

# Study on Impact of Social Media Advertisement on Consumer Buying Behaviour with Special Reference to Coimbatore City

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**Abstract:** *Social media advertising is a kind of digital marketing. To reach target audiences social media platforms are used such as Instagram, Facebook, twitter and YouTube. Marketers and advertisers can make their brands promote and inspire sales through the social media channels that users often use. The Objective of the study is identify the impact of social media advertisements on buying behaviour of consumer. The study Primary Data collected based on the structured questionnaire with the help of google form. The sample size was collected from 100 respondents. Tools used for the study is SPSS package , Chi-square test, Two-way ANOVA and Spearman's rank correlation coefficient. The study concludes that There is a significant relationship between monthly family income and level of agreeability. There is a statistical significant interaction between the effect of age and educational qualification with the level of agreeability about knowledge of social media advertisements. There is a positive correlation between the offers and discounts for social media advertisements. Thus social media advertisements creates an impact of an buying behaviour of customers..*

**Keywords:** Social media, Advertisements, Consumer buying behaviour

## I. INTRODUCTION

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Social network advertising refers to the process of matching social network users to target groups that have been specified by the advertiser. Social media advertising involves creating content on social media platforms, engaging with followers, and running social media advertisements.

Current social media advertising statistics:

- World-wide, over 3.6 billion people use social media and expect increase to 4.41 billion in 2025.
- The top and lower social media networks ranked by the number of active users are Facebook, YouTube, WhatsApp and Facebook messenger.
- Internet users spend an average of 144 minutes on social media per day

### 1.1 OVERVIEW OF SOCIAL MEDIA ADVERTISEMENT

Social media is defined as digital advising that serves paid advertisements target customers using social media platforms, such as, Facebook, Twitter, Instagram, YouTube and LinkedIn accounts.

Social media advertisements helps marketers drive brand awareness engage audiences and drive conversations one of the biggest advantages of the social media advertising is precise audiences targeting.

### 1.2 STATEMENT OF THE PROBLEM

Now-a-days social media play a fundamental role. The consumers are browsing and surfing social networking sites like Facebook, YouTube, Instagram, Twitter, snapshot. People are comfortable with technology and their socializing behaviours to interact on social media. The study aims portray the impact of social media advertisements on buying behaviour of consumer.

**1.3 NEED OF THE STUDY**

The present research aims to study the impact of social media advertisements on buying behaviour of consumer. A social media advertisement has been studied by many researchers and has given a positive result. So, this study aims in finding the reasons and factors of the impact of social media advertisement on consumer buying behaviour.

**1.4 SCOPE OF THE STUDY**

In this modern internet world, social media has to be very deliberate to make a good impression before the consumer. The essential factor is providing realistic and measurable goals. A social media advertisement has to find the possible way that can be improved. The most important reason behind the study is to measure the impact of social media advertisements on consumer buying behaviour.

**1.5 OBJECTIVES OF THE STUDY**

- To examine the different types of social media advertising that affects consumer buying behaviour.
- To identify the attracting factors of social media advertisement on consumer buying behaviour.

**1.6 RESEARCH METHODOLOGY**

Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevant research purpose with economy in producer. It is the conceptual structure within which research is conducted.

**1.6.1 RESEARCH DESIGN**

The Research Design used in this study is descriptive research design.

**1.6.2 SOURCES OF DATA**

- Primary Data: The primary data was collected based on the structured questionnaire with the help of google form.
- Secondary Data: The secondary data for the study have been collected from books, magazines, journals, articles, and various websites.

**1.6.3 SAMPLING TECHNIQUE**

The sampling techniques used for this study is simple random sampling.

**1.6.4 SAMPLING SIZE**

The sample size was collected from 108 respondents.

**1.6.5 AREA OF STUDY**

The study was conducted only within Coimbatore city.

**1.6.6 TOOLS USED FOR THE STUDY**

The SPSS package is used for the study

- Chi-square test
- Two way Anova
- Spearman's rank correlation coefficient

**1.7 LIMITATION OF THE STUDY**

- The sampling frame to conduct the study was restricted to Coimbatore city only.
- Findings of the study are based on the assumptions of the respondents have disclosed in the questionnaire.
- The current study is based on secondary data. The information gathered is through the literature review, research paper and journals available on the internet.



## II. ANALYSIS AND INTERPRETATION

### 2.1 Chi-Square Test

#### COMPARISON BETWEEN MONTHLY FAMILY INCOME AND LEVEL OF AGREEABILITY

- H<sub>0</sub>: There is no significant relationship between monthly family income and level of agreeability.
- H<sub>a</sub>: There is a significant relationship between monthly family income and level of agreeability.

