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# Influence on Social Media Advertising on Consumer Behavior

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**ABSTRACT:** This abstract discusses the growing popularity of social media and its impact on traditional forms of media. It emphasizes the need for effective online advertising strategies to maximize the potential of social media advertising. The study also explores how the effectiveness of social media advertisements can vary depending on the consumer's decision-making process

## I. INTRODUCTION

Social media reviews have become a significant aspect of social media. Customers can leave evaluations for products and services, which is beneficial for both customers and businesses. Businesses actively encourage customers to rate and review their offerings online. Online advertising has become increasingly popular due to the widespread use of the internet. It includes various forms such as website links, banner ads, and pay-per-click advertising. Unlike traditional media, internet ads allow for customer interaction. This study, on understanding the impact of social media ads in persuading consumers products and services, which is beneficial for both customers to make purchases. Customers receive informations, from various media sources such as Twitter, television, radio, billboards, and printed materials.

## II. LITERATURE REVIEW

The study aimed to provide insight into the significance of advertising, its various types, how to design it, and its impact on consumer behavior across different age groups. It also explored the positive and negative effects of advertising on consumers' purchasing decisions. The research focused on consumer behavior and psychological characteristics when making a purchase, as well as the value of advertising and how different ads are created to appeal to specific audiences. The study established a clear link between advertisements and consumer behavior, finding that more appealing ads are more likely to result in purchases. This research can help marketers understand consumer motivations and determine the most impactful elements of advertising. While the study offers valuable insights, further research using qualitative data can provide a deeper understanding of the relationships between these factors.

## III. OBJECTIVES

This study aimed to investigate the impact of media advertisements on consumer buying behavior. The objectives were to analyze the influence of social media ads on purchase intention and to create a conceptual model on the features of these ads and their effect on purchase intention. The data collection involved 60 participants within the age range of 18 to 25, with both males and females included.

### Importance of Advertisement:

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

Advertising is essential to the introduction and development of a good or service. It is now necessary for everyone in everyday life, whether they are a producer, a merchant, or a customer, whether they like it or not. People must be informed that a new product is available since advertising has such a significant impact on how people live their lives.

Advertisements will be used by customers to locate the right goods and anything else they need. Once people are aware of the spectrum of the product, they may evaluate it and buy the items that best meet their needs.

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

#### Negative effect of Advertisement:

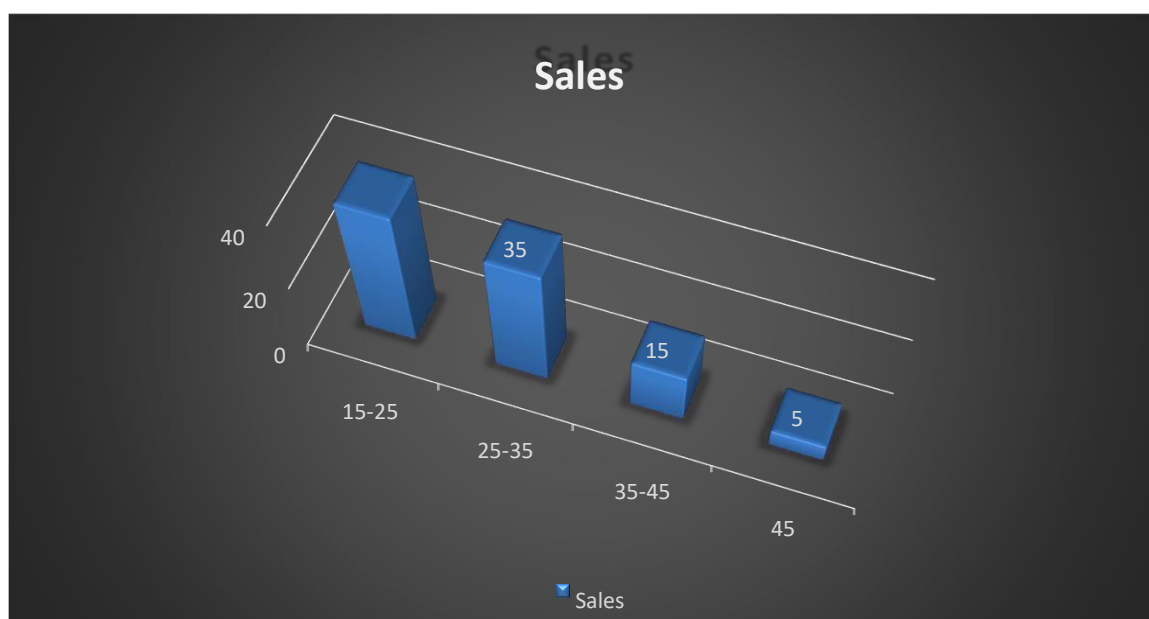
I. This passage discusses various points about the impact of advertising. It mentions how advertising can lead to fines if products are misrepresented and negatively affect people's self-perception. It also brings up concerns about the promotion of dangerous products and the impact of political advertising on democracy. Additionally, it discusses how advertising can contribute to consumerist demand and harm the environment. On the positive side, public service advertisements are seen as beneficial and traditional commercials can have social benefits. Advertising also supports individualism, provides entertainment, and has positive economic effects. It is important for maintaining mass communication mediums and has a universal appeal..

