

A Study on Social Media Advertising and its Impact on Consumer Buying Behaviour

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Abstract: *This research paper focuses on analyzing the impact of social media advertising on consumer buying behaviour. In the modern digital era, social media platforms such as Instagram, Facebook, and YouTube have become powerful tools for communication and marketing. Businesses use these platforms to promote their products and services through various forms of advertisements, including sponsored posts, influencer marketing, and video ads.*

The objective of this study is to understand how social media advertisements influence consumers' decisions and preferences. The research is based on both primary and secondary data. Primary data was collected through a structured questionnaire among college students, while secondary data was gathered from online sources and articles

The findings of the study indicate that a large number of consumers are influenced by social media advertisements. Many respondents admitted that they have made purchases after viewing advertisements or influencer recommendations. The study concludes that social media advertising plays a significant role in shaping consumer behaviour and is an effective strategy for modern businesses.

Keywords: *social media advertising.*

I. INTRODUCTION

Social media has become an integral part of everyday life. Platforms such as Instagram, Facebook, YouTube, and Twitter are widely used by people of all age groups, especially young consumers. These platforms are not only used for communication and entertainment but also serve as important marketing channels for businesses.

Social media advertising refers to the promotion of products and services through social networking platforms. It includes different forms such as display ads, sponsored content, influencer marketing, and video advertisements. These advertisements are designed in a way that they attract the attention of users and encourage them to take action, such as visiting a website or purchasing a product.

One of the major advantages of social media advertising is that it allows businesses to target specific audiences based on their interests, age, and behaviour. This makes advertising more effective compared to traditional methods.

In recent years, influencer marketing has gained popularity. Influencers promote products to their followers, which creates trust and influences purchasing decisions. As a result, consumers are increasingly relying on social media for product information and recommendations

Therefore, studying the impact of social media advertising on consumer buying behaviour is important to understand modern marketing trends.

OBJECTIVES OF THE STUDY

1. To understand the concept and importance of social media advertising



2. To analyze the influence of social media advertisements on consumer buying behaviour
3. To study consumer preferences towards different types of social media ads
4. To evaluate the effectiveness of influencer marketing
5. To identify the most popular platforms for advertising

II. LITERATURE REVIEW

Several researchers have studied the relationship between social media advertising and consumer buying behaviour. Previous studies indicate that social media has become a crucial platform for marketing communication in the digital age.

According to various research findings, social media advertisements significantly influence consumer decisions, especially among younger audiences. Platforms such as Instagram and YouTube are highly effective due to their visual and interactive nature.

Studies on influencer marketing suggest that influencers have a strong impact on consumer trust and purchase intention. Consumers often perceive influencers as relatable and credible sources of information.

Research also shows that video advertisements are more engaging and effective compared to static advertisements. The ability of social media platforms to target specific audiences further enhances the effectiveness of advertising campaigns.

However, some studies highlight that misleading advertisements can reduce consumer trust. Therefore, maintaining transparency and authenticity is essential for long-term success.

Overall, the literature suggests that social media advertising plays a significant role in shaping consumer behaviour and is a powerful tool for modern marketers.

III. RESEARCH METHODOLOGY

The present study is descriptive in nature and aims to analyze consumer behaviour in response to social media advertising. Both primary and secondary data have been used for the research.

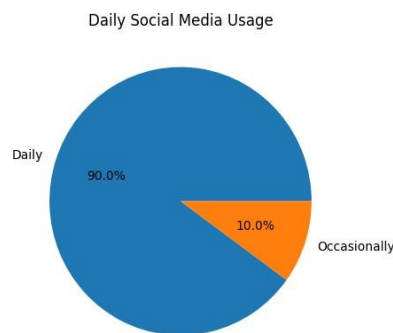
Primary data was collected through a structured questionnaire distributed among college students who actively use social media platforms. The questionnaire consisted of multiple-choice and close-ended questions to gather accurate responses.

Secondary data was collected from various reliable sources such as online articles, research journals, marketing websites, and books related to advertising and consumer behaviour.

The sample size included a group of students selected randomly. The collected data was analyzed using simple statistical tools such as percentage analysis. The results were presented in the form of charts and graphs for better understanding and interpretation.

