THE IMPACT OF ADVERTISEMENT ON SOCIAL MEDIA'S EFFECT ON CONSUMER BEHAVIOUR

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ABSTRACT:
Digital marketing's branch, social media advertising, involves running paid ad campaigns on social media sites in order to reach specific consumers. Through the popular social media platforms, advertisers and marketers can encourage sales and promote their products. The effect of advertising on social media on customer behaviour is investigated in this research. We want to find the most important elements influencing consumers' purchase decisions; thus, we'll be evaluating how users engage and interact with different social media sites including Facebook, Instagram, Snapchat, Twitter (X), LinkedIn, WhatsApp, and YouTube. The 114 responders' data were analysed using factor analysis, chi-square testing, and descriptive statistics in this research. These results imply that social media advertising has a big impact on consumer behaviour, particularly for younger and better educated users. It is evident that more individualised and reliable content is needed because social media advertising is still not well trusted.
*Index Terms -*Social media, Consumer, Advertisement, Purchase Decision, Products

INTRODUCTION :
A collection of phrases that refer to online advertising and digital marketing strategies that target social media services is called social media advertising, or social media targeting. The ability for marketers to target their adverts based on user demographic, psychographic, and other data is a crucial feature of this kind of advertising. Social media targeting provides granular audience identification by combining targeting choices (e.g., behavioural targeting, social psychographic targeting, and geographic targeting). On social media platforms, user likes, comments, opinions, and follows are also significant elements. Ads are delivered through social media targeting using data gathered from the profiles of target audiences. Social media targeting and advertising are not the same thing. By delivering adverts to specific individuals directly based on profile information, social media targeting enhances advertising. Conversely, social media advertising seeks to link social media users with the advertiser's designated target audiences. Social media advertising entails posting content, engaging with followers, and displaying advertisements on social media networks.

Social media users provide a variety of personal details about themselves, such as their location, interests, gender, and age. Advertisers are able to personalise their ads and target certain audiences thanks to the saved information. Reaching a targeted audience interested in a product or service is advantageous for advertisers. Users benefit from being able to view advertisements that are more likely to align with their interests. The gathered data is not limited to an individual's demographics. An essential component of data collecting and targeting is the content a user interacts with, including the length of the contact.

Facebook: Facebook has created a targeting feature that enables advertisements to be seen by particular target audiences. This is offered to both consumers and businesses as part of the Facebook Ads program. Advertisers are provided with several attributes that characterise their target market when they post an advertisement using Facebook Ad Manager.

Instagram: By 2022, there will be 500 million daily Instagram users, out of an anticipated 1 billion. Companies using Instagram have three choices for content posting: they can pay influencers to promote their brand or buy advertisements from Instagram's parent company, Meta.

Snap Chat: Snap Inc. created the multi-media messaging app Snapchat. One of the primary characteristics of the application is that messages and photographs are typically only accessible to receivers for a little amount of time before disappearing.

Twitter (X) :X was established on July 15, 2006; it was formerly known as Twitter. Twitter advertising is exclusively determined by an individual's interactions within the service. The content of a person's profile determines which ads appear in their Twitter stream.

LinkedIn: LinkedIn is a social media site designed to facilitate the online connection between businesses and potential employees. Directly sponsored material, often known as sponsored posts, is the most popular kind of LinkedIn advertising.

Whatsapp: WhatsApp is a cross-platform messaging app that was released in 2009 that lets users send text messages as well as make voice and video conversations. Because WhatsApp lets users make international calls over WiFi, it is growing in popularity.

You Tube: Online video viewing is made simple with the help of YouTube, a website that shares videos. Founded in 2005, YouTube has grown to become one of the most popular websites.

Advertising: There are various methods to promote brands on well-known social media platforms including Facebook, Twitter, and YouTube. Facebook provides page advertisements, Facebook article ads (likes), sponsored posts, sponsored articles, and regular external website ads as choices for advertisers.

REVIEW OF LITERATURES :

Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018)[1]This study looks at how users' interactions with social media platforms affect how they use such platforms and how they see the ads that are integrated within them. The experiences of social media users interacting with Facebook, YouTube, LinkedIn, Twitter, Google, Instagram, Pinterest, and Snapchat are captured in our survey (ND 1,346, 13+ years), along with their opinions about advertising on these platforms. We are aware that interaction varies greatly depending on the context; it encompasses many experiences on various social media platforms, each of which is encountered differently. Furthermore, opinions of advertisements on each platform are linked to varying experiences. Analysing social media advertising has also shown to be essential for understanding the connection between social media and engagement.