FACTORS	CALCULATED VALUE	D.F	P.VALUE
1.Social media advertisements helps in finding a new product	16.538 <sup>a</sup>	12	0.168
2.Does social media advertisement influence for purchasing the product	14.066 <sup>a</sup>	12	0.297
3.Social media advertisements helps into making purchasing decisions	17.420 <sup>a</sup>	12	0.134
4.Does social media sites, fetch products/ services information actively	22.245 <sup>a</sup>	12	0.035
5.Would you buy a brand of your favourite celebrity is endorsing	16.957 <sup>a</sup>	12	0.151

Source: Author's Computation

The P- Value is less than 5% level of significance, so the null hypothesis is rejected.

It is concluded that, there is a significant relationship between monthly family income and level of agreeability.

### 2.2 Two Way Anova

#### COMPARISON BETWEEN AGE, EDUCATIONAL QUALIFICATION AND LEVEL OF AGREEMENT ABOUT KNOWLEDGE OF SOCIAL MEDIA ADVERTISEMENTS

- H<sub>0</sub>: There is no difference in means of age, educational qualification and level of agreement about knowledge of social media advertisements
- H<sub>a</sub>: There is a difference in means of age, educational qualification and level of agreement about knowledge of social media advertisements

Source	Level of agreement about knowledge of social media advertisements	Type III sum of squares	DF	Mean square	F	Sig.	Partial eta squared
<b>Corrected Model</b>	Social media advertisements helps in finding a new product.	15.298 <sup>a</sup>	7	2.185	3.150	0.005	0.181
	Does social media advertisement influence for purchasing the product.	12.565 <sup>b</sup>	7	2.372	1.298	0.028	0.142
	Social media advertisements helps into making purchasing decisions.	5.205 <sup>c</sup>	7	0.744	0.763	0.620	0.051
	Does social media sites, fetch products/ services information actively.	22.610 <sup>d</sup>	7	3.230	2.908	0.008	0.169
	Would you buy a brand of your favourite celebrity is endorsing.	16.036 <sup>e</sup>	7	2.291	1.343	0.218	0.086
<b>Intercept</b>	Social media advertisements helps in finding a new product.	53.242	1	53.242	76.752	<0.001	0.434
	Does social media advertisement influence for purchase.	79.130	1	79.130	104.552	<0.001	0.511
	Social media advertisements helps into making purchasing decisions.	77.608	1	77.608	79.629	<0.001	0.443
	Does social media sites, fetch products/services information actively.	97.988	1	97.988	88.232	<0.001	0.469



	Would you buy a brand of your favourite celebrity is endorsing.	122.467	1	122.467	71.773	<0.001	0.418
<b>Age</b>	Social media advertisements helps into finding a new product.	0.197	1	0.197	0.284	0.595	0.003
	Does social media advertisement influence for purchasing the product.	0.672	1	0.672	0.888	0.348	0.009
	Social media advertisements helps into making purchasing decisions.	0.038	1	0.038	0.039	0.844	0.000
	Does social media sites, fetch products/services information actively.	0.542	1	0.542	0.488	0.486	0.005
	Would you buy a brand of your favourite celebrity is endorsing.	0.315	1	0.315	0.184	0.668	0.002
<b>Education al Qualificat ion</b>	Social media advertisements helps in finding a new product .	10.278	3	3.426	4.939	0.003	0.129
	Does social media advertisement influence for purchasing the product.	4.462	3	1.487	1.965	0.124	0.056
	Social media advertisements helps into making purchasing decisions.	1.771	3	0.590	0.606	0.613	0.018
	Does social media sites, fetch products/services information actively.	4.462	3	1.401	1.261	0.292	0.036
	Would you buy a brand of your favourite celebrity is endorsing..	1.316	3	0.439	0.257	0.856	0.008
<b>Age * Education al Qualificat ion</b>	Social media advertisements helps in finding a new product.	8.151	3	2.717	3.917	0.011	0.105
	Does social media advertisement influence for purchasing the product.	6.003	3	2.001	2.644	0.053	0.073
	Social media advertisements helps into making purchasing decisions.	2.769	3	0.923	0.947	0.421	0.028
	Does social media sites, fetch products/services information actively.	13.241	3	4.414	3.974	0.010	0.107
	Would you buy a brand of your favourite celebrity is endorsing.	8.806	3	2.935	1.720	0.168	0.049
<b>Error</b>	Social media advertisements helps in finding a new product.	69.369	100	0.694			
	Does social media advertisement influence for purchasing the product.	75.685	100	0.757			
	Social media advertisements helps into making purchasing decisions.	97.462	100	0.975			
	Does social media sites, fetch products/services information actively.	111.057	100	1.111			
	Would you buy a brand of your favourite celebrity is endorsing..	170.631	100	1.706			
<b>Total</b>	Social media advertisements helps in finding a new product.	346.000	108				
	Does social media advertisement influence for purchasing the product.	419.000	108				
	Social media advertisements helps into making purchasing decisions.	444.000	108				