#### Results and interpretation:

Respondents from various age groups were requested to complete a survey. The purpose of including different age groups was to gain insight into how different age groups interpreted and felt about the questions being asked, as well as to introduce some diversity into the data. The respondents consisted of scholars, workers, housekeepers, and others. The selection of a sample that maximizes the likelihood of accurately estimating population parameters is referred to as "slice consideration," and it involves considering certain desirable characteristics. s

#### 1.AGE GROUP

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

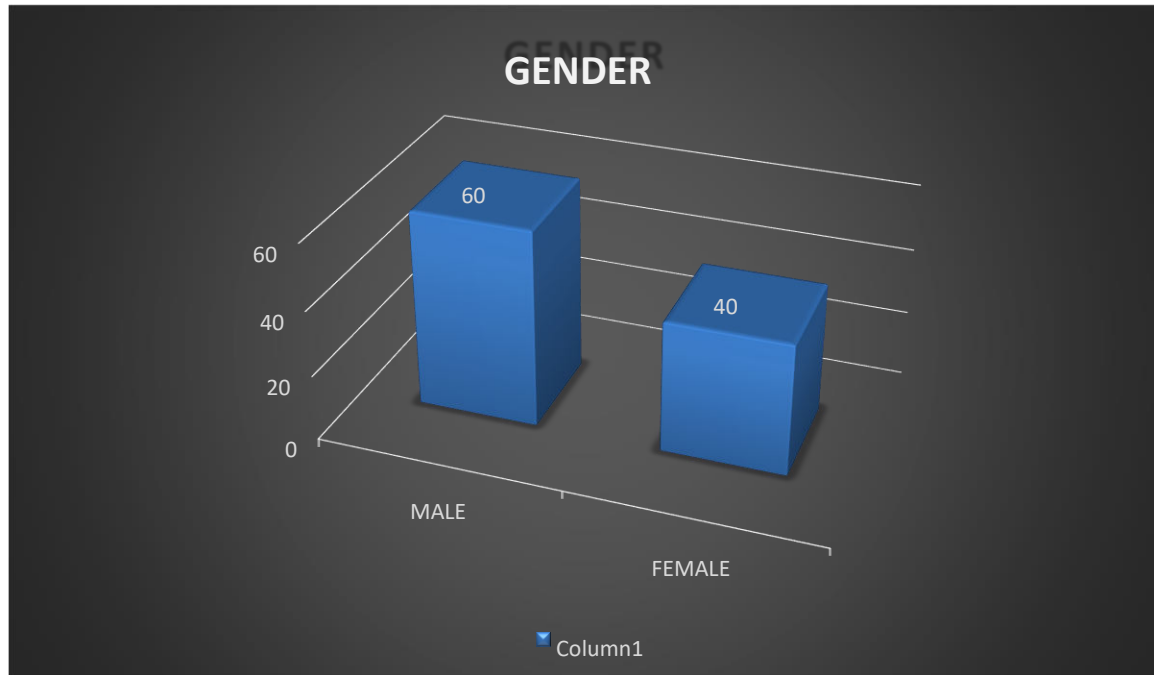


The maximum number of the respondents were from the age group of 15-25 as this is the age group

