

A Study on Influence of Social Media Advertising On Consumer Behaviour

Shubhangi Goel¹, Dr. Rajesh Singh²

MBA , Centre for Management Studies, Madan Mohan Malaviya University of Technology, Gorakhpur, 273010, U.P, India.

Assistant Professor, Centre for Management Studies, Madan Mohan Malaviya University of Technology, Gorakhpur, 273010, U.P, India.

ABSTRACT

Online life has changed method for advertising by the method for collaboration among organizations and purchasers. Internet also helps the companies to get connected with their target audiences and also promote their products and businesses. Nowadays the customers are also actively using social media platform and increase their networking for seeking relevant information and data. They are also making themselves distant from traditional media. People can share their insight, feelings, and encounters with one other because of the online interpersonal organizations gave includes and may affect individuals' conduct regarding correspondence and acquiring.

As a result many companies have their pages on these platforms which they use to provide relevant information regarding their products and services. The customers feedback also helps them to add on to the features of the product. The viable utilization of internet based life has turned out to be fundamental piece of making and keeping up a competitive preferred standpoint.

This paper is an endeavour to inspect the degree of online networking in settling on/impacting purchasing choice of customers. It likewise gives another arrangement of customer's reaction towards Social Media advertisements as for Purchase Intention. This examination depends on essential information gathered through questionnaire.

Keywords: Social Media, Advertisement, Purchase Intention, Consumer Behaviour

1. Introduction

With the rise of the Internet and cell phones, computerized media has turned into a basic channel for advertising correspondence experts and organizations. With the quick increment online life clients, advertiser has the chance to utilize web-based social networking for their showcasing correspondence techniques. Online networking helps advertisers to associate with their objective and potential clients. Client audits are generally accessible for items and administrations, which are both valuable for buyers just as organizations. Clients give rating and surveys which are some way or another valuable for different clients.

The use of internet by the marketers has been increased due to the reviews provided by the customers. The companies focus on customer audit by enabling them to showcase views related to the products and services on these social networking pages. It is helpful for both buyers and the producers.

Promoting products through social media is a type of a computerized advertising, with has resulted to the most effective media for the purpose of advertisement. It has become the most modern and fastest way to promote the products. It has also become the cost effective advertisement method for the marketers. The social media provides everything efficiently from potential customers to the target customers. It also shows that whether the ads have been clicked or watched by the target customers.

The main focus of this study is to understand the influence of social media advertisement that motivates consumer buying decision making process. It would be of great value, to know that whether Social Media Advertisements leads consumers to purchase product and services advertised.

Social media

Social media refers to a platform that provokes the exchange or sharing of ideas, information and other relevant matters, and also encourage one to establish social networks across the globe. It refers to an internet based platform, which helps its users to share data such as photos, blogs, thoughts and other articles. It is nowadays used by companies to promote their products and services. The customers are able to access these platforms with the help of Personal computers, mobile phones or other devices. Different kinds of web-based social networking stage to serve commercial are:

- Social networking(Face book, LinkedIn)
- Micro blogging (Twitter, Tumblr).
- Photo sharing (Instagram, Snap chat, Pintrest.)
- Video sharing (YouTube, Face book Live, Video).

Online Advertising: Because to far reaching access of web, advanced promotion has turned into an effective method of correspondence. It is the advanced method to promote. It incorporates standard promotions, content promotions, spring up promotions, and are observed to be a noticeable media utilized by firms and organizations for commercial.

Advertisement on Social Networking Sites: web based life publicizing is a term used to depict internet promoting (paid structure) that centres around focusing on potential clients.

Concept of consumer behaviour:

(Blackwell, 2001) characterizes customer conduct as the exercises individuals embraces while getting expending and discarding items and administrations. Shopper conduct is made out of five factors in particular, observation, data, frame of mind, inspiration and genuine conduct. This examination centers around the effect of on the web or online life promotion on the purchasing conduct of the buyers. It gives the view of dynamic online life clients, on the ad done through informal communication destinations.