IV. DATA ANALYSIS & INTERPRETATION

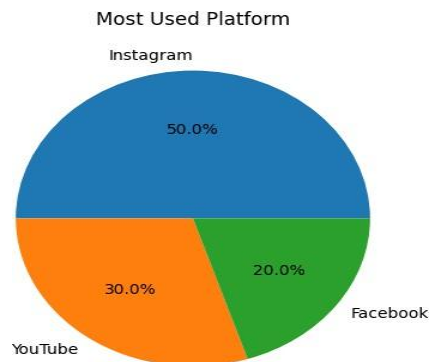
Chart 1: Social Media Usage



Interpretation:

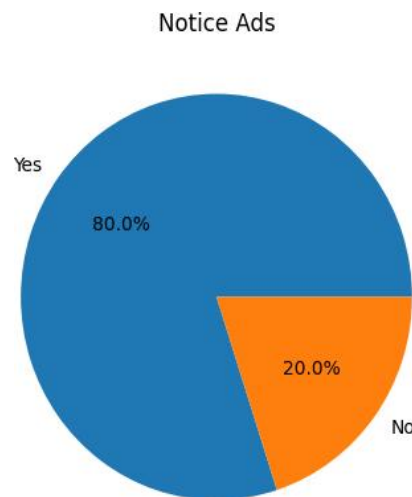
The data shows that 90% of respondents use social media daily, while only 10% use it occasionally. This indicates that social media is a regular part of students' lives.

Chart 2: Most Preferred Platform



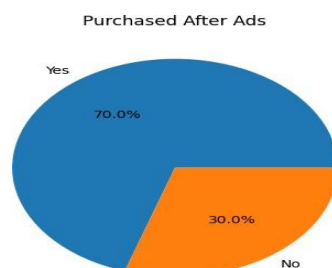
Analysis: Instagram is the most used platform (50%), followed by YouTube (30%) and Facebook (20%). This shows that visual platforms are more popular.

Chart 3: Advertisement Visibility



Conclusion: -Around 80% of respondents notice advertisements on social media, while 20% do not. This shows ads have strong visibility.

Chart 4: Purchase Behaviour

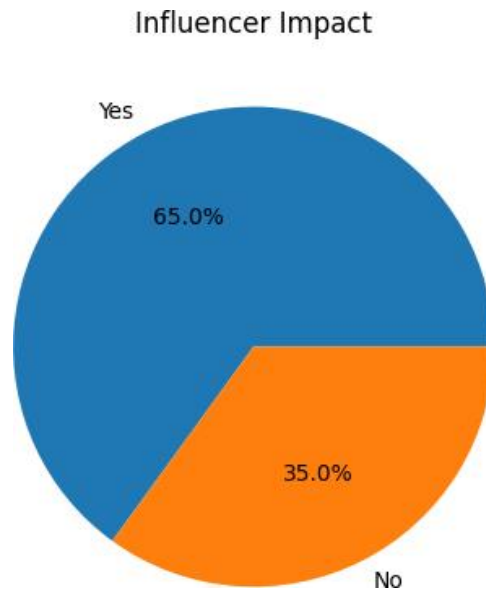


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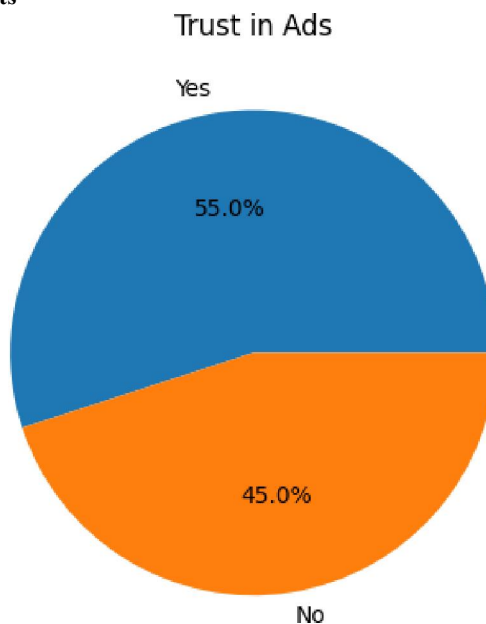
Understanding: - 70% of respondents have purchased products after seeing ads, while 30% have not. This proves ads influence buying behaviour.

Chart 5: Influencer Impact



Mentioned: - 65% of respondents said influencers affect their buying decisions, while 35% said they do not.

