

# **A STUDY ON INFLUENCE OF SOCIAL MEDIA ADVERTISING AND ITS IMPACTS ON ONLINE PURCHASE INTENTION**

Submitted in partial fulfilment of the requirement the reward of

**MASTER OF BUSINESS ADMINISTRATION**

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

**CATEGORY – 1 UNIVERSITY BY UGC**

**Jeppiar Nagar ,RAJIV GANDHI SALAI ,CHENNAI-600 119**

**NOVEMBER 2023**



# **SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY  
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CATEGORY - 1 UNIVERSITY BY UGC**

## **BONAFIDE CERTIFICATE**

This is to certify that this this project Report is the bonafide work of **B.JAYASHREE(42410018)**Who carried out the project work entitled “**A STUDY ON INFLUENCE OF SOCIAL MEDIA ADVERTISING AND ITS IMPACTS ON ONLINE PURCHASE INTENTION**” under my supervision from September 2023 to october 2023.

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## **DECLARATION**

I **B.JAYASHREE (42410018)** hereby declare that the project Report entitled “**A STUDY ON INFLUENCE OF SOCIAL MEDIA ADVERTISING AND ITS IMPACTS ON ONLINE PURCHASE INTENTION**” done by me under the guidance of **Dr.DHIVYA SATHISH .,MBA.,M.Phil.,Ph.D.,** Department of Business Administration is submitted in partial fulfillment of the requirement for the award of Master of Business Administration .

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## TABLE OF CONTENTS

| <b>CHAPTER<br/>NO.</b> | <b>CONTENTS</b>                                    | <b>PAGE<br/>.NO</b> |
|------------------------|----------------------------------------------------|---------------------|
| <b>1</b>               | <b>INTRODUCTION</b>                                | <b>8</b>            |
| <b>2</b>               | <b>REVIEW OF LITERATURE</b>                        | <b>20</b>           |
| <b>3</b>               | <b>RESEARCH METHODOLOGY</b>                        | <b>26</b>           |
| <b>4</b>               | <b>DATA ANALYSIS AND INTERPRETATION</b>            | <b>30</b>           |
| <b>5</b>               | <b>FINDINGS AND SUGGESTIONS AND<br/>CONCLUSION</b> | <b>62</b>           |
| <b>6</b>               | <b>REFERENCES</b>                                  | <b>68</b>           |

## LIST OF TABLES

| <b>S.No</b> | <b>LIST OF TABLE</b>                                                                          | <b>PAGE NO.</b> |
|-------------|-----------------------------------------------------------------------------------------------|-----------------|
| 1           | Gender of the respondents                                                                     | 31              |
| 2           | Age Group of the respondents                                                                  | 32              |
| 3           | Education Qualification                                                                       | 34              |
| 4           | Occupation of the Respondents                                                                 | 36              |
| 5           | Monthly Income                                                                                | 38              |
| 6           | Frequency of internet usage                                                                   | 40              |
| 7           | Preference of social media sites                                                              | 42              |
| 8           | Frequency of reading or viewing an advertisement on social media sites                        | 44              |
| 9           | On how many social media sites are you active?                                                | 46              |
| 10          | Bought a product after seeing it on social media                                              | 48              |
| 11          | Types of product purchased                                                                    | 50              |
| 12          | Factors of social media Advertisement                                                         | 52              |
| 13          | Factors of Social Media Advertisement                                                         | 58              |
| 14          | Difference Between Demographic Variable with Respect to Factors of Social Media Advertisement | 60              |

## LIST OF CHARTS

| <b>S.No</b> | <b>LIST OF CHARTS</b>                                                  | <b>PAGE</b> |
|-------------|------------------------------------------------------------------------|-------------|
| 1           | Gender of the respondents                                              | 31          |
| 2           | Age Group of the respondents                                           | 33          |
| 3           | Education Qualification                                                | 35          |
| 4           | Occupation of the Respondents                                          | 37          |
| 5           | Monthly Income                                                         | 39          |
| 6           | Frequency of internet usage                                            | 41          |
| 7           | Preference of social media sites                                       | 43          |
| 8           | Frequency of reading or viewing an advertisement on social media sites | 45          |
| 9           | On how many social media sites are you active?                         | 47          |
| 10          | Bought a product after seeing it on social media                       | 49          |
| 11          | Types of product purchased                                             | 51          |

## **CHAPTER -1**

### **Introduction**

Recently, social media advertising has become a key component of the most successful fashion brands' marketing strategies. With the rise of social media, the majority of fashion retailers have started to identify the opportunities of using social media networks to attract new customers. Using social media Web sites is among the most common activity of today's children and adolescents. Any Web site that allows social interaction is considered a social media site, including social networking sites such as Facebook, and Twitter. Social media has been playing an important role in marketing strategy. As a part of social media, social networking sites (SNS) can be utilized by enterprises to create direct communication and good relationships with their customers. Therefore, enterprises using SNS have to select the right marketing content to enhance strong customer relationships, which lead to their behavior generating sustainable performance for enterprises.

Social media has become a necessity in nearly everyone's life today as it offers them the opportunity to keep in touch with family and friends. Social media is also acting as a medium for consumers to review or get an opinion on certain products before purchasing them. Many companies do not realize the importance of preserving the integrity and truthfulness when it comes to advertising. The social media helps customers to search and compare any information and thus it is removing away the traditional form of media like radio, magazines, television, and newspaper. Therefore, there is a need for creating effective online advertisement strategies to increase the capital of the current market scenario by introducing more efficient features in social media advertising.

Social media advertisement is a type of digital advertisement which has become one of the most effective means of advertising through internet in an

online platform. This type of advertisement is spread all over the globe. It is the fastest and newest way for advertising. Nowadays, internet provides a direct link on various sites for advertising the products or services. The provision for pay per click advertising is also available. Social media advertisements are displayed in a unique manner so that the customers visit the advertisements and show some interest. As compared to the traditional modes of advertisement such as radio, TV, magazines etc. the social media advertisement is mostly preferred by the customers. Social media advertisement includes text ads, image ads, pop-up ads, banner ads and HTML adds. These all ads are dominant over other traditional kinds of advertisement techniques.

**According to Wedasari, N. K. (2018)** Social media advertising, can be defined as application of social media tools to create awareness, persuade and educate consumers about a firm's products and services. Therefore, social media can be utilized as an advertising platform to create and strengthen bonds between firms and customers, thereby developing more trustworthy relationships between the two sides than does traditional online media. Social media advertising factors in the context of smartphone industry, namely:

| <b>FACTORS OF SOCIAL MEDIA ADVERTISEMENT</b> |                                                                                                                                                                                                                                                     |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Product Specification</b>                 | In an advertisement of a smartphone, the product specification needs to be the point of the advertisement. The smartphone needs to be featured as the main aspect. The advantages of the smartphone also need to be portrayed in the advertisement. |
| <b>Memorable Tagline</b>                     | The advertisement containing catchy tagline will increase the top of mind of a product/brand.                                                                                                                                                       |
| <b>User Experience</b>                       | The advertisement to demonstrate the features of the phone, and how it is used.                                                                                                                                                                     |
| <b>Visually Pleasing</b>                     | The advertisement elements need to be visually pleasing, the color, photography and fonts needs to be well made and executed.                                                                                                                       |

|                                  |                                                                                                               |
|----------------------------------|---------------------------------------------------------------------------------------------------------------|
| <b>Model Utilization</b>         | Using a model that can transfer meaning to the product.                                                       |
| <b>Advertisement Familiarity</b> | More frequently an advertisement is seen by someone, they will be familiar with the product and brand itself. |

Source: **Wedasari, N. K. (2018)**

## **The 7 Hidden Factors of the Most Effective Social Media Ads**

Kevin, Lee. (2015) provides the 7 of the Best Social Media Advertising Tips namely

### **1. Create multiple versions of the ad**

When we write headlines for Buffer blog posts, we often come up with a big handful of options (15 or more headlines per post when we can manage it) so that we can test and see what works best. The same idea works with social media ads. When you read about a successful social media ad, it's likely that the ad has gone through a few key variations based on these actions:

**1. Write several versions of ad copy 2. Test different images 3. Adjust and hone your target audience**

The strategy then would look something like this:

- Create lots of ad variations
- Check often to see what's working
- Deactivate the lowest performers and try something new

## 2. Use the “Learn More” button

When creating ads for the Facebook News Feed, you get the chance to include one of seven buttons with your ad. **If in doubt, it’s best to choose a button instead of no button. And the best button of all? The “Learn More” button.** You can add the button in the bottom section of the Facebook Ads editor. These are the seven button options to choose from:

1. Shop Now
2. Book Now
3. Learn More
4. Sign Up
5. Download
6. Watch More
7. Contact Us

The theory behind why this button works is that it helps focus your ad to an even greater degree, like a Mario mushroom for your already great copy. Adding a button enhances the call-to-action and primes a reader to take the action. As for which button works best, you’re might notice that one fits your niche particularly well (“Book Now,” for instance, would be great for vacation spots). For the “Learn More” button, there seems to be growing evidence that it’s the best overall bet for engagement.

## 3. Create a custom landing page

If the goal of your social media ad is conversions—sales, signups, what-have-you—then you’ll want to think not only of the ad itself but also where a person might end up once they click. Some of the most successful social media advertising campaigns include custom landing pages, where the copy carries over from the ad and the action crystal clear. **The more targeted your ad, the more**

**targeted your landing page needs to be.** You'll see this often with e-commerce ads that do a great job targeting a single product and then send the person from the ad to the main product page, full of menus and related products and all sorts of potentially distracting (albeit eminently useful) places to click.

#### **4. Mention price up front**

Doing so will help qualify the traffic that heads to your landing page. Instead of filtering out people when they reach your pricing page, you can do so before they even click—thereby saving you pay-per-click costs that wouldn't have amounted to a conversion. The goal, in other words, wouldn't be about people clicking your ad. The goal would be people clicking your ad and eventually buying your product or service.

#### **5. Promote a discount**

In a survey of Facebook users, **67 percent of people said they were likely to click on a discount offer.** A simple strategy for a successful social media ad: **Mention a discount in your copy.** In a really cool case study from HauteLook, the clothing website ran a 50% off sale on their Diane Von Furstenberg line. Mentioning a discount in their ads led to a huge sales day—the third largest sales day in company history. And discounts don't necessarily always need to be tied to huge sales events. At Buffer for instance, we have three different pricing options (free, Awesome, Business), and at the Awesome price the price is lower when paying a year in advance rather than month-to-month. It's kind of a built-in discount and one we could explore using in our social media ad copy.

6. Filter out mobile traffic

When creating a social media ad, you'll typically have the option of segmenting the audience by a number of factors, including those using a desktop/laptop versus a mobile device. To fully optimize your conversion rate,

show your ad to those on desktops and laptops. **Don't show your ad on mobile.** This slide deck from Ad Espresso (a Facebook ads management tool) does a great job explaining the differences between types of social media ad placement, particularly on Facebook.

## **7. Focus on relevance score**

Positive feedback includes people liking, commenting, and sharing your ad and also any desired actions taken with your ad (clicks to website for instance). Negative feedback includes those instances when people hide your ad or ask not to see ads from you. It's all delivered on a 1 to 10 scale and based on real interactions with your ad; there's a 500 daily impressions minimum in order to receive your first score. Test your ad with a small budget first, to see where your relevance score lies. Once you achieve relevance of 8/10 or higher, then promote the ad more heavily. Since relevance scores update in real time, check your ads often. If the score dips below 8/10, adjust the ad.