Consumer Decision Making Process



Figure 1.1: Five Stage Decision Making Model

2. Objectives

- To find the impact of the advertisements made through social media platforms, on the consumers buying behaviour.
- To study the customer's perception regarding the social media advertisements.

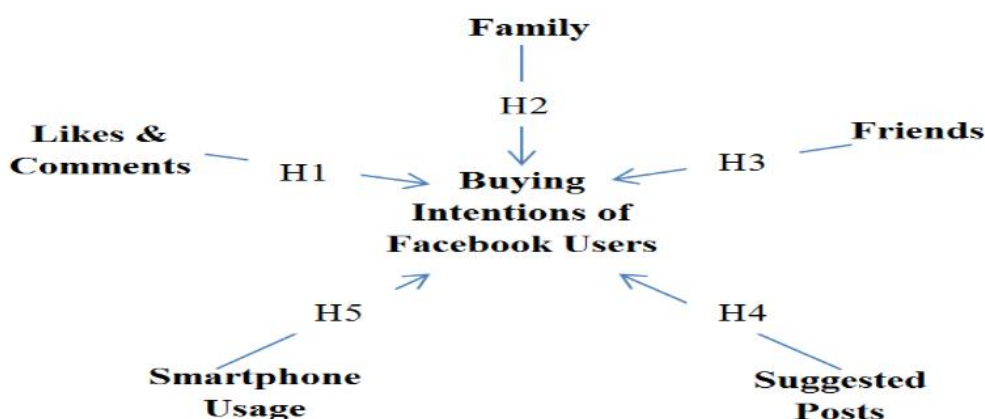
3. Literature review

(Anjali, 2017) Concluded that social media gives knowledge to customers regarding different brands, and it was also found that, the customers preferred brand which was advertised on social networking sites. Customers have positive perception towards social media and found it as a useful promotional tool for the marketers.

There is more mindfulness about the interpersonal interaction destinations among its clients, and can be utilized as successful instrument for brand advancement. In spite of the fact that clients incline toward the brand publicized via web-based networking media, yet there was no huge relationship found among brand and the advanced brands via web-based networking media... (Dharmesh Motwani, 2014)

Internet based life enables members to create content through online networks, surveys and proposals. The shopper's encounters abnormal state of framework quality and data quality via web-based networking media which empowers them to purchase through long range informal communication website. (Hajli, 2013)

(Naveeda Sangi*, 2017) Shoppers purchase objective can in like manner be managed by the Likes and comments made by them on face book. At whatever point a customer checks a particular advancement and after that inclinations or comments on it, the acclaim of the post increases. It decidedly influences the particular customers, friends and family, who checks these exercises (inclinations and comments). Other factors are the utilization of cutting edge cells, as most no of people favoured using face book through PDAs. It was found that Smartphone use and family had fundamental relationship when diverged from inclinations and comments and sidekicks.



(Dayal, 2016) There are right now three zones where organizations are applying online networking. :

1.Social showcasing: Using social strategies, media, instruments, and innovations over all segments of the advertising blend: item, value, advancement, and situation.

2.Social CRM: Expanding CRM frameworks from streamlined client confronting value-based procedures to incorporate concurrent communications and discussions that clients have among them; so as to improve

business procedures and supporting advances in: focusing on, gaining, holding, understanding, tuning in to, and teaming up with clients.

3. New plans of action: Social systems have made a space for new administrations that are gradually being filled by little undertakings or new businesses.

(K., 2017) At the outset phases of the purchasing procedure, shoppers will in general understand the requirement for the item by following big names in Face book, Integra, twitter and so forth. The purchasers have utilized web journals as an approach to discover data about the item they were thinking about purchasing. The web journals likewise increment the measure of correspondence purchaser's lead that happens before the genuine obtaining circumstance. Readers use writes as the method for approving their buy choice. They go online to discover surveys posted by bloggers about the item they may be keen on purchasing and by utilizing the specialized apparatuses of the websites, they ask sentiments from the blogger and different peruses, planning to get help to their basic leadership.