which spends maximum number of hours on Social Media

## 2. Gender

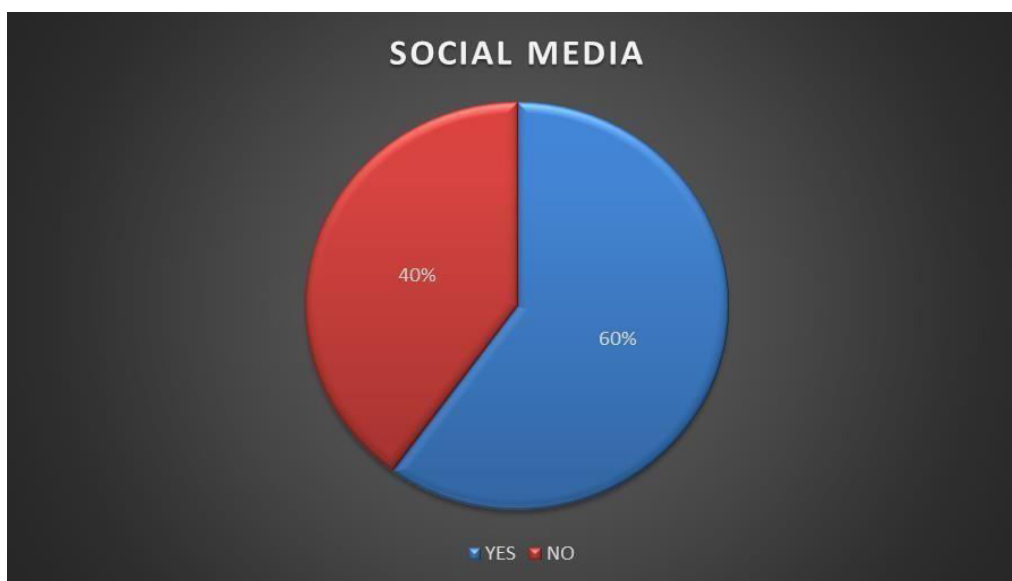
Male	60
female	40



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

## 3. Do you use social media

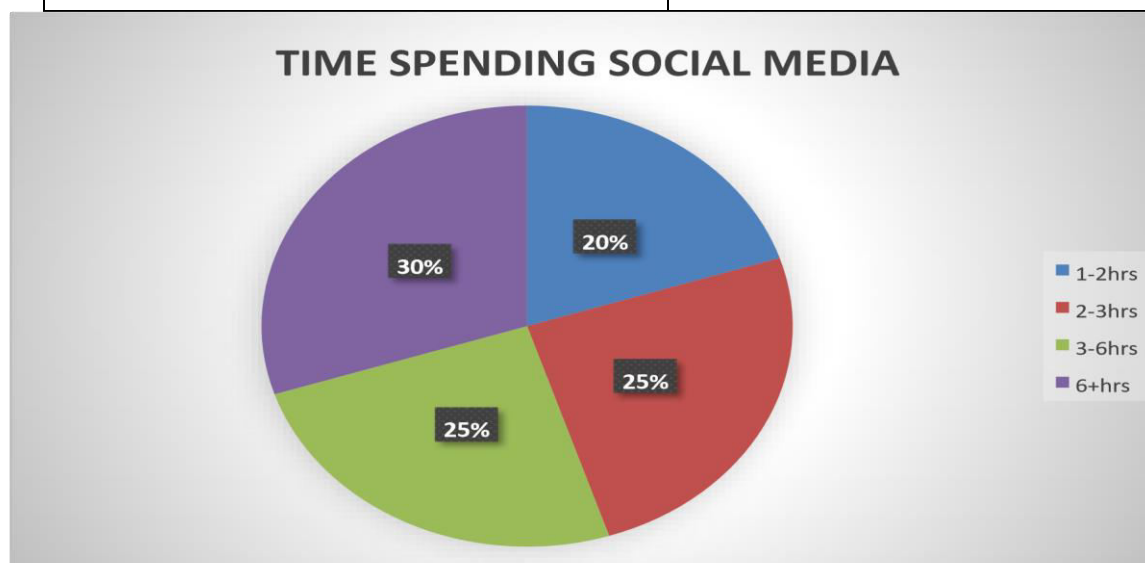
Yes	60
No	40



Social media serves as a powerful tool for brands to promote positive information about their products and services. However, 60% of respondents believe that social media can also negatively impact a brand's reputation if there are negative reviews present. This can lead potential customers to lose trust in the brand and refrain from purchasing. On the other hand, 40% of respondents believe that social media does not significantly influence their perception of a brand. They prefer to try a product or service themselves before forming an opinion, rather than relying on promotional content on social media platforms.