## **The Online Decision Making Process**

Making the choice to buy something online involves a variety of different factors. In this article, we'll consider a relatively simple model of the online decision making process that covers the basic stages, and offers an brief explanation for them.

### **1. Identifying The Need**

The first stage in the process is the "identification of a need". Quite simply, this is the point at which the potential customer realises that they need to purchase a product, or make use of a service.

## **2. Information Search**

Once the need has been identified by the consumer, the next stage is to conduct an “information search” to find out how the need can be satisfied. In this digital age, that kind of research is more and more frequently being carried out online, thanks to the ease and convenience of the medium. However, at this stage, 17% of people drop out of the process, 9% because they can’t find or identify the required information, and 8% because of lack of purchase information.

## **3. Evaluation Stage**

Once the research has been carried out, the evaluation stage begins, with the consumer evaluating the available alternatives to determine which suits them best. This stage of the process can include requesting quotes for comparison, and often involves additional research into the credibility of the Business Providers whose offers are being considered. However, this is also the stage that sees the greatest lead attrition. Only 25% of the shoppers who began searching for information in the previous stage, reach the end of the evaluation phase.

## **4. Purchase Decision**

Once the evaluation of alternatives has been carried out, the next step is the “purchase decision,” which sees another 12% loss, as some people decide not to make the purchase.

## **5. Purchase Evaluation**

The final stage of the decision making process occurs after the actual purchase, and that is the “purchase evaluation” stage. In this stage, the customer assesses whether or not the product or service has met their expectations. This process not only affects whether they will become repeat customers, but also whether they will offer positive or negative advice to other potential customers.

## **Buyer Purchase Decision Process Online**

**Torreno, M. (2022)** mentioned that when purchase product in online the decision process is huge difference in how a company markets online.

### **Step 1: Discovery**

Before someone decides to purchase something, they come to a realization that they need or want that something. Usually, this phase occurs as a trigger to some kind of event. Let's take a new cell phone purchase as an example. What brings a consumer to a realization that they need or want a new cell phone? When something is a need, it is often triggered by a problem. In the cell phone example, the consumer may have just lost their phone or their phone is exhibiting an issue. Once again, the problem triggered the discovery of the need.

On the other hand, when something is a want, the trigger will look different. Wants are a desire to have something. In the scenario of a cell phone purchase, the trigger could have been an announcement of a new model releasing or a suggestion from someone. In this step, the consumer may start asking a lot of "how-to" or "why" questions. As a company, you want to be present in this step. Content marketing with a blog or how-to section to address problems and provide solutions is a great way to make yourself present. To address "wants", think of creating lifestyle ads that put your target consumers in scenarios that will drive emotion to trigger that want.

### **Step 2: Research**

Once a consumer discovers they have a problem or a want, they enter the next step, research. This is the step where they start asking "what is" or "which" questions. In the example of a new cell phone purchase, a consumer will start asking questions like "what is the best cell phone" or "which service provider offers the best service". Think of your product or service and ask yourself what

questions your consumers might ask that can potentially lead them to you. Once you figure this out, be present in this step.

Once again, having a blog section to addresses these anticipated questions is a great way to get in the mix with this step. Anticipate these questions and establish your authority as a subject matter expert in this area. When the consumer finally lands on some options of what they need or want, they move on to the next step which is exploring options on what to purchase.

### **Step 3: Explore Options**

In this step, consumers begin reading reviews or comparisons of products, services, and even companies to finally lead them to their purchase. In the example of a new cell phone purchase, a consumer may have decided on an iPhone but now wants to potentially compare an iPhone X or an iPhone 8. Or maybe they already decided on the iPhone X but are now comparing which retail location to make this purchase.

There are several avenues as a company that you can take to make sure you are present in this stage. Finding authoritative reviewers to give your product a review on YouTube or on their site is one way. Having product comparison pages on your website is another option. Keeping your current customers engaged in writing reviews about your product, service or company is also a good practice. Your goal here is to ensure when consumers are exploring options that you are present and designing a compelling reason to choose you over the competition.

## Steps in the consumer decision process

Generally speaking, the consumer decision-making process involves five basic steps.

### 1. Problem recognition

The first step of the consumer decision-making process is recognizing the need for a service or product. Need recognition, whether prompted internally or externally, results in the same response: a want. Once consumers recognize a want, they need to gather information to understand how they can fulfill that want, which leads to step two. But how can you influence consumers at this stage? Since internal stimulus comes from within and includes basic impulses like hunger or a change in lifestyle, focus your sales and marketing efforts on external stimulus. Develop a comprehensive brand campaign to build brand awareness and recognition—you want consumers to know you and trust you. Most importantly, you want them to feel like they have a problem only you can solve.

***Example:** Winter is coming. This particular customer has several light jackets, but she'll need a heavy-duty winter coat if she's going to survive the snow and lower temperatures.*

### 2. Information search

When researching their options, consumers again rely on internal and external factors, as well as past interactions with a product or brand, both positive and negative. In the information stage, they may browse through options at a physical location or consult online resources, such as Google or customer reviews. Your job as a brand is to give the potential customer access to the information they want, with the hopes that they decide to purchase your product or service. Create a funnel and plan out the types of content that people will need. Present yourself as a trustworthy source of knowledge and information. Another

important strategy is word of mouth—since consumers trust each other more than they do businesses, make sure to include consumer-generated content, like customer reviews or video testimonials, on your website.

***Example:** The customer searches “women’s winter coats” on Google to see what options are out there. When she sees someone with a cute coat, she asks them where they bought it and what they think of that brand.*

### **3. Alternatives evaluation**

At this point in the consumer decision-making process, prospective buyers have developed criteria for what they want in a product. Now they weigh their prospective choices against comparable alternatives. Alternatives may present themselves in the form of lower prices, additional product benefits, product availability, or something as personal as color or style options. Your marketing material should be geared towards convincing consumers that your product is superior to other alternatives. Be ready to overcome objections e.g., in sales calls, know your competitors so you can answer questions and compare benefits.

***Example:** The customer compares a few brands that she likes. She knows that she wants a brightly colored coat that will complement the rest of her wardrobe, and though she would rather spend less money, she also wants to find a coat made from sustainable materials.*

### **4. Purchase decision**

This is the moment the consumer has been waiting for: the purchase. Once they have gathered all the facts, including feedback from previous customers, consumers should arrive at a logical conclusion on the product or service to purchase. If you’ve done your job correctly, the consumer will recognize that your product is the best option and decide to purchase it.

***Example:** The customer finds a pink winter coat that's on sale for 20% off. After confirming that the brand uses sustainable materials and asking friends for their feedback, she orders the coat online.*

## **5. Post-purchase evaluation**

This part of the consumer decision-making process involves reflection from both the consumer and the seller. As a seller, you should try to gauge the following:

- Did the purchase meet the need the consumer identified?
- Is the customer happy with the purchase?
- How can you continue to engage with this customer?

Remember, it's your job to ensure your customer continues to have a positive experience with your product. Post-purchase engagement could include follow-up emails, discount coupons, and newsletters to entice the customer to make an additional purchase. You want to gain life-long customers, and in an age where anyone can leave an online review, it's more important than ever to keep customers happy.

## **Step 4: Purchase**

As the steps progress in this process, this is the crucial stage where the consumer finally decides on what they will purchase. If you followed the other 3 steps effectively, the purchase to come to you should be natural if you were present in their purchase journey the whole way through. In the example of purchasing a new cell phone, if the consumer has decided on an iPhone X, they will now be very direct on landing on where to purchase.

In this step, you want to make sure your SEO or local SEO (if you are a physical store) is on point. Anticipate consumer questions like “where to” and

ensure your SEO titles capture buying keywords like “buy”, “purchase”, “best”, “get” or “deal”. Typically, companies get this step right. To make this step flow better in your sales process though, try to integrate the other 3 steps above into your process and introduce step 4 in call-to-action formats.

Another way to effectively execute this step is to integrate landing pages with your digital advertising efforts. A good landing page should be very direct to buy now. Eliminate menu buttons or options for consumers to bounce off of the buy now page. If you are implementing the other 3 steps properly, this landing page should serve solely as step 4, purchase.

### **Step 5: Purchase Again**

Now that you have a happy customer, you want to make sure you retain this customer. This is where email marketing comes in. Keeping consumers updated on offers is typically what companies do, but don’t forget to integrate the other steps of a consumers buying process. You want to use this opportunity to engage your audience to potentially capture them when they eventually enter their process again. Also, if your product or service has a predictable natural cycle of repurchase, having a good CRM to send targeted emails within that cycle will give you the best shot at retaining your customer.

## CHAPTER -2

### REVIEW OF LITERATURE

**Bandara, D. M. D. (2021)**<sup>1</sup> conducted a study to explore the impact of social media advertising on consumer buying behavior towards fast fashion. The population of this study is taken from active social media users in Western province and a sample of 300 consumers was selected using the convenience sampling method. The hypotheses were tested using Correlation and Regression analysis since the purpose of the study is to measure the impact of each independent variable on the chosen dependent variable. Results of this study indicated that social media advertising has a positive influence on consumer buying behavior towards the fast fashion industry. Results of this further observed that entertainment, familiarity, and social imaging, have a significant influence on consumer behavior, while the remaining variable, advertising expenditure, has no statistically significant influence.

**Hasan, M., & Sohail, M. S. (2021)**<sup>2</sup> in their study tried to discover antecedents of social media marketing and their effects on purchase intention, as well as the moderating influence of local and nonlocal brands on these relationships. A sample of 345 social media users were taken for this study from Saudi Arabia. Results of this study revealed that Brand trust, brand community, brand awareness and interaction were found to influence purchase intention. Brand origin had a moderating effect in the relationships between brand trust and interaction with purchase intention.

**Aji, P., et al (2020)**<sup>3</sup> conducted a study to find impact of Social Media Marketing Activity (SMMA) towards customers' purchase intention. online questionnaire survey was conducted among 114 participants of Instagram users in Indonesia. Results of this study revealed that brand equity had a positive impact on eWOM and e-WOM maintained a positive influence towards customers' purchase intention on Social Media Marketing Activity.

**Moslehpour, M., et al. (2021)**<sup>4</sup> made an attempted to find the relationship between social media marketing activities and purchase intention mediated by trust and brand image. A sample of 350 online social media users were selected for this study. n, EFA, CFA, SEM, and bootstrapping methods were run to analyze these research data. Results of this study indicated that Social media marketing, trust, and brand image affect consumers' purchase intention significantly. Among the five dimensions of social media marketing, the findings show that two dimensions—namely, entertainment and word of mouth, bring the most significant direct effect on purchase intention. Trust and brand image mediate the relationship between social media marketing and purchase intention. It was suggested in this study that social media marketing dimensions that directly encourage purchase intention among consumers to use GO-JEK. Second, it explains that trust and brand image can amplify the influence of each variable on consumers' purchase intention.

**Sanny, L., et al. (2020)**<sup>5</sup> in their study tried to investigates the impact of social media marketing on brand image and brand trust toward the purchase intention of Indonesian Male's Skincare. A quantitative approach is used to collect the data to support the model using online surveys. The data samples are collected from 203 male respondents using non-probability sampling techniques

with convenience sampling method. The results are analysed with PLS-SEM methodologies by Smart-PLS, considered to be applied when the research is exploratory. The research result shows that social media marketing had a significant impact on brand image and brand trust. Moreover, brand trust and brand image had significant impact on purchase intention. With brand image and brand trust 56.1 percent explained the purchase intention, 53.6 percent social media marketing explained the brand image, and 65.4 percent of the social media marketing explained the brand trust as well.