4. Research methodology:

Research Methodology refers to a method which is used to find out the research problem and provide a solution to it. It focuses on the major objectives of the study, the area of research, the sources and methods of collection of data and most importantly analysing and interpreting data etc so that the outcome or the result of the research could be discovered.

Research design: For this study, the “Descriptive Research Design” is used.

Data collection method: The major source of collection of data for this research is the primary sources of data collection. The method which is used is Questionnaire. Data was collected by circulating questionnaires. It includes information regarding demographics, the questions regarding usage and impact if social media advertising.

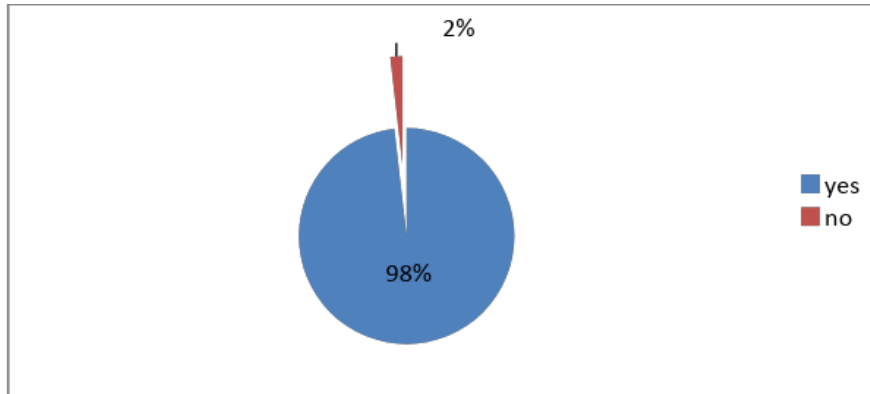
Method of sampling: Convenience sampling is used under this study.

Research approach: For this research, quantitative approach is used.

5. Findings and Interpretation:

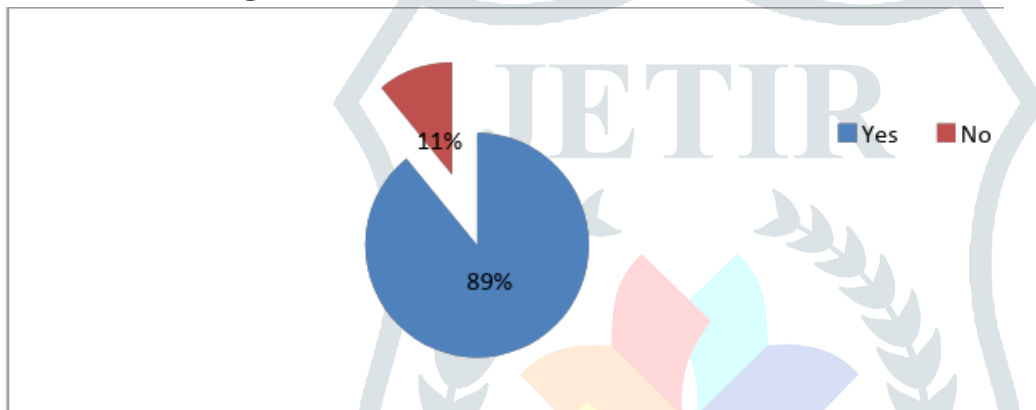
The analysis is done on the basis of sample collected from 110 respondents, through the questionnaire circulated by the help of Google forms. For further interpretation of the collected data MS Excel is used. The objective of the study is to find out the influence of social media advertisement on consumer behaviour and the consumers perception regarding social media advertisement. Following are the outcomes of responses, collected for the purpose of fulfilment of research objective.