Van-Tien Dao, W., Nhat Hanh Le, A., Ming-Sung Cheng, J., & Chao Chen, D. (2014)[2]In Southeast Asian transition economies, this study looks at the causes of social media advertising value as well as how it affects consumers' intentions to make online purchases. Furthermore, the moderating influence of various social media platforms on the associations between social media advertising value and predictors is also investigated. Vietnam is used as a representative nation for the Southeast Asian transition economies in this field study. The findings indicate that the three social media advertising tenetsinformativeness, entertainment, and credibilityhave a positive impact on consumers' perceptions of the value of social media advertising in Southeast Asian transition economies, and this in turn has a positive impact on consumers' intentions to make online purchases.

Knoll, J. (2015)[3]An overview of recent scholarly and empirical studies on social media advertising is given in this article. After an analysis of two global databases pertaining to economics and communication sciences, 51 studies that were deemed pertinent were found. Seven new topics emerged from the results of the identified studies: segmentation, user-generated advertising content, electronic word-of-mouth in advertising, use of social media advertising, attitudes and exposure to advertising, and additional advertising effects. The themes under investigation were scrutinised for every paper, and with the primary findings, the publication year, journal, theoretical framework, research methodology, sample, constructs measured, and analytic type were noted.

Haida, A., & Rahim, H. L. (2015)[4]Social media's introduction to the Internet has allowed people to interact with each other globally regarding goods and services. People can freely communicate, debate, and exchange information via social media by combining their own text, photographs, audio,

and video content with multimedia. Social media has changed over the past ten years, moving from traditional media to the Internet. Malaysians use the internet at a very high rate. In Malaysia, there were about 17 million Internet users as of 2013. The majority of them use social media regularly. There is, however, a dearth of research on social media advertising and consumers' perceptions of its usefulness in Malaysia, which leaves a significant vacuum in the field's body of knowledge. The study looks at the connection between information and enjoyment.

Carmichael, D., & Cleave, D. (2012)[5]The advertising industry is growing rapidly on social media. Up to a billion people could be viewing an advertisement on Facebook. A business advertisement can gain access to almost 27 million Facebook profiles in the United Kingdom. These kinds of figures make it simple to get sucked into the marketing hoopla and shell out cash for advertisements, but the basic query still stands: Can small businesses benefit from social media advertising? We tracked visits to a case study company's website and launched a Facebook advertisement to find the answer to this issue. Additionally, we watched consumers engage with the Facebook advertisements. The findings imply that social media marketing, even with a poor click-through rate, can be successful for small businesses.

Winter, S., Maslowska, E., & Vos, A. L. (2021)[6]Social media advertisements can be customised to psychographic profiles using consumer digital monitoring data. An experiment (N = 936) looked at the user attributes and personality qualities that work best for feature-based personalisation of social media messaging, as well as the circumstances in which it works better than non-personalised communications. The promoted product (a soda or phone) and the persuasive appeal of a Facebook advertisement were contrasted in a 9 × 2 between-subjects design. The Big Five personality traits, knowledge need, and susceptibility to persuasive techniques were evaluated by a questionnaire. Limited effects on personality fit were found in the results.

OBJECTIVES :
➢　　　To look into the connection between consumer behaviour and social media advertising.
➢　　　To identify the main factors that influence of social media advertising effectiveness.

Research methodology:
The primary data was collected from 114 respondents. And the secondary data was collected from various articles, journals and websites. The tools used were descriptive statistics, chi-square, factor analysis, Rotated Component Matrix.

Statement of the problem :
Social media advertising has become an essential component of contemporary marketing strategies due to the rise of social media platforms, which have altered the way businesses engage with their customers. The extent to which social media advertising can impact consumer behaviour remains unclear, despite its extensive usage. Even while these platforms give businesses previously unheard-of chances to connect with and interact with their audiences, considerable work needs to be done in order to fully comprehend the critical elements that affect customer engagement and purchase decisions. Concerns over the long-term viability of these advertising tactics are also raised by the low level of consumer confidence in social media advertising. This study aims to investigate how advertising on social media affects consumer behaviour.

Analytical and Interpretation
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age of the respondent	114	1.00	4.00	1.1930	.56250

Test Statistics

Gender of the Respondent	114	1.00	2.00	1.8947	.30825
Educational Level	114	1.00	4.00	1.9386	.42666
Occupation	114	1.00	4.00	1.2193	.67521
Which social media platforms do you use most frequently?	114	1.000	2.000	1.63158	.484506
What type of content do you engage with most on social media?	114	1.00	4.00	2.3596	1.14542
What type of advertisement do you trust more?	43	1.00	5.00	2.1163	1.13828
What type of advertisements do you prefer on social media?	114	1.00	4.00	2.2895	.78395
Do you use ad blockers on social media?	113	1.00	2.00	1.5487	.49984
Have you ever made a purchase based on a social media advertisement?	114	1.00	5.00	2.1053	1.37209
Do you trust social media advertisements?	114	1.00	2.00	1.6228	.48682
What challenges do you face with social media advertising?	114	1.00	2.00	1.4649	.50097
What motivates you to click on a social media ad?	111	1.00	4.00	1.8739	.93534
What types of products or services are you most likely to consider buying based on social media ads?	114	1.00	8.00	3.6316	1.77626
How often do you interact with brands on social media	114	1.00	5.00	3.3246	1.22291
Valid N (list wise)	43				