**Sun, Y., & Wang, S. (2020)**<sup>6</sup> conducted a study to observe consumers' attitudes toward purchase intentions on green products by using social media and to explore the relationships among social media marketing, perceived consumer effectiveness (PCE), product knowledge, subjective norms, perceived behavioral control, price consciousness and attitudes. A questionnaire survey method was used to collect data from consumers in China. The empirical results suggest that attitude, subjective norms and perceived behavioral control positively affect purchase intentions, while price consciousness negatively affects purchase intentions. Product knowledge positively affects consumers' attitudes and purchase intentions, and PCE positively affects consumers' attitudes.

**Seo, E. J., et al. (2021)**<sup>7</sup> conducted a study to investigate the effect of social media usage characteristics on electronic word-of-mouth (e-WOM), trust, and brand equity by dividing the characteristics to personality, social, and information. A survey was administered to 430 respondents who had experience of using airline social media and the collected data was analyzed using structural

equation modelling. The results showed that the personality and informational characteristics from social media usage had statistically significant effects on e-WOM. It was found that the e-WOM had significant effects on trust and also on brand awareness. The trust was shown to have a statistically significant effect on brand awareness and brand image.

**Wibowo, A., et al. (2020)**<sup>8</sup> were of the view that Social media has been widely used by enterprises as a marketing strategy tool. As a part of social media, social networking sites (SNS) allow users to connect with each other. This study tried to measure the customer's relationship quality, which can impact customer behavioral outcomes, which are purchase intention, loyalty intention, and participation intention. The 413 online questionnaire surveys were measured and analyzed using SmartPLS 3. The results show that SMMA and CX have a significant influence on the customer relationship quality, which also leads to a positive impact on customer behavioral outcomes.

**Weismueller, J., et al. (2020)**<sup>9</sup> made an attempted to investigate the impact of social media influencer endorsements on purchase intention. Empirical findings based on 306 German Instagram users between 18 and 34 years of age reveal that source attractiveness, source trustworthiness and source expertise significantly increase consumer purchase intention; whilst advertising disclosure indirectly influences consumer purchase intention by influencing source attractiveness. Furthermore, the results reveal that the number of followers positively influences source attractiveness, source trustworthiness as well as purchase intention.

**Chen, J. L., & Dermawan, A. (2020)**<sup>10</sup> conducted a study to explore the impact of YouTube beauty vlogger on the attitude of Indonesian women towards locally made cosmetics and their willingness to purchase. Results of this study indicated that the majority of interviewees are affected by YouTubers' videos and reviews. Interviewees take a keen interest in their reviews when YouTubers provide information in an honest manner rather than because of commercial sponsorship. It was concluded in this study that marketers and communication specialists must develop brandconsumer dialogues on digital platforms via YouTubers. It can be said that YouTubers know exactly their target customers and as a brand ambassador, they can help brands approach YouTube viewers with ease.

**Manan, H. A., et al. (2020)**<sup>11</sup> conducted a study to find customers' perceptions of social media advertisements and their intention to purchase health and beauty products. The snowball sampling was the preferred sampling method to acquire data from 180 respondents, and these data were analyzed using SPSS version 24. The analysis results indicated that all variables' items were between the range of 0.728 to 0.859, which denotes the existence of internal consistency. From the regression analysis findings, trust and affective have significant positive effects on purchase intention, whereas credibility and authenticity showed non-significant relationships. The study found trust and affective attitude have significant positive relationships with purchase intention of products on social media. Whereas, credibility and authenticity are found to have no significant relationship with purchase intention. Between trust and affective, trust is found to have strongest influence on consumer purchase intention.

**Yeo, S. F., et al. (2020)**<sup>12</sup> in their study tried to determine the effects of social media advertising on consumers' online purchase intention. Social media advertising has a significant part of the development of brand in the consumer recognition, and ultimately affect the purchase intention and marketers to emphasize these strategies. A total of 219 questionnaires were collected from the respondents by using purposive sampling. Results of this study indicated that t interactivity, information, trust vividness and brand image are the effects of social media advertising on consumers' online purchase intention.

**KV, S., et al. (2021)**<sup>13</sup> conducted a study to determine the factors that influence how social media advertisements are perceived and their effect on customer purchase intent. Structural Equation Modelling was used to investigate the effect of customer characteristics on purchase intention. The findings indicate that creative characteristics, attention-grabbing details, emotional appeal, and celebrity endorsement all had an effect on how social media advertising was evaluated. Results of this study further indicated that attention-grabbing details, celebrity endorsement, and emotional appeal have a considerable impact on customer purchase intention.

**Latif, S., & Calicioglu, C. (2020)**<sup>14</sup> conducted a study to conducted a study to Impact of social media advertisement on consumer purchase intention with the intermediary effect of brand attitude. A sample of 250 was selected based on convenience base collection amongst customers of fashion brands, banks and online shopping sites in Pakistan. The results of the study indicate that perceptual and rational advertisement have substantial influence on the brand attitude of customers. Purchase intentions have a positive impact on customers due to perceptual and rational advertisements. Brand attitude has significant

intermediation in the relationship between customer purchase intentions and social media marketing. The results substantiate the effects of advertisement appeals as social media marketing increases with the mediation of brand attitudes. The overall results of the analysis present the relationship between direct social media advertisements and purchase intentions under the moderating role of brand attitude.

**Fernandes, E., et al. (2020)** <sup>15</sup> conducted a study to y examines whether online advertising on Instagram influences purchase intention through shopping motivation. The research uses a causal quantitative research method by surveying to 110 respondents. Results of this study indicated that Instagram as a social media online advertising has a positive effect on consumers' buying interest and both utilitarian and hedonic shopping motivations for beauty care products and services. Results of this study further observed that hedonic motivation influences the customer's desire to buy beauty care products and services.

## **CHAPTER-3**

### **RESEARCH METHODOLOGY**

#### **Significance of the Study**

High competition social media industry, purchasing pattern highly compete with each other, relatively they are spending thousands for advertising agencies to promote their brands, therefore they need to follow best practices to attract the consumers towards their brands. Accordingly, online consumer, marketing managers, brand managers those who are using the social media advertising benefited through the findings.

#### **Statement of the Problem**

The growth of various social networking sites resulted customers to access the other features like chatting, messaging, gaming, and blogging. Presently, Facebook is the most popular social networking site which provide features such as constructing dynamic profiles, forming groups, chatting, and sharing information to others. So, the interaction over these social networking sites leads to affect the buying decision of consumers because they are in constant touch with their family members, friends, coworkers and groups or individuals. It also provides them a platform for comparison of various products or services online and this may hamper any company who is having a bad e-WOM or negative reviews. Every day, consumers make so many product purchase decisions and they also like to take review from others also. Thus, the social network provides customers a good platform to gather information, advices, and reviews.

#### **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**

A thorough study of several research papers, journals, and articles in social media advertisements is used to conduct the literature review. The review was gathered from several research projects that were conducted. The literature review was used to help create the background study. The necessary answers are discovered when these literatures have been evaluated. This investigation was preceded by this review of the literature.

### **Sample size**

A total of 130 respondents were selected. Both questionnaire and online survey method was adopted for this study to collect the primary data. Around 125 responses were received from respondents. Out 125 filled questionnaire 7 were found to be incomplete. Hence 118 valid responses were taken for this study.

## **Hypothesis of the Study**

### **Null Hypothesis:**

There is no significant difference between demographic variables with respect to factors of social media advertisement.

### **Alternate Hypothesis:**

There is no significant difference between demographic variables with respect to factors of social media advertisement.

## **OBJECTIVES OF THE STUDY**

1. To study the profile of social media users and their purchase intension.
2. To identify the influence of demographic profiles towards social media advertising and online purchase.
3. To examine the different social media advertising types used in online purchase intension.
4. To analyze the level of impact of social media advertising on online purchase intension.

## **Limitations of the Study**

Although the study has demonstrated the impact of social media advertisement on purchase intention the study still presents some limitations. First, one limitation is that the current study only based limited on secondary and primary data. The information gathered is through the literature review, research papers and journals available on the internet. Second, other factors social media advertisement could be included to refine the model and further impact of social media advertisement on customer's purchase decision can be understood. Third, another limitation found was awareness and knowledge. Still, a huge volume of customers follows the traditional way of purchasing items. Lack of awareness and knowledge about social media advertising is prevailing which restricts them to stick to the traditional way of purchasing items.

## **Future Scope of the Study**

Further studies could focus on a specific social networking site and the collection of data through their members. Future research should take few steps to emphasize the role of social media advertisement on buying intention and perceived usefulness, and also to analyse their effect on the conceptual model. The future studies may use sample and collect data from various primary sources such as questionnaires and surveys. Future studies may also use perceived value as mediating variable in the current framework to explore further relationships. More studies are needed to explore the online ads of all the social networking sites and purchase behaviors among other user groups. In future studies, there

should be focus on collecting a larger number of samples. Moreover, further studies could collect samples from different geographical regions worldwide and identify the differences between the various regions and their corresponding purchase pattern. Quantitative research can be used for further study to know more about the influence of online social media advertisement on consumers' purchasing decision process. Moreover, this study covers only the consumers' perspective on online social media sites hence further research can study online social network from company's perspective also.

## CHAPTER-4

### DATA ANALYSIS AND INTERPRETATION

**Table 4.1.**

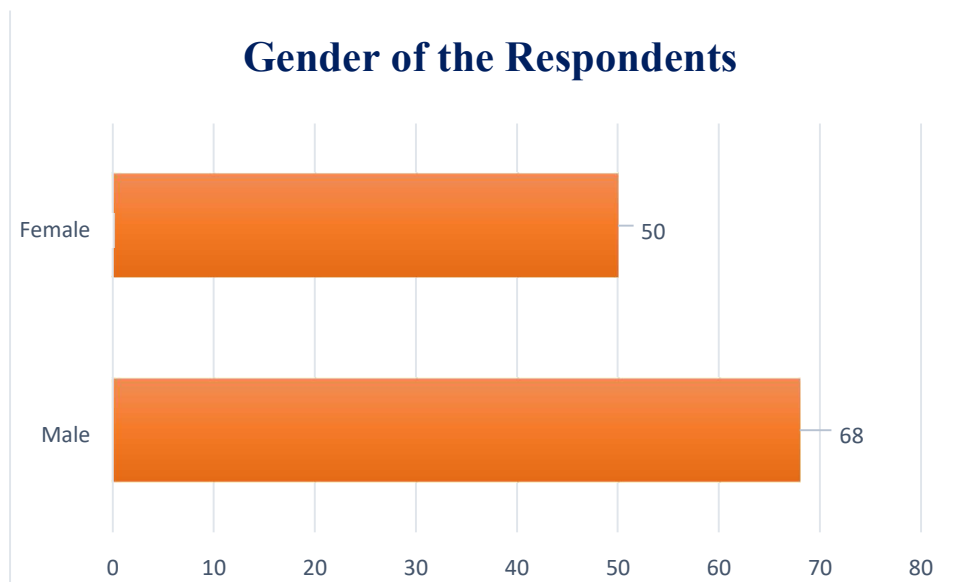
**Gender of the respondents**

| <b>Particulars</b> | <b>Classification</b> | <b>No. of Customers</b> | <b>Percentage</b> |
|--------------------|-----------------------|-------------------------|-------------------|
| <b>Gender</b>      | Male                  | 68                      | 57.63             |
|                    | Female                | 50                      | 42.37             |
|                    | Total                 | 118                     | 100               |

Source: Computed data

### Interpretation

Table 4.1 indicated that gender of the respondents. Out of 118 respondents 57.63% of them are male and remaining 42.37% of the respondents are female. It is observed that most of the respondents 67.63% of the male consumers are higher side as respondents in this study.



