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Effects of Social Media on Consumer Behaviour or Role of Advertising in Changing Consumer Behaviour

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ABSTRACT

The choices of social media avenues are constantly growing in the routine life of individuals. The ways in which advertising agencies, brands and advertising individuals intersect with social media also has tremendous effects on how the medium is used to market their products. In this study, the primary data is directly gathered through the responses on questionnaires that were given to consumers in order to examine the factors that affect consumer awareness of social media advertisements and purchasing behaviour. Additionally, participants were asked to refer neighbours or close friends in the vicinity who they thought may be interested in responding to the survey. Awareness of Product Promotion, Social Media Tool Features, and Information Sharing are the three main factors that were extracted for user awareness of social media. Social media advertisements with informative and entertaining content have a favourable effect on consumers. These commercials are able to amuse and enlighten consumers and had a huge impact on their level of awareness. Consumer behavioural changes are a result of brand association and customer engagement strategies adopted in social media advertising. Then equally by Impulsive buying behaviour as well as dissonance buying behaviour have comparatively lesser impact

Keywords: social media, Consumer behavioural, buying behavior, Product Promotion, Social media advertisements.

INTRODUCTION

Through the ability to successfully communicate with a diverse audience, advertising on social media platforms significantly increases the visibility and awareness of a business. To begin, it makes it possible to accurately target individuals by taking into account their demographics, interests, and behaviour online, which ultimately results in an increase in the relevance of advertising. A sense of community may be developed and relationships can be strengthened through the use of social media, which enables brands to directly engage with their target audiences. Social media is very significant to provide the users with valuable, reliable and timely information. It is a 24*7 working media. The velocity of news, ideas and issues to float over the globe through social media is faster as compare to any other electronic media. Social media has inherent ability to reach wide gamut of public and facilitate interactions among remotely distributed individuals. It is rather comprehended as a ubiquitously substantial way of living among the humongous majority of people throughout the world. Even when gamification supported maintenance and behaviour change, there is no significant change in the intrinsic motivation that people have towards using a certain social media site. From a general chitchat to propagate breaking news; from Material that is provided by users, such as reviews and testimonials, is promoted by the media in general. This type of material provides vital social proof for potential buyers in the future. Analytics tools are made available by social media networks, which allow for the monitoring and analysis of the success of advertising activities, thereby facilitating decision-making that is driven by data.

LITERATURE REVIEW

Stavros Migkos (2024) The role of social media has undoubtedly increased in recent years, both in terms of its use in advertising and digital marketing, influencing consumers to their choices and shaping their buying behavior in many cases. Therefore, it is essential to study their influence on consumer behavior by investigating the factors affecting it. Hence, based on an extant literature review, this study investigates the influence of digital marketing in the modern era and the degree to which it affects individuals' buying behavior. Our research was based on a questionnaire research tool, which was distributed to 418 correspondents with the help of social media, with questions regarding the trends of consumer audiences towards the market and promotion of products through digital marketing, but also researching the

degree of influence of consumer behavior on advertisements promoted by these platforms and, in particular, the two years of restrictions due to the Covid-19 pandemic.

Dr. C. Muralikumaran (2023) This study examines the influence of social media advertising on consumer purchasing behaviour. Amidst the prevalence of digital communication and online interactions, it is imperative for businesses to comprehend the impact of social media on consumers' buying choices. The study highlights several important elements, including the impact of social media exposure on brand recognition, the efficacy of targeted advertising in reaching certain consumer segments, and the influence of engagement and interaction on consumer views. The study also examines the impact of user-generated content, influencer partnerships, and real-time updates on consumer confidence and intention to purchase. The research seeks to analyse the data collected from various social media platforms in order to find patterns and trends in consumer behaviour that arise from exposure to social media advertising companies.

Syed Hussain Mustafa Gillani (2022) The aim of this study is to explore social media marketing activities (SMMAs) and their impact on consumer intentions (continuance, participate, and purchase). This study also analyzes the mediating roles of social identification and satisfaction. The participants in this study were experienced users of two social media platforms Facebook and Instagram in Pakistan. A self-administered questionnaire was used to collect data from respondents. We used an online community to invite Facebook and Instagram users to complete the questionnaire in the designated online questionnaire system. Data were collected from 353 respondents, and structural equation modeling (SEM) was used to analyze the data. Results show that SMMAs have a significant impact on the intentions of users. Furthermore, social identification mediates the relationship between social media activities and satisfaction, and satisfaction mediates the relationship between social media activities and the intentions of users.