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

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



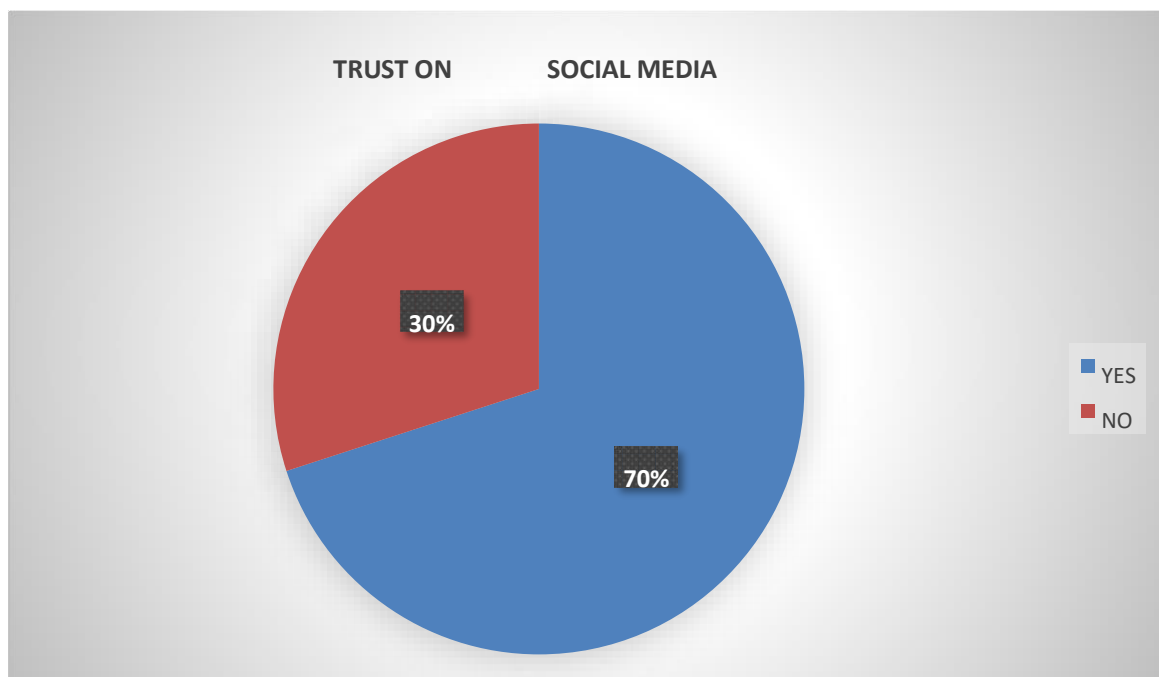
The fourth question of our survey was to find out about the number of hours spent by people on social



According to a study, a significant portion of the population spends 1-2 hours on social media each day, accounting for 20% of people. Additionally, 25% of people spend 2-3 hours, 25% spend 3-6 hours, and 30% spend 6+ hours or more on social media daily. The rise of social media has made it convenient for individuals to communicate with others in real time, allowing them to expand their online network using social media platforms.