**Figure 4.1 Gender of the Respondent**

**Table 4.2**

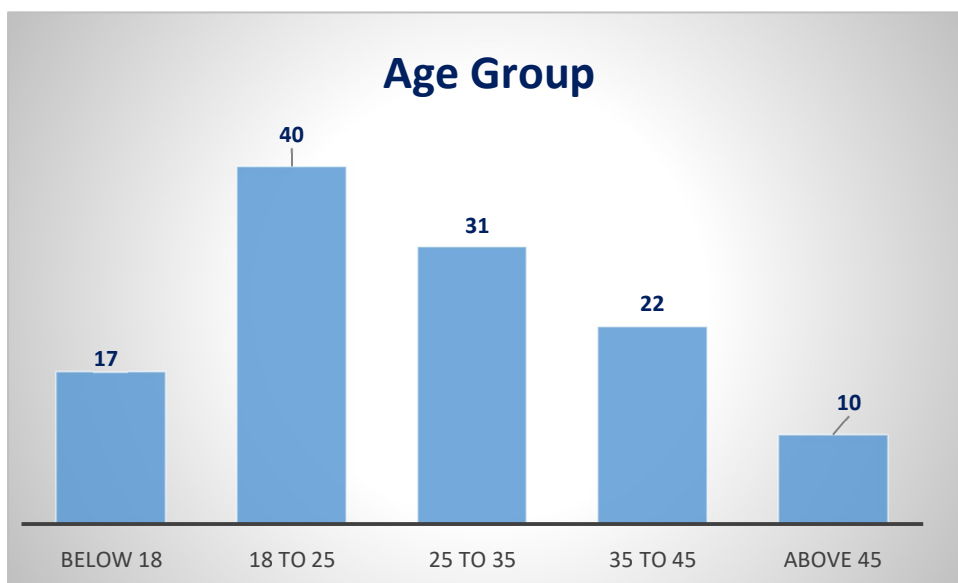
**Age Group**

| Particulars | Classification | No. of Customers | Percentage |
|-------------|----------------|------------------|------------|
| Age Group   | Below 18       | 17               | 14.40      |
|             | 18 to 25       | 40               | 33.89      |
|             | 25 to 35       | 31               | 26.27      |
|             | 35 to 45       | 22               | 18.64      |
|             | Above 45       | 10               | 08.47      |
|             | Total          | 118              | 100.0      |

Source: Computed Data

## Interpretation

Table 4.2 indicated that age group of the respondents. It is observed that out of 118 respondents 14.40% of them are below 18 years, 33.89% of the respondents are between 18 to 25 years, 26.27% of the respondents are 25 to 35 years, 18.64% of the respondents are 35 to 45 age group and 08.74% of them are above 45 years. It is found that out of 118 respondents most of the respondents 33.89% between the age group of 18 to 25 years.



**Figure 4.2 Age Group of the respondents**

**Table 4.3.**

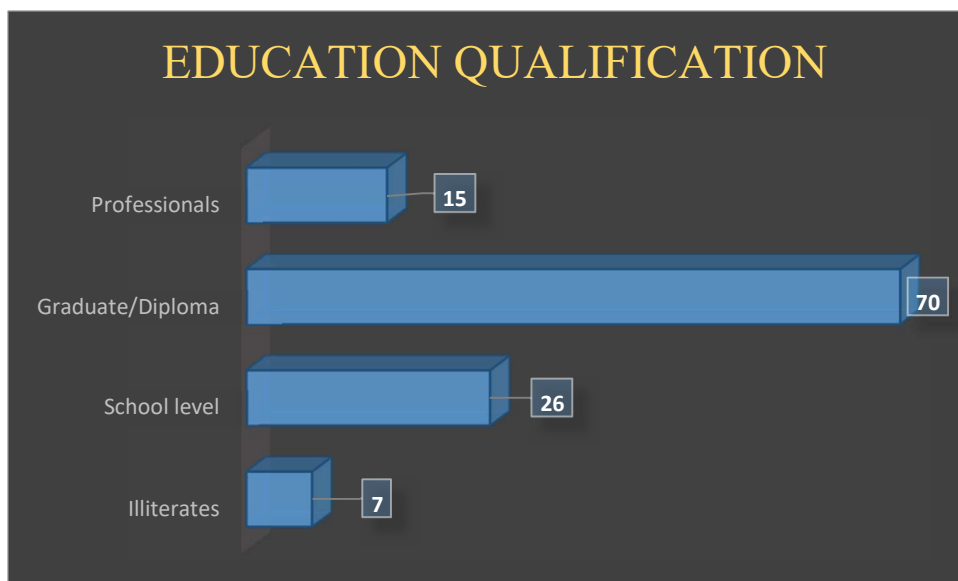
**Education Qualification**

| <b>Particulars</b>             | <b>Classification</b> | <b>No. of Customers</b> | <b>Percentage</b> |
|--------------------------------|-----------------------|-------------------------|-------------------|
| <b>Education Qualification</b> | Illiterates           | 7                       | 05.93             |
|                                | School level          | 26                      | 22.03             |
|                                | Graduate/Diploma      | 70                      | 59.32             |
|                                | Professionals         | 15                      | 12.71             |
|                                | Total                 | 118                     | 100.0             |

Source: Computed Data

**Interpretation**

Above table indicates that the education qualification of the respondents. It is observed that out of 118 respondents 05.93% of them have no education qualification, 23.03% of them are finished their school level, 59.32% of the respondents have Graduate/Diploma and 13.71% of them are completed professional degrees. It is observed that nearly 60% of the respondents have Graduate/Diploma degree.



**Figure 4.3. Education Qualification**

**Table 4.4**

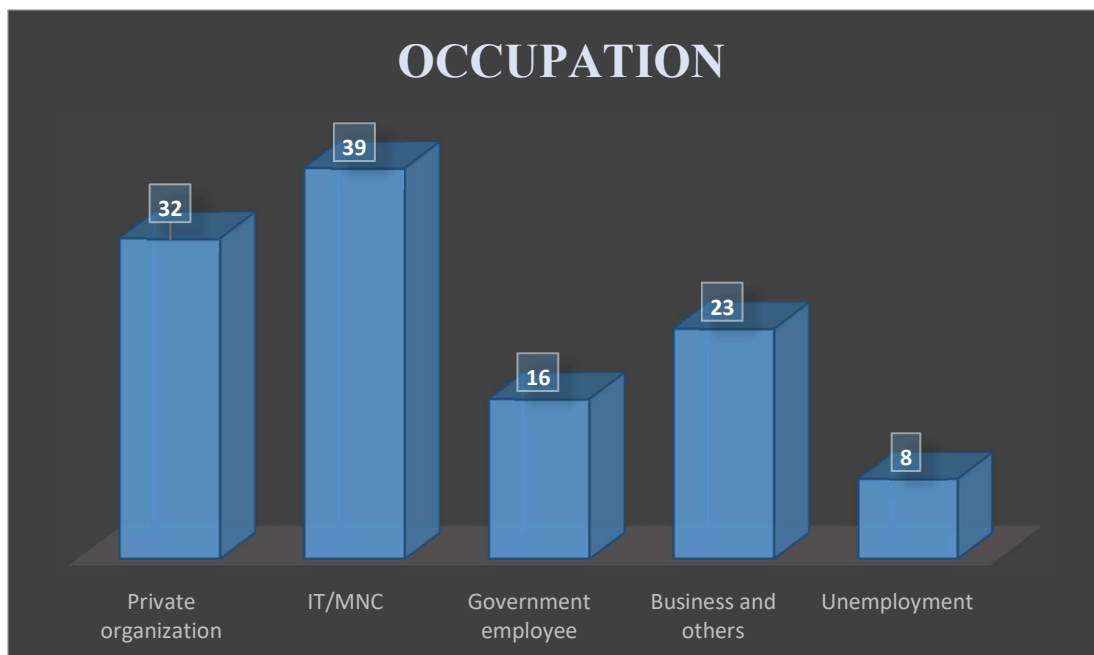
**Occupation of the Respondents**

| Particulars       | Classification       | No. of Customers | Percentage |
|-------------------|----------------------|------------------|------------|
| <b>Occupation</b> | Private organization | 32               | 27.11      |
|                   | IT/MNC               | 39               | 35.05      |
|                   | Government employee  | 16               | 13.55      |
|                   | Business and others  | 23               | 19.49      |
|                   | Unemployment         | 8                | 06.77      |
|                   | Total                | 118              | 100.0      |

Source: Computed Data

## Interpretation

Table 4.4 showed that occupation of the respondents. Out of 118 respondents 27.11% of them are working in Private organization, 35.05% of the respondents are working in IT/MNC, 13.55% of them are working as a Government employee, 19.49% of the respondents doing own business and 06.77% of the respondents are unemployment. It is observed that most of the 35.05% of the respondents are working in IT/MNC.



**Figure 4.4. Occupation of theTable 4.5**

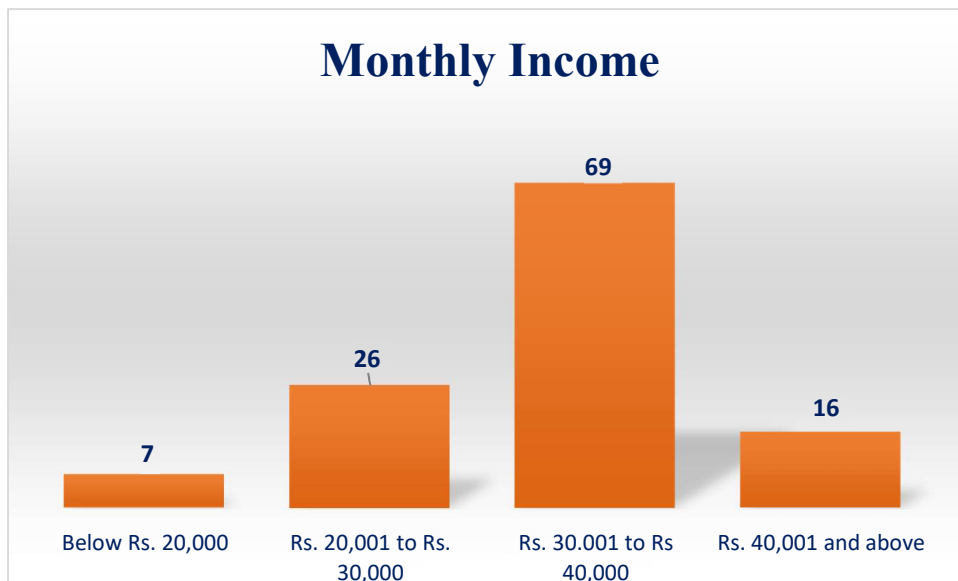
### Monthly Income

| Particulars           | Classification           | No. of Customers | Percentage |
|-----------------------|--------------------------|------------------|------------|
| <b>Monthly Income</b> | Below Rs. 20,000         | 7                | 05.93      |
|                       | Rs. 20,001 to Rs. 30,000 | 26               | 22.03      |
|                       | Rs. 30,001 to Rs. 40,000 | 69               | 58.47      |
|                       | Rs. 40,001 and above     | 16               | 13.55      |
|                       | Total                    | 118              | 100.0      |

Source: Computed Data

### Interpretation

Table 4.5 indicates that monthly income of the respondents. Out of 118 respondents 05.93% of the respondents earn Below Rs. 20,000 per month, 22.03% of the respondents earn Rs. 20,001 to Rs. 30,000 per month, 58.47% of the respondents earn Rs. 30,001 to Rs. 40,000 and 13.55% of the respondents earn more than Rs. 40,001 per month. It is observed that most of the respondents 58.47% of the respondents earn Rs. 30,001 to Rs. 40,000 per month.