D. M. D. Bandara (2021) Social media advertising has become the cornerstone of the most effective fashion brands' marketing strategy in recent years. Since the boom of social media, most fashion retailers have started to recognize the benefits of creating value for their brands using social media platforms. The purpose of this study is to explore the impact of social media advertising on consumer buying behaviour towards fast fashion. Along with the study, it examines the consumer buying behaviour aligned with the consumer decision-making process.

It measures the overall impact of social media advertising on the consumer decision-making process in the fashion industry. This study adopts a descriptive quantitative research design and data was collected through a self-administrated questionnaire. The population of this study is active social media users in Western province and a sample of 300 consumers was selected using the convenience sampling method.

Amandeep Singh (2021) This study encompasses the research studies done on the impact of social media on consumer behaviour. Social media is used by billions of people around the world and has fast become one of the defining technologies of our time. People are using various social media websites and because of that the entire marketing landscape is changing. Massive audiences is available who are spending many hours a day using social media across the various platforms and are majorly involved in information processing, entertainment and social connection activities, it is not surprising that marketers have started utilising social media as a marketing channel.

Companies now place considerable value on the way in which social media can be used to shape consumer's brand/product perception and influence their buying decision. Rather than focusing on short-term advertising through technology, companies are integrating social media mechanisms to enhance the relationship with consumers. Therefore, companies need to better understand the changing behaviour of consumers, in order to create mutual benefits from the use of social media.

The Concept of Social Media

Social media has rapidly and drastically transformed the global communication landscape by boosting the interactive use of technology to ensure social interaction and create new content. Social media was introduced as new communication method over two decades ago. Now, it has become a big industry at the global level. Social media platforms provide a way to connect with like-minded people and find content relevant to individual interests. However, before we go into the deeper aspects of social media use- including its modes, dimensions and impacts- it is necessary to understand the meaning of social media as taken in this study's context.

The broad definition of social media includes any website which allows its content to be created by its own users, and allows a degree of interaction and communication between people through that website. In simplest of definitions, media is a means of communication. Social media can be defined as websites or other internet-based services where the content being communicated is created by the people who use those services themselves.

Social Media Advertising

The ways in which advertising agencies, brands and advertising individuals intersect with social media also has tremendous effects on how the medium is used to market their products. It is only through the effective use of social media in contemporary times that forward-thinking brands and business entities can successfully market their products

and make suitable profits. This section deals with the definitions and motives behind the use of social media by various entities in promoting their business and merchandise. The study also looks at how social media advertising has evolved and what status it holds in contemporary advertising. Theories and models relating to social media advertising have also been discussed in comprehensive detail and effective factors have been inferred from the same which can help improve a business entity to make social media advertising a successful venture.

Evolution of Social Media

Social media has evolved at an unexpectedly rapid pace. Today, social media networks have achieved some astonishing penetration rates among the users worldwide, which gives them the true sense of social media. The opportunities created by this smaller number of platforms hence constitute the bulk of this study. With this direction of study, the evolution of use of social media needs to be discussed. The world saw the humble beginnings of social media in the late 20th century, with the advent of growing internet penetration in society.

While the primitive email was born in 1966, it was 1979 which brought any kind of sophistication to interconnectivity and web communication. It was the year of UserNet, which allowed communication via virtual newsletters and articles. The website also allowed posting articles on newsgroups, which was the first shadow of social media sharing. The intermediary decade of 1980 saw some breakthroughs in the evolution of social media with List Verse and Genie, but it did not achieve true social media use.

Global Perspective

In today‘s era of instant connectivity and technology availability, the prevalence of social media is more widespread than ever. A report by social media management organization Hoot Suite and _We are Social‘reveals the length and breadth of the vast social media scope worldwide. As per the reportxv, there are nearly 3.8 billion active social media users in the world today, out of a total world population of 7.8 billion people. This implies that nearly one in two people on the planet are involved on social media. This makes social media a massive presence in our world, and thus it needs to be more researched about its impact and contribution to society.

