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A study on the impact of social media advertisements on consumer's buying behaviour in India

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Abstract

The popularity of social networking sites continues to grow, connecting people with just about everything – news, entertainment, gossip, friendship and advertisements. Since Facebook, one of such popular social media, was founded in 2004, users have grown to over one billion. With these very large numbers on Facebook, certain businesses/advertisers are beginning to notice the potential for reaching out to their target audiences through this new medium. However, little is known about how these users perceive such advertisements.

The paper presents understanding about the effectiveness of social media advertising in India. This paper encompasses the advertisements which are come out from the digital and electronic devices explored through the display of computer monitors, tab, and smart mobile phones. The websites and applications are highly concentrated to advertise the ads of various goods and services selling through the online. The paper describes the understandings of social media advertising in India, type of social media advertising, process of social media advertising, and previous studies in social media advertising. This paper will reach the policymakers to implement the policy for the benefit of social media users.

Keywords: Effectiveness, facebook, social media, advertisements, policymakers

Introduction

In today's world, social media is a vital part of our lives, and we use it for various reasons. Consumers are increasingly using social media platforms such as YouTube, Twitter, Snapchat, Linked In, and Facebook to interact with each other and engage with brands. The social media revolution has changed the way people connect with their friends and families. Across the globe, businesses are considering how they can use these platforms to both attract and market to their consumers.

Therefore, advertising their products/services using these platforms becomes a part of the organization. It became a medium of communication that encourages the audience to decide about a product or service and convey information to the audience. Now, it is considered to be an essential factor in the economic growth of advertisers and businesses.

Online advertisements provide companies with a more direct, interactive (two-way) way to communicate with their consumers than traditional media advertising. Therefore, the use of social media ads can assist firms in achieving marketing goals, such as raising consumer awareness, improving consumer knowledge, influencing consumer perception, and motivating the consumers to purchase products.

Social media is a vast platform that will continue to grow over time. It is imperative to understand how the advertisement influences consumer's buying behaviour by these social media ads; according to research, consumers in the United States and Asia are more receptive to social media advertising. As internet usage worldwide has soared in the last decade, marketing teams now better understand social media's effect on consumer purchase decisions. In the world markets, internet facilities will continue to grow in the next decade; marketing executives will have to prioritize understanding the changes in consumer buying behavior. Social media acts as a tool that has given consumers the power to investigate products and services, rate them, criticize them, and evaluate between them (Ioanas *et al.*, 2014). In simple terms, social media helps the consumers by providing a virtual network where they can enjoy expressing and exchanging opinions, information, feedback on an everyday basis about their life experiences, product, and services.

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Consumers use social media to connect, make new friends, chat, search for jobs, and do online shopping. Simultaneously, industries involved in e-commerce benefit themselves by promoting their products on various social media platforms, influencing consumers directly through different social media platforms, and generating their offering by providing the shop now button. Therefore, this study's main objective is to identify and investigate factors affecting consumer's buying behaviour for social media advertising-promoted products.

Literature review

If a product is advertised on social media, consumers believe it is trendy. They are willing to buy the product if it fits their social image. According to Pollay *et al.*'s research, consumers tend to purchase the products to show off their logo, slogans, or corporate design to maintain their social image.

In general, the company advertises in many forms of commercial content, such as billboards, banners, corporate websites, interactive games, e-mail messages, etc.

Interactivity is a crucial aspect concerning the social media platform; it suggests about how the information is exchanged between consumers and firms. According to Lee *et al.*'s study, interactivity positively influences consumer's intent to use mobile commerce.

Advertisement is a key to a successful product as thorough it consumers get to know about the product. A third of a product's purchase price is allocated to advertising; this is significant since marketer's primary objective is to get their products top-of-mind (Singh, 2012).

Similarly, In the study by Zhang *et al.*, (2014) suggested that the interactivity effect makes more engagement of consumers over the social media platform.

Likewise, Jung *et al.*, (2016) found that entertainment and consumer's attitudes towards advertisements can be closely related. Consumers sometimes/often buy products they don't even require or can't afford. Sometimes they purchase products because they are interested in them.

A strong relationship exists between consumer's interest in revisiting a website and its interactivity, as shown by Abdullah *et al.*, (2016).

A study by Dwivedi *et al.*, (2017) suggests that the creative and attractive tends to attract more consumers.

Among all these, Sama *et al.*, (2019) proposed that the T.V. is the most essential source for the marketer to remind the consumer about the product regularly. The scenario in the 21st century has changed; consumers have access to numerous media platforms, such as Facebook, Instagram, LinkedIn, etc.; therefore, it was necessary to research these platforms.