**Figure 4.5 Monthly Income of the Respondents**

**Table 4.6**

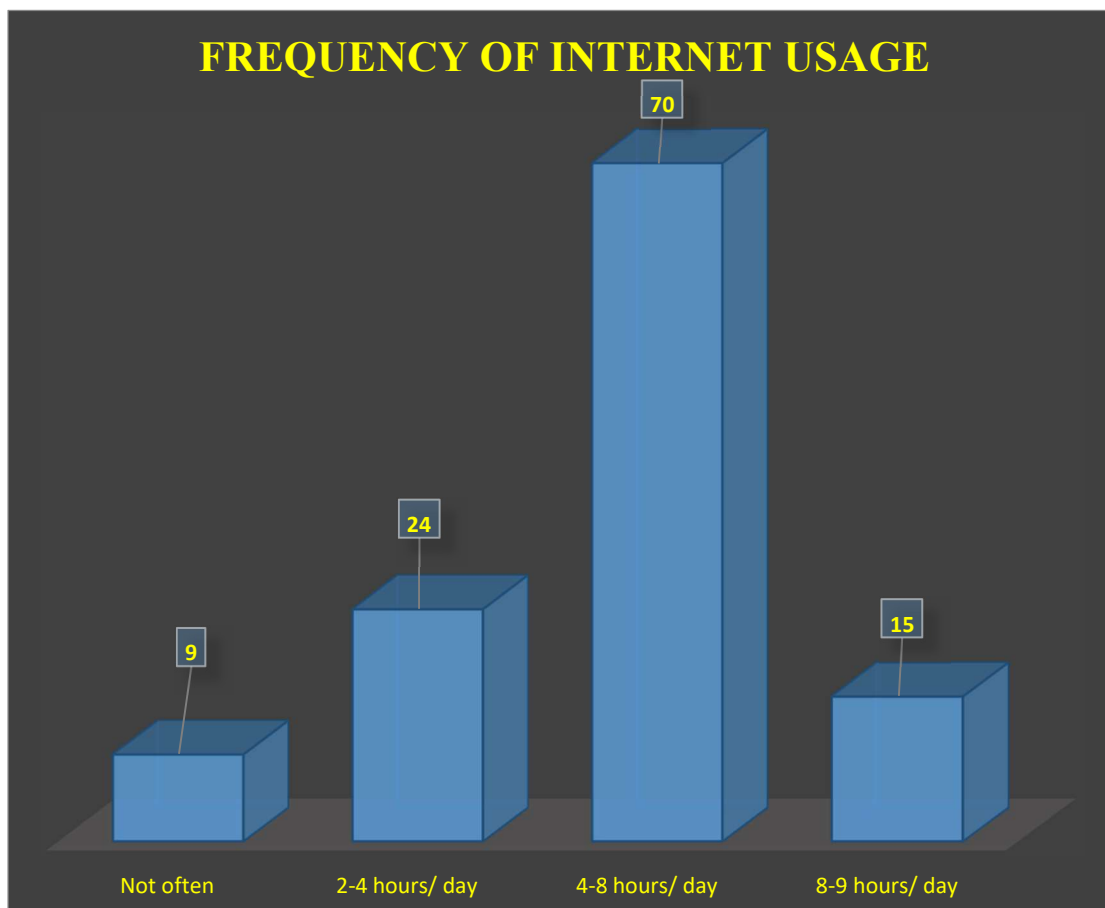
**Frequency of internet usage**

| Particulars                        | Classification | No. of Customers | Percentage |
|------------------------------------|----------------|------------------|------------|
| <b>Frequency of internet usage</b> | Not often      | 09               | 7.62       |
|                                    | 2-4 hours/ day | 24               | 20.33      |
|                                    | 4-8 hours/ day | 70               | 59.32      |
|                                    | 8-9 hours/ day | 15               | 12.71      |
|                                    | Total          | 118              | 100.0      |

Source: Computed Data

## Interpretation

Table 4.6 shows that Frequency of internet usage of the respondents. It is indicating that 07.62% of the respondents use the internet not often, 20.33% of the respondents use the internet 2-4 hours per day, 59.32% of the respondents use 4-8 hours per day and 12.71% of the respondents use the internet 8-9 hours per day. It is inferred that most of the respondents 59.32% of them are using the internet 4-8 hours per.



**Figure 4.4Table 4.7**

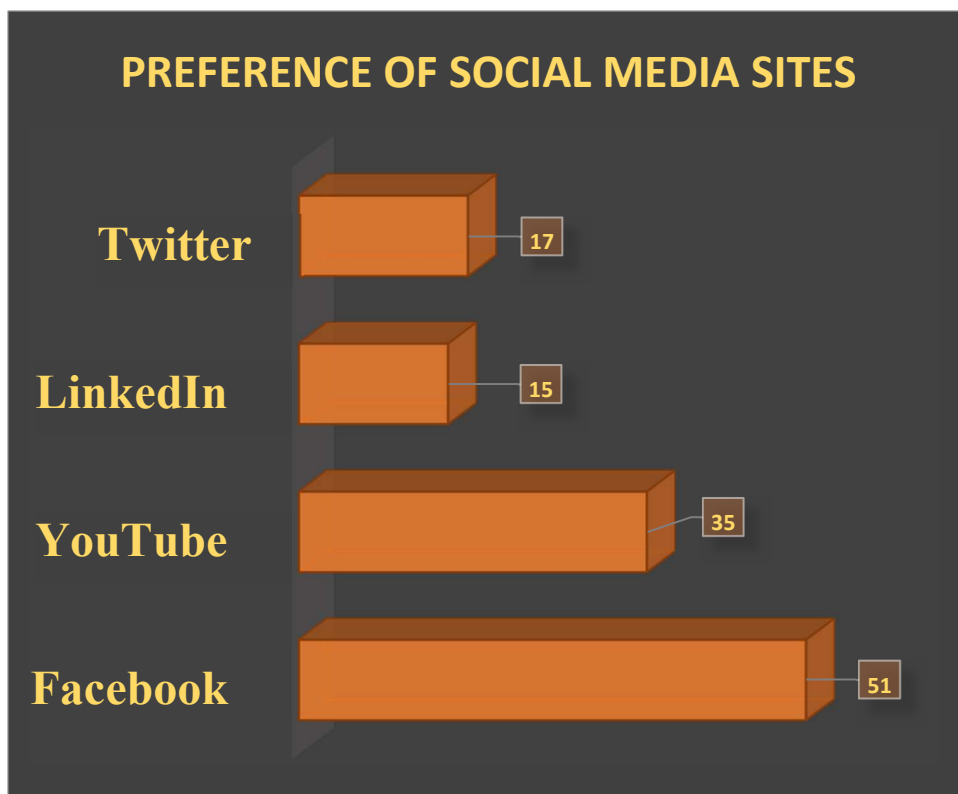
### Preference of social media sites

| Particulars                             | Classification | No. of Customers | Percentage |
|-----------------------------------------|----------------|------------------|------------|
| <b>Preference of social media sites</b> | LinkedIn       | 51               | 5.9        |
|                                         | YouTube        | 35               | 21.8       |
|                                         | Facebook       | 15               | 58.8       |
|                                         | Twitter        | 17               | 13.4       |
|                                         | Total          | 118              | 100.0      |

Source: Computed Data

### Interpretation

From the above table indicates that preference of social media sites. Out of 118 respondents 5.9% of the respondents prefer LinkedIn, 21.8% of the respondents prefer YouTube, 58.8% of the respondents prefer the social media site is Facebook and 13.4% of the respondents are prefer Twitter. It is found that most of the 58.8% of the respondents prefer the social media site is Facebook.



**Figure 4.7. Preference of social media sites**

**Table 4.8**

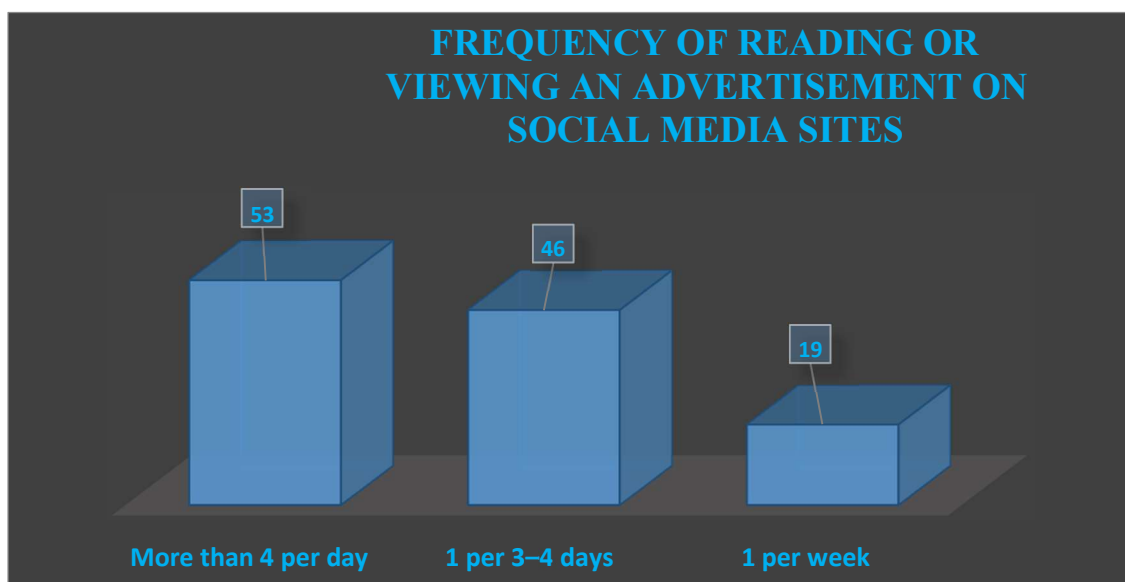
**Frequency of reading or viewing an advertisement on social media sites**

| Particulars                                                            | Classification      | No. of Customers | Percentage |
|------------------------------------------------------------------------|---------------------|------------------|------------|
| Frequency of reading or viewing an advertisement on social media sites | More than 4 per day | 53               | 44.91      |
|                                                                        | 1 per 3–4 days      | 46               | 38.98      |
|                                                                        | 1 per week          | 19               | 16.10      |
|                                                                        | Total               | 118              | 100.0      |

Source: Computed Data

## Interpretation

Above table indicates that Frequency of reading or viewing an advertisement on social media sites. Out of 118 respondents 44.91% of them are reading or viewing an advertisement on social media sites more than 4 per day, 38.98% of them are reading or viewing an advertisement on social media sites and 16.10% of the respondents reading or viewing an advertisement on social media sites 1 per week. It is found that most of the respondents 44.91% of them are reading or viewing an advertisement on social media sites more than 4 per day.



