



Study on Impact of Social Media Advertising on Consumer Purchase Decisions

Mahesh Lonkar¹, Garima Choubey¹ H. R. Kulkarni², Snehal V. Sinalkar^{1*}

1.G. H. Raison International Skill Tech University, Pune, Maharashtra.India

2. G. H. Raison College of Arts Commerce and Science, Wagholi, Pune Maharashtra, India.

*Author For Correspondence Email: snehaldalvi28@gmail.com

Abstract

Social media advertising has become one of the most influential tools shaping modern consumer buying decisions. This research examines how targeted ads, influencer collaborations, user-generated content, and algorithm-driven recommendations impact consumer trust, perception, and intent to purchase. The study highlights the emotional, psychological, and behavioral mechanisms that shape online buying decisions. Findings demonstrate that personalized social media ads significantly improve engagement and contribute directly to higher purchase intention.

Keywords

Social media advertising, influencer marketing, purchase intention, consumer trust, digital behaviour, personalized targeting

Introduction

Social media platforms such as Instagram, Facebook, YouTube, and TikTok have redefined consumer-brand interaction. Unlike traditional media, social media creates real-time, interactive environments where consumers actively respond to advertisements. This section discusses the evolution of social media advertising, the increasing role of influencers, and how algorithmic personalization makes ads more relevant and persuasive. It further highlights changing consumer behavior driven by convenience, visibility, and instant feedback mechanisms.

Literature Review

Evolution of Social Media as an Advertising Medium

Studies show that social media has evolved into the most powerful digital advertising channel due to its reach, interactivity, and precision in targeting (Tuten, T., Solomon, M., 2017, *Social Media Marketing*, Sage).

Influencer Marketing and Credibility

Research highlights that influencers act as digital opinion leaders (Freberg, K., Graham, K., McGaughey, K., Freberg, L., 2011, *Who are the social media influencers?*, Public Relations Review). Their authenticity, expertise, and relatability improve consumer trust.

User-Generated Content and Social Proof

User-generated reviews, ratings, and testimonials serve as digital word-of-mouth (Cheung, C.M., Thadani, D.R., 2012, *The impact of electronic word-of-mouth communication*, International Journal of Advertising).

Personalization and Behavioral Targeting

Personalized ads based on browsing history and behavior significantly increase attention and conversion rates (Arora, N., Dreze, X., Ghose, A., Hess, J., Iyengar, R., Jing, B., et al., 2008, *Putting one-to-one marketing to work: Personalization, customization, and choice*, Marketing Letters).

Research Methodology

This descriptive research uses both primary and secondary data.

- **Primary Data:** Questionnaire distributed to 180 respondents.
- **Secondary Data:** Digital marketing journals, social media reports, academic publications.

The methodology emphasizes perceptions of credibility, ad relevance, and influencer impact on purchase decisions.

Questionnaire

1. How often do you buy products after seeing them on social media?
2. Do influencer endorsements make you trust a brand more?
3. How relevant do you find social media ads?
4. Does user-generated content help you decide whether to purchase a product?
5. Which platform influences your buying decisions the most?

Objectives of the Study

- To examine how social media ads influence consumer trust.
- To identify key factors that drive purchase decisions.
- To analyze the role of influencers and UGC in shaping buying behavior.

Hypothesis

H1: Social media advertising significantly influences consumer purchase decisions.

H0: Social media advertising does not significantly influence purchase decisions.

Data Collection

The study collected data from 180 respondents using an online questionnaire distributed via social media, email, and professional networks. Respondents included a mix of students, professionals, and small business owners to represent varying levels of social media exposure and purchasing behavior. Questions addressed frequency of ad interaction, perceived trust in influencer endorsements, relevance of personalized ads, and reliance on user-generated content.

A combination of quantitative and qualitative analysis was applied. Quantitative data measured engagement rates, purchase intent, and platform preferences, while qualitative responses captured consumer motivations,

perceptions of authenticity, and feedback on ad effectiveness. Out of 180 responses, 165 were validated for analysis. Results indicated that influencer credibility, ad personalization, and user-generated reviews were key drivers of consumer purchase decisions.

Conclusion

Findings demonstrate that social media advertising substantially influences consumer purchase decisions. Consumers are more likely to trust brands endorsed by influencers or validated through peer reviews. Personalized ads increase attention and engagement, translating into higher purchase intent. Visual-centric platforms such as Instagram and YouTube showed the highest impact on consumer behavior.

The study highlights that effective social media advertising requires a combination of trust-building through authentic influencer content, personalized communication, and engagement through interactive media. Businesses leveraging these strategies are better positioned to influence consumer choices and enhance brand loyalty.

Recommendations

- Use influencer partnerships strategically.
- Increase transparency in ad communication.
- Enhance personalization based on user behaviour.

References

- Kapoor & Dwivedi, Social Media Marketing Research.
- Instagram Business Insights (2024).
- YouTube Advertising Trends Report.
- Facebook for Business: <https://www.facebook.com/business/ads>
- Instagram Business: <https://business.instagram.com>
- Hootsuite Social Media Trends: <https://www.hootsuite.com/resources/social-media-trends>