INTERPRETATION :

This table shows the descriptive statistics of the respondents, the highest mean value (3.63) was recorded in   types of products or services that most likely to consider buying based on social media ads followed by how often do they interact with brands on social media which shows 3.32.   The lowest mean value of age suggests that most respondents fall within the younger age categories, as the mean is closer to the lower end of the scale. Hence, the survey data reveals that younger, educated, and predominantly female respondents engage with social media in varied ways. Trust in social media advertisements is generally low, and a significant portion uses ad blockers. Preferences for advertisements and engagement motivations are diverse, indicating that a one-size-fits-all approach may not be effective. Brands need to focus on personalized, relevant content to increase trust and interaction, considering the varied challenges and motivations highlighted by the respondents.

	Occupation	Which social media platforms do you use most frequently?	What type of content do you engage with most on social media?	What type of advertisement do you trust more?	What type of advertisements do you prefer on social media?	Do you use ad blockers on social media?	Have you ever made a purchase based on a social media advertisement?	Do you trust social media advertisements?	What challenges do you face with social media advertising?	What motivates you to click on a social media ad?	What types of products or services are you most likely to consider buying based on social media ads?	How often do you interact with brands on social media
Chi-Square	240.035^a	7.895^b	3.544^a	46.789^c	97.719^a	1.263^b	72.228^d	6.877^b	.561^b	37.439^a	85.719^e	22.754^d
df	3	1	3	2	3	1	4	1	1	3	7	4
Asymp. Sig.	.000	.005	.315	.000	.000	.261	.000	.009	.454	.000	.000	.000

INTERPRETATION :

This table indicates that there is no strong association between occupation and the type of content engaged with on social media which is significant (p > .05). The responses are relatively uniform across different occupations. And there is an association between occupation and trust in social media advertisements significant at the level of 0.01. The overall results reveal significant associations between occupation and several aspects of social media engagement and advertising. Occupation influences the types of social media platforms used, trust in and preferences for advertisements, likelihood of making purchases, and interaction with brands. However, some aspects, such as the type of content engaged with and challenges faced with social media advertising, are not significantly influenced by occupation. These insights suggest that occupation is a critical factor in understanding social media behaviour and can inform targeted marketing strategies. Brands should consider adapting their social media advertising efforts based on the occupational profiles of their target audiences to enhance engagement and effectiveness.

FACTOR ANALYSIS :

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.669
Bartlett's Test of Sphericity	Approx. Chi-Square	411.471
	df	105
	Sig.	.000

COMMUNALITIES :

	Initial	Extraction
Which social media platforms do you use most frequently?	1.000	.515
What type of content do you engage with most on social media?	1.000	.499
What type of advertisement do you trust more?	1.000	.392
What type of advertisements do you prefer on social media? .	1.000	.507
Do you use ad blockers on social media?.	1.000	.435
Have you ever made a purchase based on a social media advertisement?.	1.000	.528
Do you trust social media advertisements?	1.000	.710
What challenges do you face with social media advertising?.	1.000	.412
What motivates you to click on a social media ad?	1.000	.549
What types of products or services are you most likely to consider buying based on social media ads?	1.000	.676
How often do you interact with brands on social media	1.000	.471
Age of the respondent	1.000	.755
Gender of the Respondent	1.000	.853
Educational Level	1.000	.668
Occupation	1.000	.762

Extraction Method: Principal Component Analysis.

INTERPRETATION:
This table displays that the value above 0.6 are generally considered acceptable, with 0.669 indicating that the sample size is marginally adequate for factor analysis, but there might be some variables that do not perfectly fit the factor model. And significant result (p < 0.05) means that the correlations between variables are sufficiently large for factor analysis.

Component	Initial Eigenvalues	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.395	22.631	22.631	3.395	22.631	22.631	3.187	21.249	21.249
2	1.607	10.710	33.341	1.607	10.710	33.341	1.551	10.341	31.590
3	1.543	10.286	43.627	1.543	10.286	43.627	1.523	10.152	41.741
4	1.186	7.907	51.533	1.186	7.907	51.533	1.297	8.644	50.385
5	1.002	6.681	58.214	1.002	6.681	58.214	1.174	7.829	58.214
6	.990	6.602	64.816						
7	.883	5.886	70.702						
8	.838	5.587	76.290						
9	.774	5.160	81.450						
10	.713	4.755	86.205						
11	.668	4.453	90.659						
12	.540	3.598	94.256						
13	.420	2.802	97.058						
14	.337	2.248	99.307						
15	.104	.693	100.000						

Extraction Method: Principal Component Analysis.