**Figure 4.8 Frequency of reading or viewing an advertisement on social Media**

**Table 4.9**

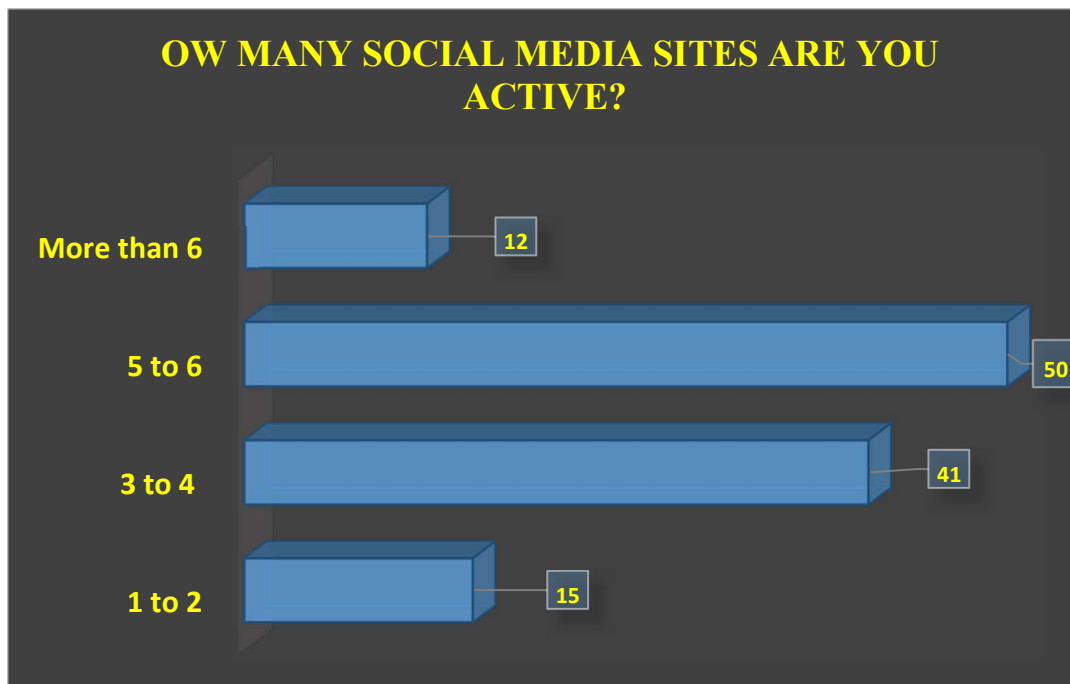
**On how many social media sites are you active?**

| <b>Particulars</b>                                 | <b>Classification</b> | <b>No. of Customers</b> | <b>Percentage</b> |
|----------------------------------------------------|-----------------------|-------------------------|-------------------|
| <b>How many social media sites are you active?</b> | 1 to 2                | 15                      | 12.71             |
|                                                    | 3 to 4                | 41                      | 34.74             |
|                                                    | 5 to 6                | 50                      | 42.37             |
|                                                    | More than 6           | 12                      | 10.16             |
|                                                    | <b>Total</b>          | <b>118</b>              | <b>100.0</b>      |

Source: Computed Data

### **Interpretation**

Table 4.9 indicates that number of social media active by the respondents. Out of 118 respondents 12.71% of the respondents are active 1 to 2 social media sites, 34.74% of the respondents are active 3 to 4 social media sites, 42.37% of the respondents active 5 to 6 social media sites and 10.16% of the respondents are active more than 6 social media sites. It is found that most of the respondents 42.37% of the respondents active 5 to 6 social media sites.



**Figure 4.9. On how many social media sites are you active?**

**Table 4.10**

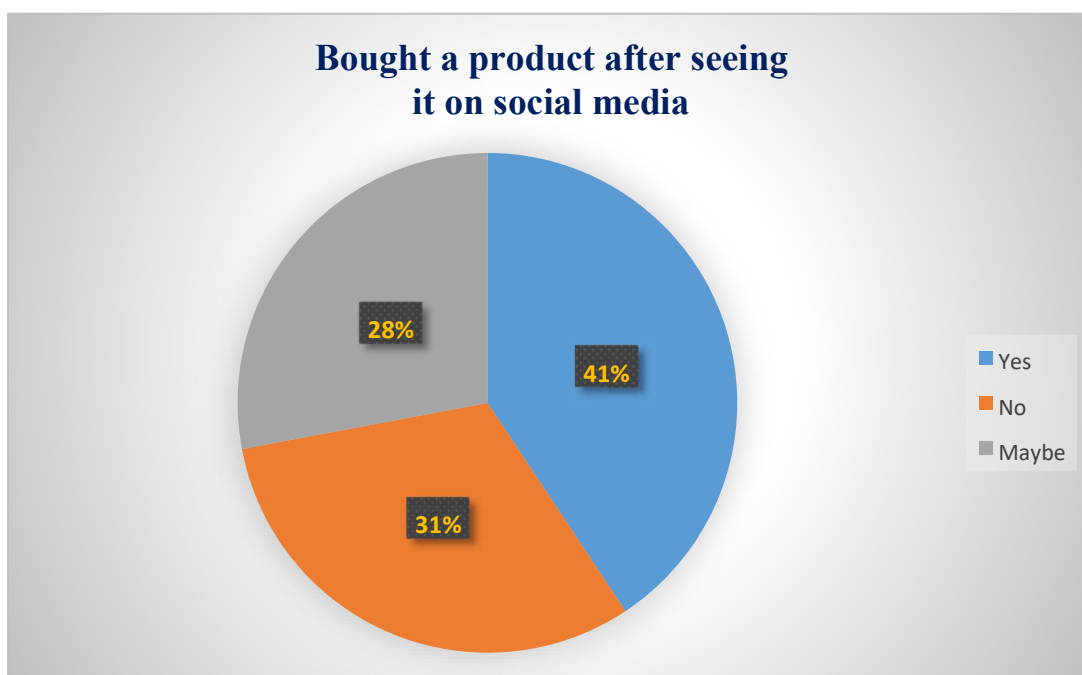
**Bought a product after seeing it on social media**

| Particulars                                             | Classification | No. of Customers | Percentage   |
|---------------------------------------------------------|----------------|------------------|--------------|
| <b>Bought a product after seeing it on social media</b> | Yes            | 48               | 40.67        |
|                                                         | No             | 37               | 31.35        |
|                                                         | Maybe          | 33               | 27.96        |
|                                                         | <b>Total</b>   | <b>118</b>       | <b>100.0</b> |

Source: Computed Data

## Interpretation

From the above table observed that 40.67% of the respondents are replied yes for Bought a product after seeing it on social media, 31.35% of the respondents are replied no for Bought a product after seeing it on social media and 27.96% of the respondents replied maybe Bought a product after seeing it on social media. It is found that most of the respondents replied yes for Bought a product after seeing it on social media



**Figure 4.10. Bought a product after seeing it on social media**

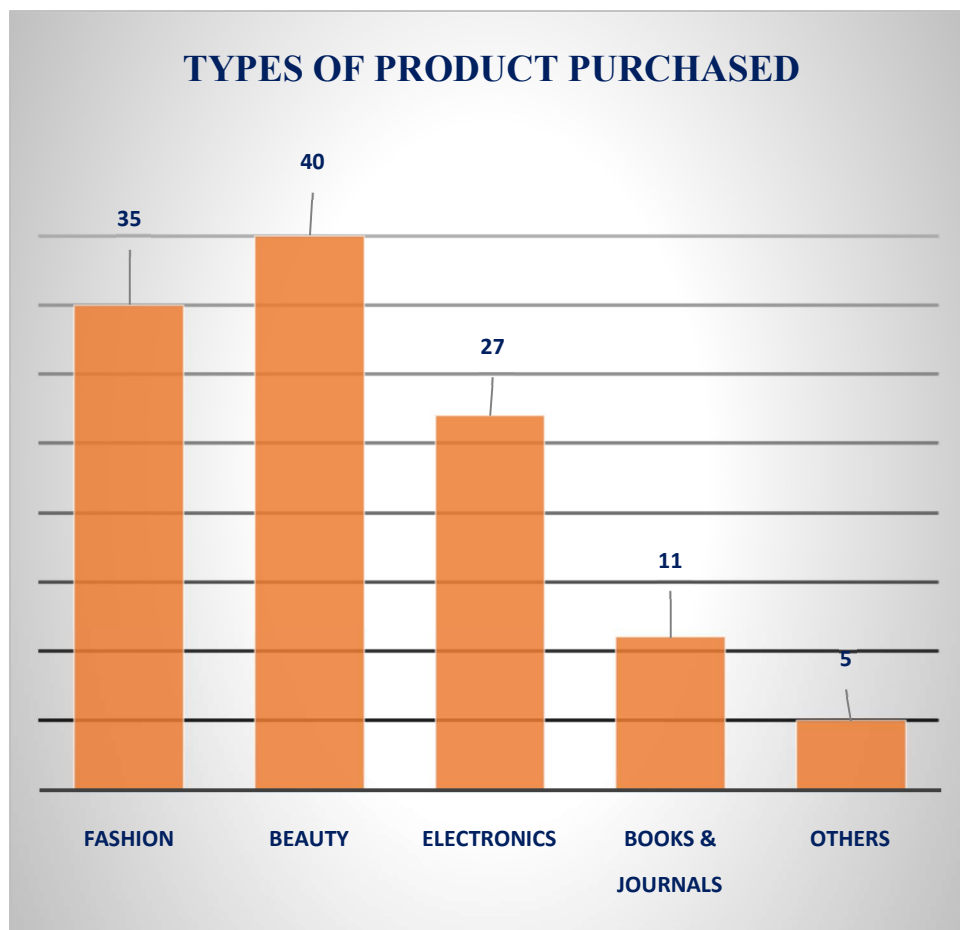
**Table 4.11****Types of product purchased**

| <b>Particulars</b>                | <b>Classification</b> | <b>No. of Customers</b> | <b>Percentage</b> |
|-----------------------------------|-----------------------|-------------------------|-------------------|
| <b>Types of product purchased</b> | Fashion               | 35                      | 29.66             |
|                                   | Beauty                | 40                      | 33.89             |
|                                   | Electronics           | 27                      | 22.88             |
|                                   | Books & Journals      | 11                      | 09.32             |
|                                   | Others                | 05                      | 04.23             |
|                                   | <b>Total</b>          | <b>118</b>              | <b>100.0</b>      |

Source: Computed Data

**Interpretation**

Table 4.11 reveals that types of product purchased. It is observed that out of 118 respondents 29.66% of the respondents purchase fashion related product, 33.89% of the respondents purchased beauty products in online, 22.88% of the respondents purchase electronic products from online, 09.32% of the respondents purchase Books & Journals in online and 04.23% of the respondents purchase other products in online. It is found that most of the respondents 33.89% of them are purchase beauty products in online.