1. Percentage of people using social media.



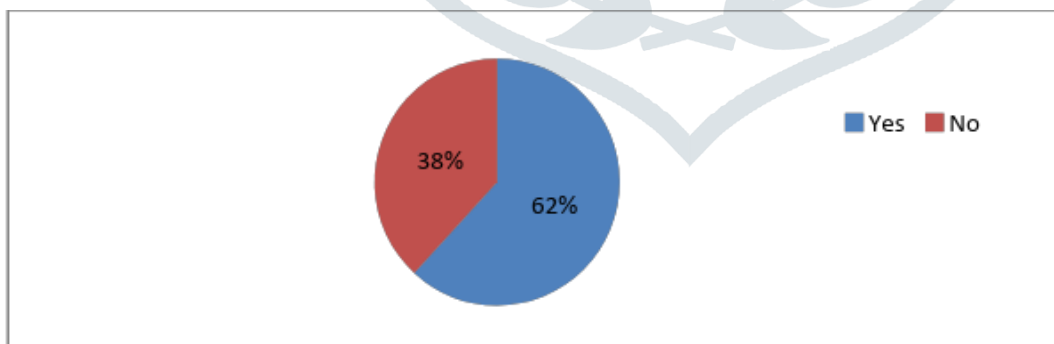
Interpretation: 98% of respondents have an active usage of social media and only 2% of the overall respondents didn't use social media. Due to advancement of technology and growth of internet, people are using social media.

2. Percentage of social media users who notice advertisement on social media.



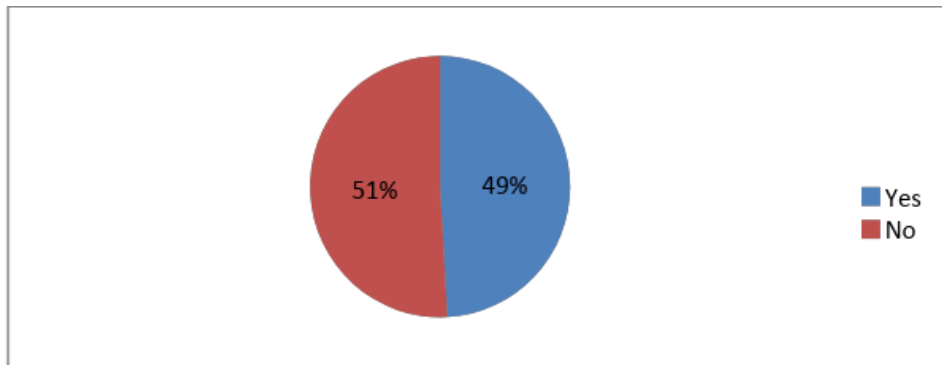
Interpretation: 89% of the total respondents noticed the ads made by the marketers on the social media. 11% of respondents may not notice ads because of disinterest or unawareness.

3. Do advertisements made on social platforms, encouraged you to purchase a product or service?



Interpretation: Major number of respondents thinks that, the advertisement made by the companies, encourages the consumer to buy a product as the ads provide them some information regarding the product or services. There are still some respondents who think, ads on social media are not able to trigger their buying intention.

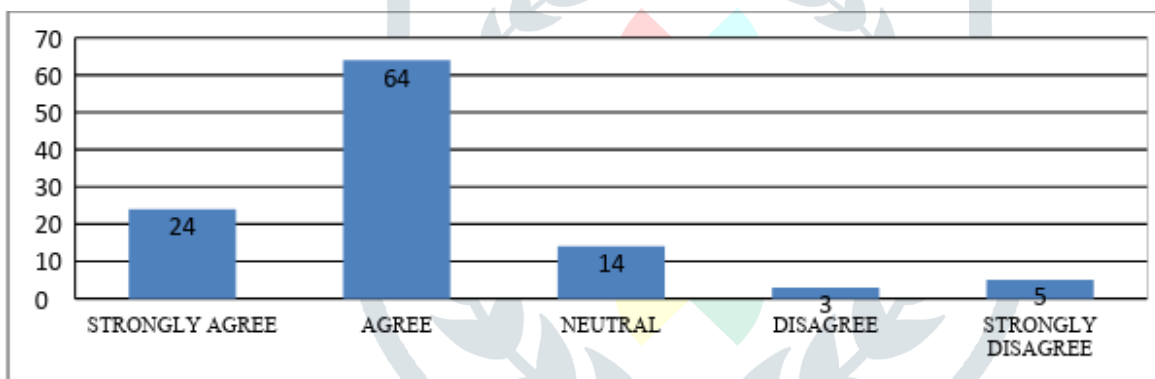
4. No of person who actually made a purchase of a product or service, with impact of these advertisements.