Scree Plot
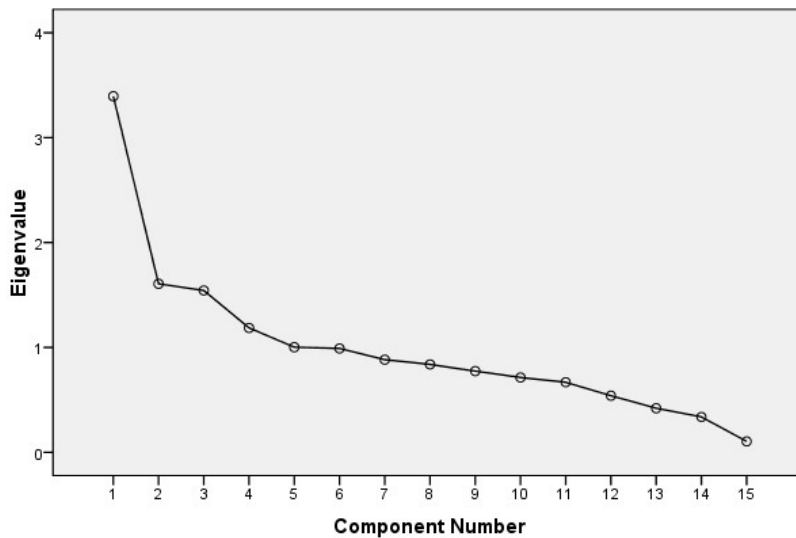
INTERPRETATION :
In the above table the first five components together explain 58.214% of the total variance in the dataset. After rotation, these components together account for 58.215% of the variance, indicating that these five factors are likely capturing the most relevant patterns in the data.

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
Gender of the Respondent	-.889				
Age of the respondent	.865				
Occupation	.808				
Which social media platforms do you use most frequently?	-.549				
What type of content do you engage with most on social media?		.690			
What motivates you to click on a social media ad?		.648			
Have you ever made a purchase based on a social media advertisement?.		.637			
Do you trust social media advertisements?			.778		
How often do you interact with brands on social media			.595		
What challenges do you face with social media advertising?.					
Educational Level				.763	
What type of advertisement do you trust more?				-.541	
What types of products or services are you most likely to consider buying based on social media ads?					.784
Do you use ad blockers on social media?.					
What type of advertisements do you prefer on social media? .					

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 14 iterations.

INTERPRETATION
From the table (.784) the types of products or services are you most likely to consider buying based on social media ads has a strong positive loading on Component 5. And type of advertisement they trust more has a moderate negative loading on Component 4. Therefore, each component represents a distinct aspect of the data, making it easier to interpret the relationships between variables and their underlying factors. The rotation has enhanced the clarity of these associations by reducing the number of variables with high loadings on multiple components.

Component	1	2	3	4	5
1	.954	.121	-.211	.176	.012

2	.038	.788	.577	-.069	.200
3	.100	-.489	.627	.529	.280
4	.123	-.228	-.030	-.599	.757
5	-.253	.271	-.478	.570	.556

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

INTERPRETATION :

It is observed from that the above table component 3 after rotation has a moderate negative correlation with the original unrotated component, with a correlation of -.489. This indicates that the rotation has altered this component, possibly reversed its orientation or changed its structure significantly.The other values in the matrix (e.g., .121, -.211, -.228, etc.) suggest smaller correlations and, therefore, lesser influence of rotation on these components.

CONCLUSION :

This research elucidates the significant impact of social media advertising on consumer behaviour and pinpoints critical elements that determine its efficacy. The findings demonstrate that social media advertising has a considerable impact on consumers' purchase decisions and that platform-specific efficacy varies. Even though there is a general lack of trust in advertising, respondents who are younger, better educated, and predominately female use social media more frequently. The data reveals that while occupation has a significant impact on social media use and trust in advertisements in a number of ways, other factors, such the type of content and advertising preferences, have more complex effects. Five major components are revealed using factor analysis, which highlights the significance of relevant and personalised material and accounts for more than 58% of the variance in the data. The findings indicate that marketers ought to concentrate on customising their approaches to correspond with the distinct inclinations and actions of their target markets. Enhancing the efficacy of social media advertising will also need tackling problems like ad clutter and trust difficulties. In order to maximise their advertising efforts, businesses must take a strategic strategy that takes into account the various reasons and degrees of trust that social media users have.

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