Chart 6: Trusts in Advertisements

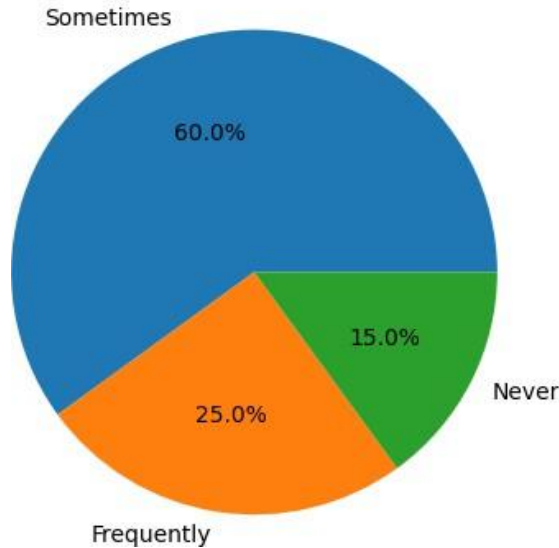


Carried Out: - 55% of respondents trust social media ads, while 45% do not fully trust them.



Chart 7 : Ad Click Behaviour

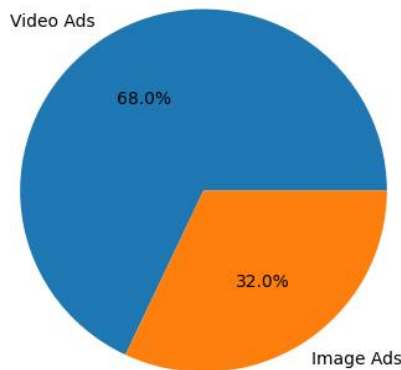
Ad Click Frequency



60% sometimes click ads, 25% click frequently, and 15% never click ads

Chart 8: Ad Preference

Ad Type Preference



68% prefer video ads, while 32% prefer image ads. This shows video content is more engaging.

Findings –

Based on the data analysis, several important findings were observed regarding the impact of social media advertising on consumer buying behaviour.

Firstly, it was found that social media usage is extremely high among college students. The majority of respondents use social media platforms on a daily basis, making it an important medium for communication and marketing

Secondly, Instagram and YouTube emerged as the most popular platforms among users. These platforms are highly visual and engaging, which makes them effective for advertising purposes.



Another key finding is that a large number of respondents frequently notice advertisements while using social media. This indicates that advertisements are successfully reaching the target audience. The study also revealed that social media advertisements significantly influence consumer buying behaviour. A majority of respondents admitted that they have purchased products after seeing advertisements online. Influencer marketing was found to play a crucial role in shaping consumer decisions. Many respondents stated that they trust influencers and consider their recommendations while making purchases. It was also observed that video-based advertisements, such as reels and short videos, are more attractive and effective compared to image-based ads. These ads capture attention quickly and create a stronger impact. However, the study also highlighted that trust is an important factor. Some respondents expressed doubts regarding the authenticity of advertisements, which can affect their purchasing decisions. Overall, the findings clearly indicate that social media advertising is a powerful tool that has a strong influence on consumer behaviour.

Suggestions

1. Companies should ensure that advertisements are truthful, transparent, and not misleading to build consumer trust.
2. Businesses should focus on creating creative, engaging, and visually appealing content, especially video-based advertisements.
3. Influencers should promote only genuine and reliable products to maintain credibility among their followers.
4. Advertisers should carefully target the right audience based on their preferences and interests for better results.
5. Companies should interact with consumers and respond to their feedback to improve customer satisfaction.
6. Consumers should be cautious and verify product information before making purchasing decisions.
7. Businesses should continuously monitor and improve their advertising strategies based on consumer responses.

V. CONCLUSIONS

The present study concludes that social media advertising has a significant impact on consumer buying behaviour, especially among young consumers. With the increasing use of digital platforms, social media has become an essential marketing tool for businesses.

The ability of social media platforms to reach a large audience, target specific users, and provide engaging content makes them highly effective for advertising. Influencer marketing and video-based advertisements further enhance the effectiveness of these platforms.

Consumers today are more influenced by digital content and often rely on social media for product information, reviews, and recommendations. This has changed traditional buying patterns and increased the importance of online advertising.

However, the study also highlights the importance of trust and authenticity. Misleading advertisements can negatively affect consumer perception and reduce trust in brands.

Therefore, businesses must focus on creating honest, engaging, and targeted advertisements to build strong relationships with consumers and achieve long-term success.