Objectives of the study

- To understand the concept of social media.
- To examine the various types of social media advertisement.
- To understand the process of social media advertising.

Social media

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of ideas, information, career interests and other forms of expression via virtual communities and networks. It also refers to websites and applications that enable users to create and

share content or to participate in social networking. Based on Web 2.0 internet-based applications, the social media has been working with user-generated content, such as digital photos or videos, data generated through all online interactions and text posts or comments are the lifeblood of social media. Users are creating the service-specific profiles and identities their needful website or app that are designed and maintained by the social media organization, and the social media has been facilitating the development of online social networks through connecting a user's profile with those of other individuals or groups.

Social media advertising

Social media advertising is referred to as advertisements served to users on social media platforms. Social network advertising is not necessarily the same as social media targeting. Social media targeting is a method of optimizing social media advertising by using profile data to deliver advertisements directly to individual users. Social network advertising refers to the process of matching social network users to target groups that have been specified by the advertiser. The advertisements are targeted to the user demographics of a social platform as aligned as per the marketing environment; particularly social media advertisements are highly promoted to sales for the lower cost of acquisition. It results local vendors are affected by purchasing the goods and services through a huge online sale. Hence, financial inclusion in the business trader is decreased.

Type of social media advertising

In social media advertising, few popular social media sites are functioning well such as Facebook, Twitter, and YouTube. They are offering different ways to advertise brands of goods and services. Facebook has been given the advertisement options to advertisers such as sponsored stories, promoted posts, external website ads, Facebook object (like) ads, and page post ads. Twitter also giving advertisement options to advertisers such as promoted tweets, trends, and promoted accounts that show up on users' newsfeed. YouTube promotes advertising through branded channels, promoted videos, and video advertising.

Social media advertising in india

India has been grown up in digital marketing and promoting the business through digital mode. There are several problems existed in its operations, even though the digital transactions are accounted for the genuine financial transactions through the banking sector. The Indian government has been prompted by the digitalized economic system. The social media advertising and the digital transaction are the root cause of the digital India Mission. Spending on advertisements in the social media segment amounted to US\$3,283m in 2019. The same spending is expected to an annual growth rate of 9.2%, it is resulting in a market volume of US\$4,677m by 2023. There are 956 social media are working effectively in the aspects of ad networking, advertising and marketing, automobile, classifieds, current affairs and news, dating and matrimony, e-commerce, education, entertainment, fashion and lifestyle, food and beverage, gaming and sports, health, manufacturing

Process of social media advertising

Advertising through social media is powerful because an agency can target the prospective exact viewers' demographic. That can help the agency reach people based on demographics, email lists, and website visitors. Despite, the process of social media advertising is consisting of the following five major steps:

- **Selecting experienced social media manager:** A social media manager with advertising experience will help to decrease the costs and increase the results. Social media agency will assign an ad specialist on the staff to run social media advertisements. This person will learn the business and develop an advertising strategy and execute it.
- **Developing real advertising strategy:** Agency will develop a clear and concise ad strategy for the clients' business. It will include proven advertising funnels to show and how they plan on converting strangers into website traffic and conversions.
- **Creating engaged advertisements:** Launch ads that people want to click on. The ad specialists will write about copy, headlines, and develop images for the campaign. Agencies will conduct a split test about the advertisements to identify which ads are driving the most results.
- **Monitoring ads:** Identify low-performing areas of particular ad campaigns fast. Agencies will keep an eye on that campaign daily. If results begin to decline, agencies will detect it immediately and pause low-performing ads. Besides, those agencies can launch new ads to keep the results coming in.
- **Reporting and communication:** Agency's ad specialist will prepare monthly reporting for review. In addition to that, they will install conversion tracking on particular advertisements. This will report the number of conversions of the agencies that are generating with the social media advertising services.

Conclusion

The study suggests that marketers should strive to achieve a positive attitude of consumers toward social media advertisements. Marketers should keep the factors that affect the consumer's purchase intentions in mind, i.e., informativeness, interactivity, hedonic motivation, materialism and social role & image. Advertisers should make their advertisements entertaining, creative and innovative, adding to the intrinsic utilities perceived in such ads. Product advertised should be done in a way that provides two-way communication with the consumers and can provide feedback on what they see and do not see.

Larger advertising formats might provide advertisers better value for their money and could improve the overall return on the advertisements. The use of social media is beneficial but should be used in a limited way without getting addicted. The future of digital advertising lies in increased mobile usage coupled with continuous technology up-gradation, richer audience engagement, and programmatic advertising.

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