**Figure 4.11. Types of Product Purchase**

**Table 4.12****Factors of social media Advertisement**

| <b>STATEMENT</b>                                                                                  | <b>SA</b>             | <b>A</b>              | <b>NS</b>             | <b>DA</b>             | <b>SDA</b>            |
|---------------------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Social media advertisement are fun to watch                                                       | (32)<br><b>27.11%</b> | (48)<br><b>40.67%</b> | (19)<br><b>16.10%</b> | (11)<br><b>09.32%</b> | (08)<br><b>06.77%</b> |
| Social media advertisement are clever and quite entertaining                                      | (35)<br><b>29.66%</b> | (51)<br><b>43.22%</b> | (16)<br><b>13.55%</b> | (09)<br><b>07.62%</b> | (10)<br><b>08.47%</b> |
| Display ads on social media advertisement creates irritable                                       | (44)<br><b>25.42%</b> | (34)<br><b>28.81%</b> | (20)<br><b>16.94%</b> | (15)<br><b>12.71%</b> | (5)<br><b>04.23%</b>  |
| Display ads on social media advertisement give valuable product/service information.              | (50)<br><b>42.37%</b> | (42)<br><b>35.59%</b> | (16)<br><b>13.55</b>  | (7)<br><b>05.93%</b>  | (3)<br><b>02.54%</b>  |
| Social media advertisement provides product/service price information.                            | (41)<br><b>34.74%</b> | (51)<br><b>43.22%</b> | (14)<br><b>11.86%</b> | (8)<br><b>06.77%</b>  | (4)<br><b>03.38%</b>  |
| Social media advertisement is very useful & helpful to identify the suitable product.             | (63)<br><b>53.38%</b> | (41)<br><b>34.74%</b> | (10)<br><b>08.47%</b> | (3)<br><b>02.54%</b>  | (1)<br><b>00.84%</b>  |
| The social media advertisement ad is unique attractiveness.                                       | (31)<br><b>26.27%</b> | (33)<br><b>27.96%</b> | (40)<br><b>33.89%</b> | (10)<br><b>08.47%</b> | (4)<br><b>03.38%</b>  |
| Social media advertising very essential                                                           | (51)<br><b>43.22%</b> | (41)<br><b>34.74%</b> | (14)<br><b>11.86%</b> | (8)<br><b>06.77%</b>  | (4)<br><b>03.38%</b>  |
| Searching information about a product or service is easier on Social Media compared to Mass Media | (55)<br><b>46.61%</b> | (32)<br><b>27.11%</b> | (15)<br><b>12.71%</b> | (10)<br><b>08.47%</b> | (6)<br><b>05.08%</b>  |
| Recommend the product service to friend                                                           | (61)<br><b>60.16%</b> | (38)<br><b>32.20%</b> | (10)<br><b>08.47%</b> | (4)<br><b>03.38</b>   | (6)<br><b>05.08%</b>  |

Source: Computed Data

### **Social media advertisement is fun to watch**

Out of 118 respondents 27.11% of them are strongly agree with Social media advertisement are fun to watch, 40.67% of the respondents are agree with Social media advertisement are fun to watch, 16.10% of them are not sure with Social media advertisement are fun to watch, 09.32% of them are disagree with Social media advertisement are fun to watch and 06.77% of them are strongly disagree with Social media advertisement are fun to watch. It is found that most of the respondents 40.67% of the respondents agree with Social media advertisement are fun to watch.

### **Social media advertisement is clever and quite entertaining**

From the above table further observed that out of 118 respondents 29.66% of them are strongly agree with Social media advertisement are clever and quite entertaining, 43.22% of them agree with Social media advertisement are clever and quite entertaining, 13.55% of them are not sure with Social media advertisement are clever and quite entertaining, 07.62% of them are disagree with Social media advertisement are clever and quite entertaining and 08.47% of them are strongly disagree with Social media advertisement are clever and quite entertaining. It is inferred that most of the respondents 43.22% of them are agree with Social media advertisement are clever and quite entertaining.

### **Display ads on social media advertisement creates irritable**

Out of 118 respondents 25.42% of them are strongly agree with Display ads on social media advertisement creates irritable, 28.81% of them are agree with Display ads on social media advertisement creates irritable, 16.94% not sure with Display ads on social media advertisement creates irritable, 12.71% of the respondents disagree with Display ads on social media advertisement creates irritable and 04.23% of the respondents strongly disagree with Display ads on social media advertisement creates irritable. It is found that most of the respondents 28.81% of them are agree with Display ads on social media advertisement creates irritable

### **Display ads on social media advertisement give valuable product/service information.**

It is clearly reveals from the above table that 42.37% of the respondents are strongly agree with Display ads on social media advertisement give valuable product/service information, 35.59% of the respondents are agree with Display ads on social media advertisement give valuable product/service information., 13.55% of the respondents are not sure with Display ads on social media advertisement give valuable product/service information, 05.93% of them are disagree with Display ads on social media advertisement give valuable product/service information and 02.54% of the respondents are strongly disagree with Display ads on social media advertisement give valuable product/service information. It is inferred that most of the respondents 55.59% of them are agree

with Display ads on social media advertisement give valuable product/service information.

### **Social media advertisement provides product/service price information.**

From the above table further posits that 34.74% of them are strongly agree with Social media advertisement provides product/service price information, 43.22% of them are agree with Social media advertisement provides product/service price information, 11.86% of them are not sure with Social media advertisement provides product/service price information, 06.77% of them are disagree with Social media advertisement provides product/service price information and 03.34% of them are strongly disagree with Social media advertisement provides product/service price information. It is found that most of the respondents 43.22% of them are agree with Social media advertisement provides product/service price information.

### **Social media advertisement is very useful & helpful to identify the suitable product.**

Out of 118 respondents 53.38% of the respondents strongly agree with Social media advertisement is very useful & helpful to identify the suitable product, 34.74% of them are agree with Social media advertisement is very useful & helpful to identify the suitable product, 08.47% of the respondents are not sure with the Social media advertisement is very useful & helpful to identify the suitable product, 02.54% of the respondents are disagree with the Social media advertisement is very useful & helpful to identify the suitable product and 00.84% of them are strongly disagree with the Social media advertisement is very useful

& helpful to identify the suitable product. It is inferred that most of the respondents 53.38% of the respondents are strongly agree with Social media advertisement is very useful & helpful to identify the suitable product.

### **The social media advertisement ad is unique attractiveness**

Above table also observed that 26.27% of the respondents are strongly agree with the social media advertisement ad is unique attractiveness, 27.96% of them are agree with the social media advertisement ad is unique attractiveness, 33.89% of them are not sure with the social media advertisement ad is unique attractiveness, 08.47% of the respondents disagree with the social media advertisement ad is unique attractiveness and 03.38% of the respondents strongly disagree with the social media advertisement ad is unique attractiveness. It is found that most of the respondents 33.89% are not sure with the social media advertisement ad is unique attractiveness.

### **Social media advertising very essential**

Out of 118 respondents 43.22% of the respondents strongly agree with Social media advertising very essential, 34.74% of the respondents are agree with Social media advertising very essential, 11.86% of the respondents are not sure with Social media advertising very essential, 06.77% of the respondents are disagree with Social media advertising very essential and 03.38% of the respondents are strongly disagree with Social media advertising very essential. It is found that most of the respondents 43.22% of them are strongly agree with Social media advertising very essential.

### **Searching for information about a product or service is easier on Social Media compared to Mass Media**

Out of 118 respondents 46.61% of them are strongly agree with Searching for information about a product or service is easier on Social Media compared to Mass Media, 27.11% of them are agree with Searching for information about a product or service is easier on Social Media compared to Mass Media, 12.71% of them are not sure with Searching for information about a product or service is easier on Social Media compared to Mass Media, 05.08% of the respondents are disagree with Searching for information about a product or service is easier on Social Media compared to Mass Media and 05.08% of the respondents are strongly disagree with Searching for information about a product or service is easier on Social Media compared to Mass Media. It is observed that most of the respondents 46.61% of the respondents are strongly agree with Searching for information about a product or service is easier on Social Media compared to Mass Media.

### **Recommend the product service to friend**

Out of 118 respondents 60.16% of them are strongly agree with recommend the product service to friend, 32.20% of the respondents agree with recommend the product service to friend, 08.47% of the respondents are not sure with recommend the product service to friend, 03.38% of them are recommend the product service to friend and 05.08% of them are strongly disagree with recommend the product service to friend. It is found that most of the respondents 60.16% of the respondents are strongly agree with recommend the product service to friend

**Table 4.13****Factors of Social Media Advertisement**

| <b>Statement</b>                                                                                      | <b>Mean Score</b> | <b>Std. Deviation</b> |
|-------------------------------------------------------------------------------------------------------|-------------------|-----------------------|
| Social media advertisement are fun to watch                                                           | 3.067             | 1.1254                |
| Social media advertisement are clever and quite entertaining                                          | 2.831             | 0.9326                |
| Display ads on social media advertisement creates irritable                                           | 3.563             | 0.9264                |
| Display ads on social media advertisement give valuable product/service information.                  | 3.294             | 0.8062                |
| Social media advertisement provides product/service price information.                                | 3.042             | 0.9056                |
| Social media advertisement is very useful & helpful to identify the suitable product.                 | 3.369             | 0.9375                |
| The social media advertisement ad is unique attractiveness.                                           | 2.991             | 0.9432                |
| Social media advertising very essential                                                               | 3.395             | 0.9407                |
| Searching for information about a product or service is easier on Social Media compared to Mass Media | 3.327             | 0.9751                |
| Recommend the product/service to my friend                                                            | 3.067             | 0.9805                |
| Social media advertisement are fun to watch                                                           | 3.025             | 1.1005                |
| Social media advertisement are clever and quite entertaining                                          | 3.428             | 0.9439                |
| Display ads on social media advertisement creates irritable                                           | 3.529             | 0.9551                |

Source: Computed Data

## Interpretation

Table 4.13 shows that factors of social media advertisement. The mean response given by the respondents towards social media advertised towards: Social media advertisement are fun to watch is 3.067, Social media advertisement are clever and quite entertaining is 2.831, Display ads on social media advertisement creates irritable is

3.563, Display ads on social media advertisement give valuable product/service information, 3.294, Social media advertisement provides product/service price information is 3.042, Social media advertisement is very useful & helpful to identify the suitable product is 3.369, The social media advertisement ad is unique attractiveness is 2.991, Social media advertising very essential is 3.393, Searching for information about a product or service is easier on Social Media compared to Mass Media is 3.327, I will recommend the product/service to my friend is 3.067, Social media advertisement are fun to watch is 3.025, Social media advertisement are clever and quite entertaining is 3.428 and Display ads on social media advertisement creates irritable is 3.529. but consumers are concerned with Social media advertisement are clever and quite entertaining, the social media advertisement ad is unique attractiveness, Social media advertisement are fun to watch, recommend the product/service to my friend and Social media advertisement provides product/service price information.

## **ANOVA**

ANOVA helps to compare these group means to find out if they are statistically different or if they are similar. The outcome of ANOVA is the 'F statistic'. This ratio shows the difference between the within group variance and the between group variance, which ultimately produces a figure which allows a conclusion that the null hypothesis is supported or rejected. If there is a significant difference between the groups, the null hypothesis is not supported, and the F-ratio will be larger.

### **F value**

The F value is a value on the F distribution. Various statistical tests generate an F value. The value can be used to determine whether the test is statistically significant.

The F value is used in analysis of variance (ANOVA). It is calculated by dividing two mean squares. This calculation determines the ratio of explained variance to unexplained variance.

The F distribution is a theoretical distribution. There are many of these distributions, and each of them differs based on the degrees of freedom.