Q.5 Do you trust social media?

Yes	70
no	30

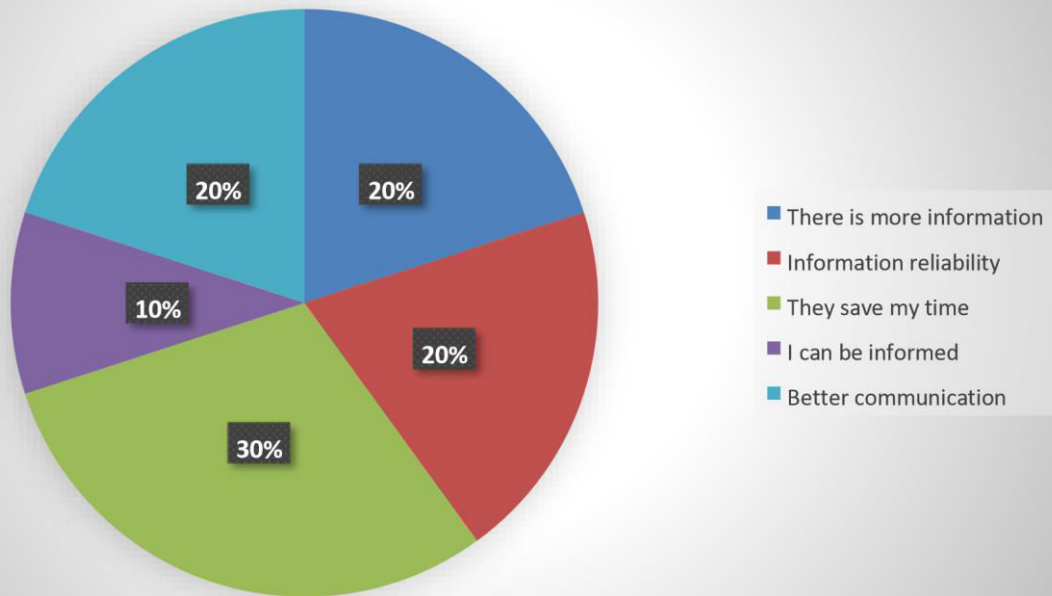


The data from the survey suggests that almost 70% of the respondents believe that Social Media page/website affected their vision of the brand. As most of the consumers who shop online read reviews

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

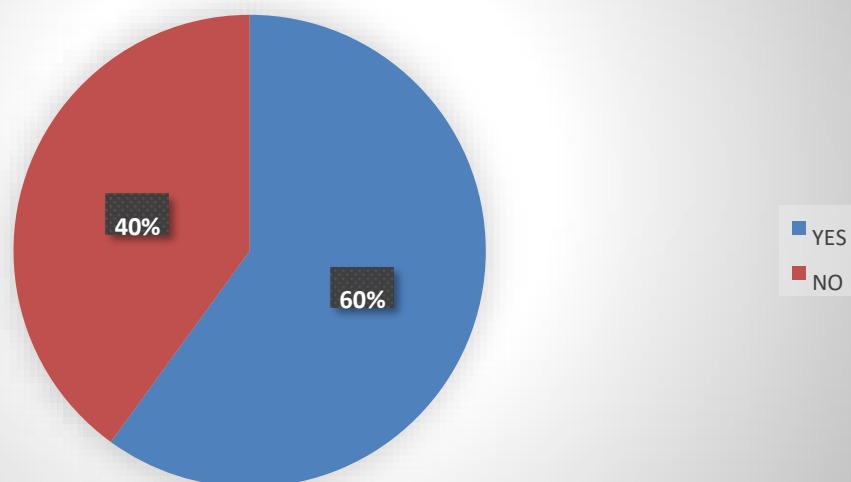
There is more information	20
Information reliability	20
They save my time	30
I can be informed	10
Better communication	20