Interpretation: When it comes to actual purchase of product, almost 51% of the respondents didn't actually purchased the product and 49% of respondents purchased the product with the influence of social media ads. The reason could be incomplete information regarding the products.

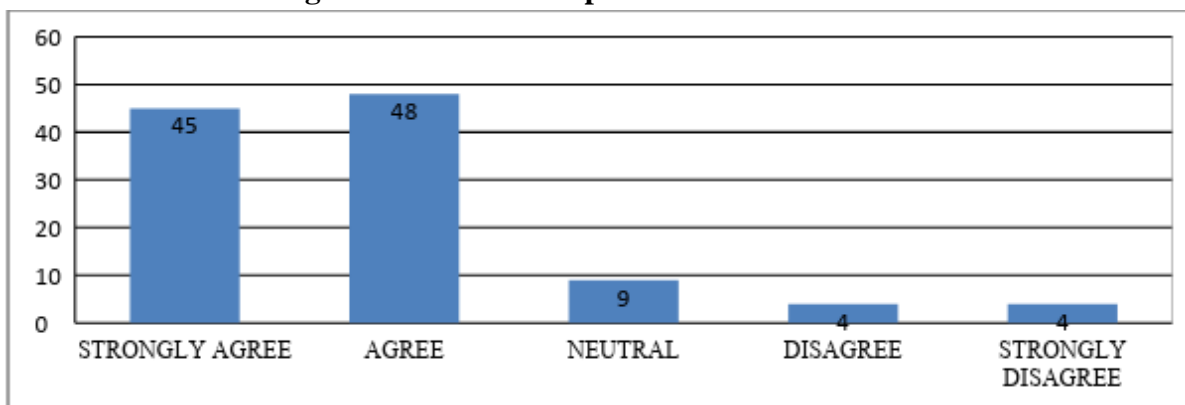
Consumers perception towards social media advertisement:

1. With the help of social media platforms, i am able to get information related to product and service easily.



Interpretation: the maximum number of respondents agreed that due to existence of social media platforms, they are able to seek out the necessary information regarding the products and services actively. The reason could be the easy access to social media sites.

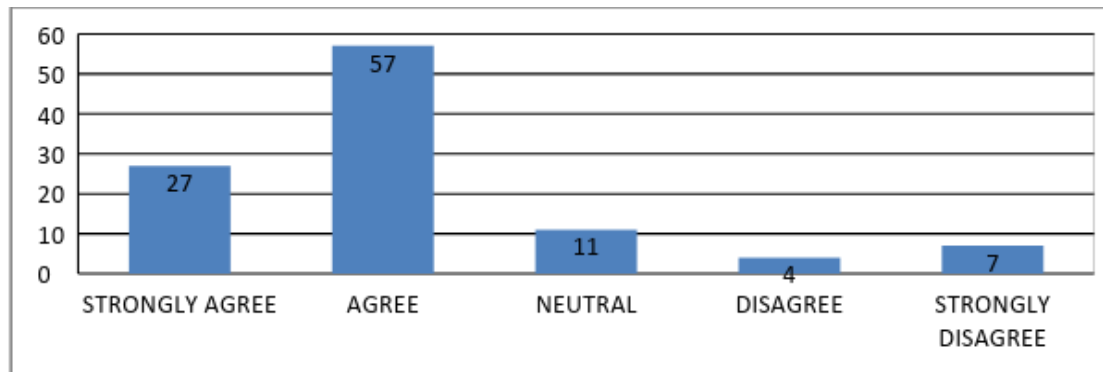
2. Information searching on social media platforms is more easier than on mass media.



