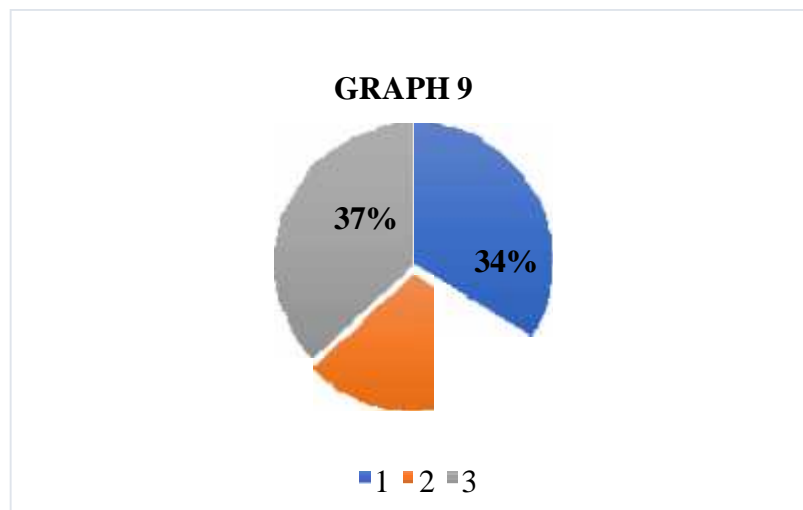


INTERPRETATION:

Discussing about safety and trust factor on branded products, it is 44% of the respondents say yes, and remaining percent 28% of customers are in dilemma of choosing the branded products online because in branded products the two main factors, which customers look, are quality and price and Indians never comprises in that.

9) Do you feel advertisements provided in social media are always true in forecasting a Product?

OPTIONS	TOTAL RESPONDENTS	PERCENTAGE
Yes	34	34%
No	29	29%
Maybe	37	37%



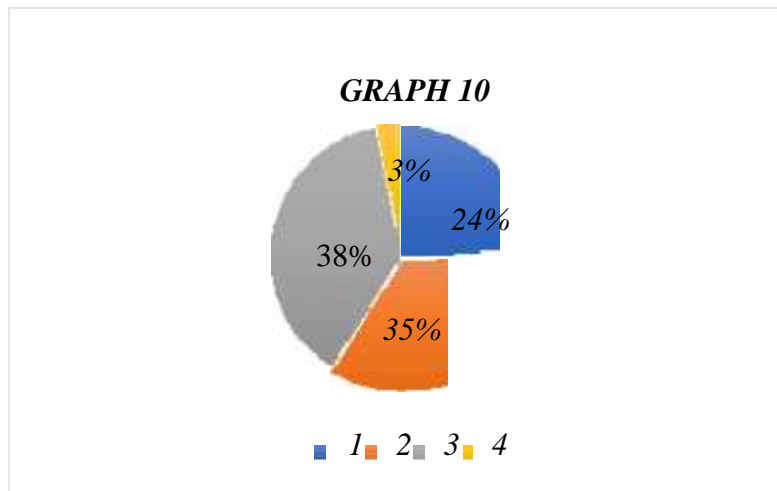


INTERPRETATION:

There is 34% of responses who agree that social media is true in forecasting a product and 29% of them don't agree towards this, while 37% of people are in dilemma of maybe Situation and this is going to impact in the mind of customer buying behaviour.

10) Which app would choose as the best to advertise about the product?

OPTIONS	TOTAL RESPONDENTS	PERCENTAGE
Face book	24	24%
Insta gram	35	35%
YouTube	38	38%
Whatsapp	3	3%



INTERPRETATION:

Discussing about the social media application, comparing with the media's like Facebook, Instagram, YouTube, WhatsApp, most of the respondents say that more percent of advertisements is seen in YouTube which takes the first place, next is Instagram and Facebook and there are many other applications which respondents have added like share it, cribuzz, hotstar, telegram where most of the online advertisements are viewed by the customers.

Findings

- 42% of people People in survey said they often rely on the social media advertisements. We can interpret that social media advertisements are often viewed by the customer to know about the products and services available.
- Trusting the social media advertisements nowadays is a major factor where customer is now in a neutral position
- 38% of the customers (users) of social media say that online advertisements are gaining more customers than casual advertisements provided in mass communication like tv and radio.
- From the analysis we can say that customers are using social media from 0 to 2 years and 8 to 10 years are more. Hence, it depends on their experience and trust factor in buying the products online by watching online advertisements.
- Discussing about safety and trust factor on branded products, it is 44% of the respondents say



yes, and remaining percent 28% of customers are in dilemma of choosing the branded products online because in branded products the two main factors, which customers look, are quality and price and Indians never comprises in that.

- There is 34% of responses who agree that social media is true in forecasting a product and
- 29% of them doesn't agree towards this, while 37% of people are in dilemma of maybe
- situation and this is going to impact in the mind of customer buying behaviour.

Suggestions

- From the survey, it can be suggested that the rapid growth of technology and usage of mobile phones, the social media advertisement has much impact on consumer buying preferences hence the companies must use effective social media marketing to sales.
- In addition, it is evident that the consumers are more active and believe the advertisements in social media and its effectiveness depends on usage history.
- Most of people in society are relay on social media feedback for the purchase decision making, i.e. people crosscheck the consumers' reviews about the product before buying decision making.

Conclusion:

After discussing and studying the topic we can firmly prove the hypothesis which are defined. Hypothesis 1 can be proved by saying there is a significant impact of social media advertisements on customer buying behaviour. Every online advertisements customer watch will have some impact on the customer minds, it either may be positive impact or negative impact. Hence, H₀ can be rejected. Hypothesis 2 says that there is complexity of decision making by viewing social media advertisements. Yes, it is true customers are always price conscious and brand conscious. These two factors are the main reasons why customers are facing complex situation in deciding the buying behaviour of the customers. Hence, H₀ is rejected. Hypothesis 3 says that there is an effective impact of social media advertisements compared to traditional method of advertisements. Though the percent of people who trust online advertisements are less it has created more effectiveness where 50% of customers say that it is more effective in the mind of the customers and even traditional advertisements are drawing the customers mind to visit the social media advertisements. Hence H₀ is rejected. Hypothesis 4 says that there is an association between occupation of people and social media advertisements.

From analysing all these situations and discussing on all the factors of the study we can conclude by stating that social media advertisements has a huge influence in the mind of the customer. It has created a high impact in the field of marketing which is running the world and has a tremendous growth in the economy of the country and it has created a huge platform for every individuals to build up their own products and create brand awareness effectively in the mind of the customer. The factors like trust, price, quality, offers, ratings, brand are the major factors which are present in the mind of the customer and which are highly responsible and influence them to watch the social media advertisements and they change the perceptive of the buying behaviour of the customers.

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