## ADVANTAGES OF USING SOCIAL MEDIA



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

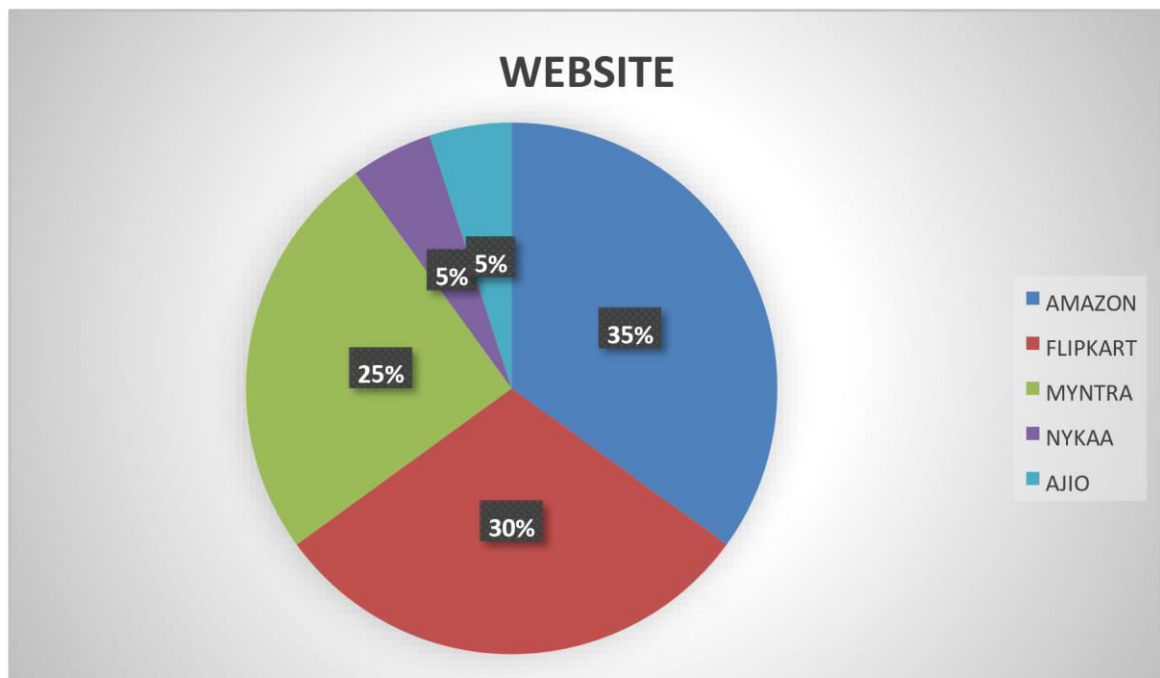
Yes	60
no	40



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

Q8. Which website do you prefer?

Amazon	35
Flipkart	30
Myntra	25
Nykaa	5
ajio	5



You don't need to get ready and go to the neighborhood market. There you visit many stores to find the product of your choice. While you opt for online shopping, you can do it from anywhere, anyti This research suggests that consumers in India rely on social media platforms to make informed purchasing decisions. They trust reviews and preferences of past consumers on social media, finding it easier and more enjoyable to make decisions compared to other sources of information. Those who view social media information as being of high quality and quantity are generally more satisfied. The study concludes that social media greatly influences the consumer decision-making process. Effective social media advertising requires a quick and significant response from customers. Authenticity and relevance of advertising material are now prioritized, with consumer recommendations carrying more weight than information provided by businesses. Understanding customer purchasing behavior is important in determining purchase intention. Factors such as information, entertainment, rewards, trust, and satisfaction play a role in influencing consumers' intentions to purchase through social media marketing.





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