Interpretation: Maximum number of respondents strongly agreed and believed that, searching relevant information on these (social media) platforms is more appropriate and easy, as compared to traditional form

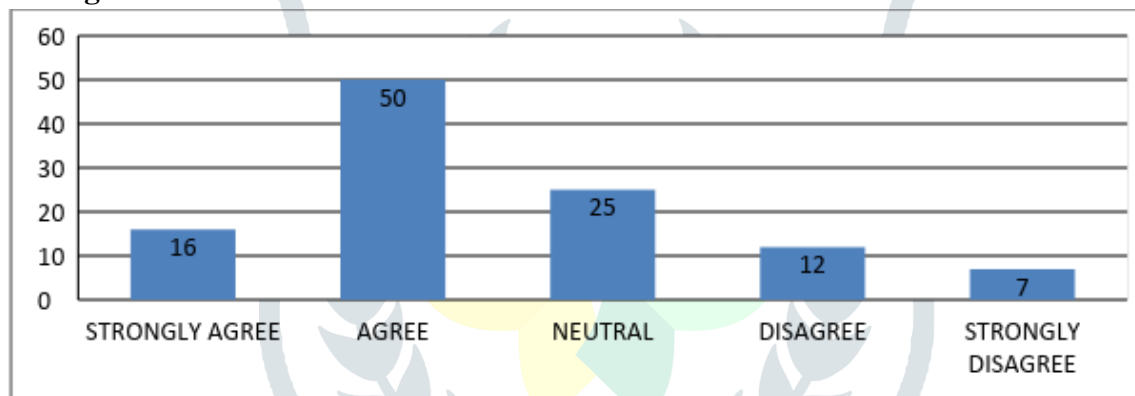
media of advertisements. The reason could be, the growth of internet users and more visibility and reach ability of the content.

3. Advertisements, blogs, posts etc, made on social media, influence me to try new products and services.



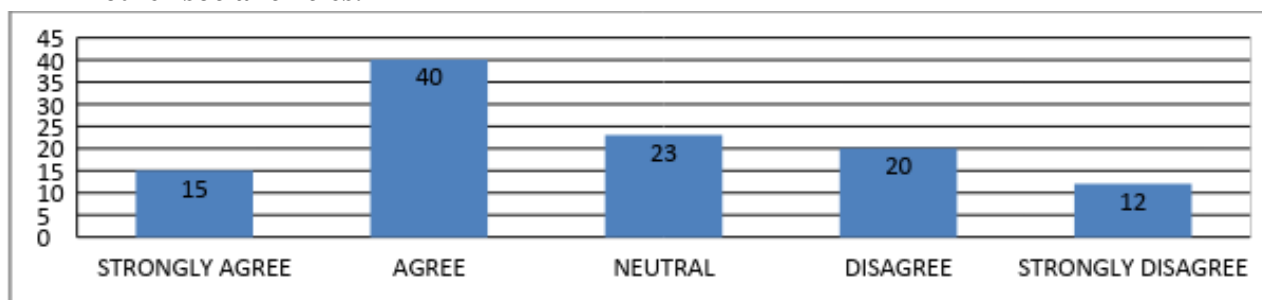
Interpretation: Out of 110 respondents maximum number of respondents agreed that they are motivated to try new brands and products, due to ads, blogs reviews they see on social networking sites. The reason for the motivation could be the informational and entertainment content of such advertisements.

4. I change my initial purchase choice , after getting needful information regarding products through social media sites.