The F value and the degrees of freedom of the sources of variance are used to determine the probability of the F value. The probability is the significance value for the test.

**Null hypothesis H<sub>0</sub>1: There is no significant difference exists between**  
**(i) gender (ii) age group (iii) Education Qualification with regard to factors**  
**of social media advertisement**

**Difference Between Demographic Variable with Respect to  
Factors of Social Media Advertisement**

| <b>Variable</b>                    | <b>Category</b>  | <b>N</b> | <b>Mean</b> | <b>S D</b> | <b>F- value</b>                 |
|------------------------------------|------------------|----------|-------------|------------|---------------------------------|
| <b>Gender</b>                      | Male             | 68       | 3.23        | 0.484      | <b>13.471**<br/>(p&lt;.001)</b> |
|                                    | Female           | 50       | 3.49        | 0.721      |                                 |
| <b>Age group</b>                   | Below 18         | 17       | 3.21        | 0.769      | <b>10.273**<br/>(p&lt;.001)</b> |
|                                    | 18 to 25         | 40       | 3.51        | 0.943      |                                 |
|                                    | 25 to 45         | 31       | 3.95        | 0.918      |                                 |
|                                    | Above 45         | 22       | 3.67        | 0.817      |                                 |
| <b>Education<br/>Qualification</b> | Illiterates      | 7        | 3.78        | 0.780      | <b>12.812**<br/>(p&lt;.001)</b> |
|                                    | School level     | 26       | 3.19        | 0.791      |                                 |
|                                    | Graduate/Diploma | 70       | 3.65        | 0.812      |                                 |
|                                    | Professionals    | 15       | 3.88        | 0.718      |                                 |

**\*\* Significant at 1% level**

## Gender

The obtained 'F' value is **13.471** and it is significant at 1% level,  $H_0$ 1 (a) is getting rejected. It indicates that there is significant difference between genders with regard to the factors of social media advertisement towards retail stores in Chennai. It is further observed from the above table that the female respondents have scored highest mean value of **3.49** and the lowest mean value was scored by the male respondents **3.23**. This shows that women respondents highly effect on social media advertisement than men respondents.

## Age group

The obtained 'F' value is **10.273** and it is significant at 1% level,  $H_0$ 1 (b) is getting rejected. It indicates that there is significant difference between age groups with regard to the social media advertisement. Moreover, it is observed from the above table that the customers in the age group of above 45 years have scored highest mean value of **3.67** and the lowest mean value was scored by the customers of above below 18 years' age (**3.21**). This shows that the above 45 years' customers highly affected with the social media advertisement with below 18 years are less affect with social media advertisement.

## Education Qualification

The obtained 'F' value is **12.812** and it is significant at 1% level, **H<sub>01</sub> (b)** is getting rejected. It indicates that there is significant difference between education qualification with regard to the social media advertisement. Moreover, it is observed from the above table that the customers in the education qualification professional have scored highest mean value of **3.88** and the lowest mean value was scored by the customers of school levels (**3.19**). This shows that the professional degree customers highly affected with the social media advertisement and school level consumers less affect with social media advertisement.

## **CHAPTER -5**

### **FINDINGS**

- ❖ It is observed that most of the respondents 67.63% of the male consumers are higher side as respondents in this study.
- ❖ It is found that out of 118 respondents most of the respondents 33.89% between the age group of 18 to 25 years.
- ❖ It is observed that nearly 60% of the respondents have Graduate/Diploma degree.
- ❖ It is observed that most of the 35.05% of the respondents are working in IT/MNC.
- ❖ It is observed that most of the respondents 58.47% of the respondents earn Rs. 30,001 to Rs 40,000 per month.
- ❖ It is inferred that most of the respondents 59.32% of them are using the internet 4-8 hours per.
- ❖ It is found that most of the 58.8% of the respondents prefer the social media site is Facebook.
- ❖ It is found that most of the respondents 44.91% of them are reading or viewing an advertisement on social media sites more than 4 per day.

- ❖ It is found that most of the respondents 42.37% of the respondents active 5 to 6 social media sites.
- ❖ It is found that most of the respondents replied yes for Bought a product after seeing it on social media.
- ❖ It is found that most of the respondents 33.89% of them are purchase beauty products in online.
- ❖ It is found that most of the respondents 40.67% of the respondents agree with Social media advertisement are fun to watch.
- ❖ It is inferred that most of the respondents 43.22% of them are agree with Social media advertisement are clever and quite entertaining.
- ❖ It is found that most of the respondents 28.81% of them are agree with Display ads on social media advertisement creates irritable
- ❖ It is inferred that most of the respondents 55.59% of them are agree with Display ads on social media advertisement give valuable product/service information.
- ❖ It is found that most of the respondents 43.22% of them are agree with Social media advertisement provides product/service price information.
- ❖ It is inferred that most of the respondents 53.38% of the respondents are strongly agree with Social media advertisement is very useful & helpful to identify the suitable product.

- ❖ It is found that most of the respondents 33.89% are not sure with the social media advertisement ad is unique attractiveness.
- ❖ It is found that most of the respondents 43.22% of them are strongly agree with Social media advertising very essential.
- ❖ It is observed that most of the respondents 46.61% of the respondents are strongly agree with Searching for information about a product or service is easier on Social Media compared to Mass Media.
- ❖ It is found that most of the respondents 60.16% of the respondents are strongly agree with recommend the product service to friend
- ❖ It was inferred that consumers are concerned with Social media advertisement are clever and quite entertaining, the social media advertisement ad is unique attractiveness, Social media advertisement are fun to watch, recommend the product/service to my friend and Social media advertisement provides product/service price information.
- ❖ It found that there is significant difference between genders with regard to the factors of social media advertisement towards retail stores in Chennai.
- ❖ It found that women respondents highly effect on social media advertisement than men respondents.
- ❖ It is found that there is significant difference between age groups with regard to the social media advertisement.

- ❖ It is inferred that above 45 years' customers highly affected with the social media advertisement with below 18 years are less affect with social media advertisement.
- ❖ It is found that there is significant difference between education qualification with regard to the social media advertisement.
- ❖ This shows that the professional degree customers highly affected with the social media advertisement and school level consumers less affect with social media advertisement.

## **SUGGESTION**

Based on the results it is suggested that most of the respondents feels that display ads on social media advertisement creates irritable and irrelevant to their needs. Hence advertising companies must be avoiding these types of unwanted advertisement displays. It is further observed in results that respondents little worry about social media advertisement ad is unique attractiveness. Therefore, social media advertisement should be unique attractiveness to attract more consumers. Searching information about a product or service must be easier and user friendly. In an advertisement of a smartphone, the product specification needs to be the point of the advertisement.

The advertisement containing catchy tagline will increase the top of mind of a product/brand. The advertisement to demonstrate the features of the phone, and how it is used. The advertisement elements need to be visually pleasing, the colour, photography and fonts needs to be well made and executed.

## **CONCLUSION**

Finally, this study analysed the factors of social media advertisement on consumer's purchase intention through various literature reviews. According to various research studies, social media advertising is only effective if it can generate an immediate and large amount of response from consumers. Nowadays, customers have become more attentive towards relevancy as well as authenticity of the advertising content and the customer's recommendations are given more preferences over company generated product recommendations. Purchase intention is a major factor to understand about consumers buying behavior. However, according to this study, information, entertainment, reward, trust and satisfaction are the common features of social media advertisements that influence consumers purchase intention. It has been also noticed that there are few other factors that are very important for the influence of purchase intention in social media platform. More frequently an advertisement is seen by someone, they will be familiar with the product and brand itself.

## **CHAPTER-6**

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## **WEBSITES**

<https://buffer.com/resources/social-media-ads-strategies/>  
<https://bbs.binus.ac.id/gbm/2018/02/22/factors-of-social-media-advertising/><https://www.netage.co.za/articles/the-online-decision-making-process><https://retailorsgroup.com/buyer-purchase-decision-process-online/> <https://www.lucidchart.com/blog/consumer-decision-making>

## QUESTIONNAIRE

**1.Respondents' name: ----- optional**

**2. Gender:**

(a) Male ☐ (b) Female ☐

**3. Age group:**

(a) Below 18 ☐ (b) 18 to 25 ☐  
(c) 25 to 35 ☐ (d) 35 to 45 ☐  
(e) Above 45 ☐

**4. Marital status:**

(a) Married ☐ (b) Unmarried ☐

**5. Education qualification:**

(a) Illiterates ☐ (b) School level ☐  
(c) Graduate/Diploma ☐ (d) Professionals ☐

**6. Occupation:**

(a) Private organization ☐ (b) IT/MNC ☐  
(c) Government employee ☐ (d) Business and others ☐  
(e) Unemployment ☐

**7. Monthly income:**

(a) Below Rs. 20,000 ☐ (b) Rs. 20,001 to Rs. 30,000 ☐

(c) Rs. 30,001 to Rs 40,000 ☐ (d) Rs. 40,001 and above ☐

**8. Frequency of internet usage:**

- (a) Not often ☐ (b) 2-4 hours/ day ☐  
(c) 4-8 hours/ day ☐ (d) 8-9 hours/ day ☐

**9. Preference of social media sites**

- (a) Facebook ☐  
(b) YouTube ☐  
(c) LinkedIn ☐  
(d) Twitter ☐

**10. Frequency of reading or viewing an advertisement on social media sites**

- More than 4 per day ☐  
1 per 3–4 days ☐  
1 per week ☐

**11. On how many social media sites are you active?**

- 1 to 2 ☐  
3 to 4 ☐  
5 to 6 ☐  
More than 6 ☐

**12. Bought a product after seeing it on social media**

- Yes ☐  
No ☐  
Maybe ☐

**13. Which of the following can influence your decision to purchase a product online? (you can select more than one answer)**

- Knowledge or awareness of the brand ☐
- Previous experience ☐
- Information from the internet (e.g. reviews, forums) ☐
- Information from mass media (e.g. TV, magazines) ☐
- Information from friends and family members ☐
- Others (please specify) ☐

**14. Types of product purchased**

- Fashion ☐
- Beauty ☐
- Electronics ☐
- Books & Journals ☐
- Others (please specify) ☐

**Important factors influence social media advertisement?**

**It depends on the following:**

Particulars regarding the brand of your usage please (√) mark suitable scale

[**SA** – Strongly Agree, **A** – Agree, **NS** – Nor Sure, **DA** – Dis Agree, **SDA** – Strongly Dis Agree]

### Factors of social media Advertisement

| SL No | STATEMENT                                                                                             | SA | A | NS | DA | SDA |
|-------|-------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| 1.    | Social media advertisement are fun to watch                                                           |    |   |    |    |     |
| 2.    | Social media advertisement are clever and quite entertaining                                          |    |   |    |    |     |
| 3.    | Display ads on social media advertisement creates irritable                                           |    |   |    |    |     |
| 4.    | Display ads on social media advertisement give valuable product/service information.                  |    |   |    |    |     |
| 5.    | Social media advertisement provides product/service price information.                                |    |   |    |    |     |
| 6.    | Social media advertisement is very useful & helpful to identify the suitable product.                 |    |   |    |    |     |
| 7.    | The social media advertisement ad is unique attractiveness.                                           |    |   |    |    |     |
| 8.    | Social media advertising very essential                                                               |    |   |    |    |     |
| 9.    | Searching for information about a product or service is easier on Social Media compared to Mass Media |    |   |    |    |     |
| 10    | I will recommend the product/service to my friend                                                     |    |   |    |    |     |