OBJECTIVES

1. To examine how social media platforms influence consumer decision-making processes.

2. To assess the impact of peer reviews, testimonials, and influencer endorsements on consumer trust and brand loyalty.

3. To study how social media engagement affects emotional attachment to brands and products.

4. To study the role of advertising in informing consumers about new products, services, or innovations.

RESEARCH METHODOLOGY

An impact of study design sets up for data gathering and processing in a way that combine relevance for the research purpose with economy in the process. This research has done to examine several aspects of social media advertising and its awareness levels led to the current study's exploratory character.

A long-term, systematic method of gathering and analyzing data on pertinent variables is known as data collection. On the other hand, methods vary depending on the discipline; exact proper and honest collections stay the same. This section covers the information and sources used in the study's analysis.

The investigative issue under examination has an analytical framework thanks to research. It establishes the connections between the various variables, notably the connections between the dependent and independent variables. Online advertisements that concentrate on social networking sites are referred to as social media advertisements. One of the main advantages of advertising on social networking sites is that businesses can utilize user demographic data to target their adverts effectively.

Moreover, under descriptive research it was single crossed sectional research design because only one sample of respondents is drawn from the target population, and information is obtained from this sample only once. The method used in the selection of the sample taking into many factors into account is known as handy stratified sampling.

RESULTS AND DISCUSSIONS

The examination and interpretation of the data gathered from social media users is presented in this study. The study used 200 social media users as its sample size. The statistical techniques employed in the study included exploratory factor analysis, confirmatory factor analysis, structure equation modelling, regression frequency analysis, and descriptive analysis, among others. The data were analysed using SPSS software.

Table 1: Respondents on the Basis of their Age of Distribution

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 25 years	36	18	18	18
	25 to 40 years	98	49	49	67.0
	40 to 55 years	44	22.0	22.0	89.0
	Above 55 years	22	11	11	100.0
	Total	200	100.0	100.0	

49% of the sample's respondents were between the ages of 25 and 40, followed by 22.0 % of respondents in the 40 to 55 age range, and 18% of respondents were under the age of 25. Only 11% of responders were 55 years or older. As a result, the sample's responders were mostly between the ages of 25 and 30.

Table 2: Respondents on The Basis of Their Gender of Distribution

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	115	57.5	57.5	57.5
	Female	85	42.5	42.5	100.0
	Total	200	100.0	100.0	

Only 42.5% of the sample's respondents were female, with men making up 57.5% of the respondents. As a result, the sample's responders were predominately male business owners.

Table 3: The Basis of Their Occupation on Distribution of Respondents

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private	38	19.0	19.0	19.0
	Government sector	58	29.0	29.0	48.1
	Business	49	24.5	24.5	72.5
	Student	28	14.0	14.0	86.6
	Housewife	19	9.5	9.5	96.2
	Others	8	4.0	4.0	100.0
	Total	200	100.0	100.0	

19.0 percent of respondents in the sample worked in the private sector, followed by 24.5 percent of respondents who owned their own businesses and 29.0 percent of respondents who worked in the government sector. Only 9.5 percent of the respondents identified as housewives, whereas 4.0 percent were others, and 14.0 percent of the respondents were students. As a result, the majority of respondents in the sample worked in the government.

Table 4: on The Basis of Their Marital Status of Distribution of Respondents

Marital status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	106	53.0	53.0	53.0
	Single	94	47.0	47.0	100.0
	Total	200	100.0	100.0	

In the sample, 53.0 percent of the respondents were married, while the remaining 47.0 percent were single. As a result, married respondents made up the majority of the sample.

CONCLUSIONS

The researcher arrived at the conclusion that the subject fulfils the respondent's requirements and then helps the subject complete the questionnaire. Advertising can be defined as presenting the features of a product to a potential ad larger consumer base for it to be purchased at a later point in time. Advertising has been advocated to have some kind of a mental effect- a feeling that affects the behaviour of an individual to a product. Roughly, it can be assumed that social media sites use mined data for companies to generate adequate avenues for social media advertising to take place. A corporation that wants to market their products avails of the services of social media advertising agencies or sites and is often at their mercy to safeguard their business interests. Simultaneously, social media has also become one of the fundamental ways we choose to identify ourselves and the groups we belong to, which is an important part of the formation of ourselves in our and the larger collective‟s perception. Thus, social media has come to be identified as one of the foremost identifiers of the self of a person. Their study suggests that the interaction between gaming devices and the platforms from which they are being accessed differently affect the memory and attitudes of consumers towards the brands that are advertising. Hence, multiple perspectives can be posted on the recent gamification of an advertisement on social media.

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