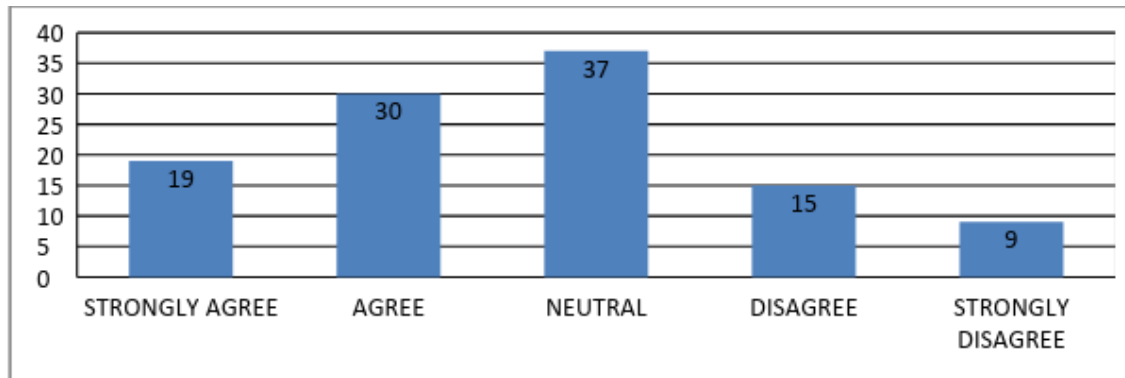
Interpretation: Major portion of respondents agreed to the fact, at the pre purchase stage of their buying, they change their preferences after searching relevant information regarding product and services through social media.

5. After purchase of a product, i use to share reviews, posts, related to the product, to peers and other social circles.



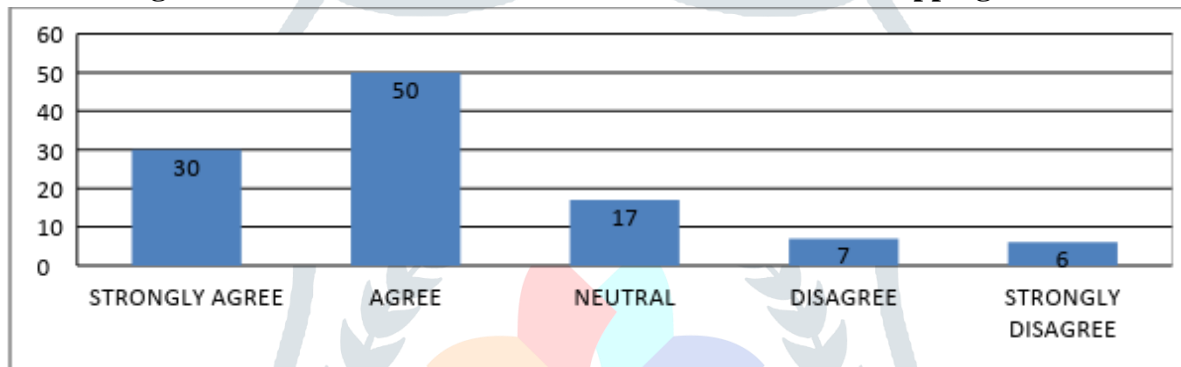
Interpretation: 40 respondents agreed that they share the relevant information in the form of comments, reviews and posts to their peers and friends after purchase of the product. It shows their post purchase behaviour.

6. Advertisements on social media platforms have a higher credibility as compared to the ads made by the means of traditional media.



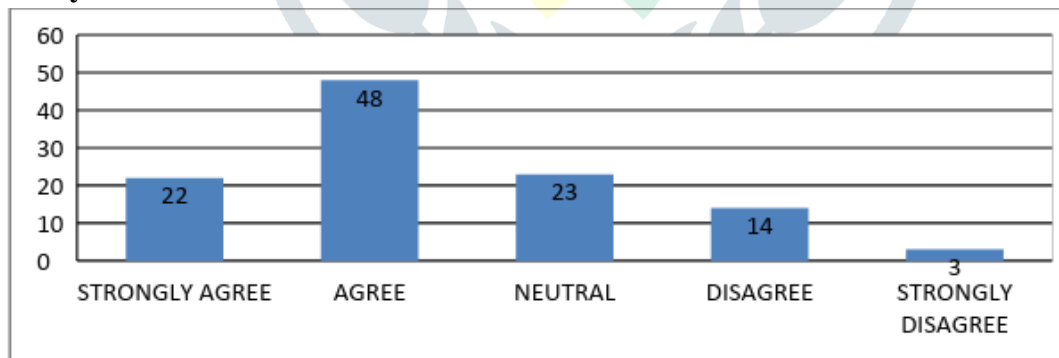
Interpretation: The maximum number of respondents showed neutral response towards, the credibility of advertisement on social platforms is much more than the advertisements made on the traditional media platforms. This shows that the trust factor in advertisement may or may not be higher on the social media.

7. Advertising on social media has made shopping more easier



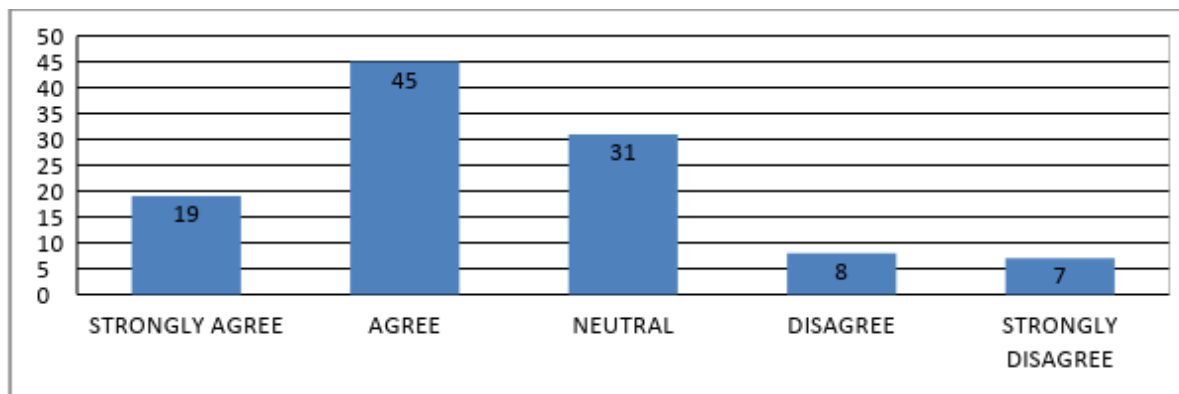
Interpretation: The maximum number of respondents agreed that they are able to shop more conveniently and easily due to the existence of social media site as they provide more information and easy comparison of the products and services.

8. I only watch attractive advertisements on social media.



Interpretation: Most of the respondents agreed that they only click or open the displayed advertisement, if they find them attractive or creative. This shows creative advertising influences consumer behaviour.

9. Social media advertisement has positive impact on my purchase decision



Interpretation: Maximum number of the respondents agreed to the fact that social media advertisement had a positive influence towards their purchase decisions.

6. Conclusion

The primary objective of this study is to analyse the “Influence of social media advertisement on consumer behaviour” which is found to be positive and fulfil the objectives of the study. Social media is an appropriate tool for advertising the products and services. The companies are now only focusing on these channels to promote their product and services. The reason is growth of internet users in the country and easy access towards social media platforms. This form of advertisement is worldwide accepted by the new generation of customers. Information regarding product and services is easily gathered with the help of social media platforms. So, each and every organisation is establishing themselves virtually to cater the needs and wants of the customers in an appropriate manner. Most of the web users are aware about social media and they are using it from a long time. Customers also proffered the brands which are advertised on these platforms. They also have positive attitude towards social media advertising. These advertisements have a major impact on the customers buying intentions.

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