	Does social media sites, fetch products/services information actively.	590.000	108				
	Would you buy a brand of your favourite celebrity is endorsing.	720.000	108				
<b>Corrected Total</b>	Social media advertisements helps in finding a new product.	84.667	107				
	Does social media advertisement influence for purchasing the product.	88.250	107				
	Social media advertisements helps into making purchasing decisions.	102.667	107				
	Does social media sites, fetch products/services information actively.	133.667	107				
	Would you buy a brand of your favourite celebrity is endorsing.	186.667	107				

Source: Author's computation

A two-way ANOVA was conducted and examined that, the effect of age and educational qualification with the knowledge of social media advertisements. There is a statistically significant difference in mean of knowledge of social media advertisements between age and educational qualification ( $P < 0.005$ ). There is a statistically significant interaction between the effect of age and educational qualification with the knowledge of social media advertisements,  $F(2.84) 0.011, 0.053, 0.421, 0.010, 0.168, P = 0.105, 0.073, 0.028, 0.107, 0.049$

**2.3 Spearman's Rank Correlation**

**Factors Attracted to Watch Advertisement in Social Media**

- $H_0$ : There is no association between the variables.
- $H_a$ : There is an association between the variables.

	FACTORS	Informative	Offers/ Discounts	Price	Celebrity	Customization
Informative	Correlation coefficient	1.000	0.519**	0.420**	0.436**	0.373**
	Sig.(2-tailed)	-	<.001	<.001	<.001	<.001
	N	108	108	108	108	108
Offers/ Discounts	Correlation coefficient	0.519**	1.000	0.590**	0.455**	0.519**
	Sig.(2-tailed)	<.001	-	<.001	<.001	<.001
	N	108	108	108	108	108
Price	Correlation coefficient	0.420**	0.590**	1.000	0.427**	0.610**
	Sig.(2-tailed)	<.001	<.001	-	<.001	<.001



	N	108	108	108	108	108
Celebrity	Correlation coefficient	0.436**	0.455**	0.427**	1.000	0.564**
	Sig.(2-tailed)	<.001	<.001	<.001	-	<.001
	N	108	108	108	108	108
Customization	Correlation coefficient	0.373**	0.519**	0.610**	0.564**	1.000
	Sig.(2-tailed)	<.001	<.001	<.001	<.001	-
	N	108	108	108	108	108
	Total	90.988	83			

Source: Author's computation

Spearman rank co-relation co-efficient  $r_s$  is 0.519, 0.436. It indicates positive relationship between the variables and statistically significant at 5% level. It concludes that the factors like offers and discounts, celebrities in the social media advertisements have attracted the respondents buying behaviour.

### III. FINDINGS AND CONCLUSION

#### 3.1 FINDINGS

##### Chi-Square Test

- There is a significant relationship between monthly family income and level of agreeability.

##### ANOVA

- There is a statistical significant interaction between the age and educational qualification with the level of agreeability about knowledge of social media advertisements.

##### SPEARMAN'S RANK CORRELATION COEFFICIENT

- Spearman's Rank Correlation Coefficient indicates positive correlation that the factors like offers and discounts, celebrities in the social media advertisements have attracted the respondents buying behaviour .

### IV. CONCLUSION

After studying various social media sites, it is a safe statement to say that social media advertisement affects the buying behaviour of customers. Social media advertisement is free for advertising; there is no cost for social media advertising at the same time it also creates impact upon the customer. Social media advertisement is becoming more & more widespread and increases the popularity amongst consumers. More & more new people are joining social media sites everyday to day, this results in increase views of social media they are the ultimate customers.

There is a significant relationship between monthly family income and level of agreeability. There is a statistical significant interaction between the effect of age and educational qualification with the level of agreeability about knowledge of social media advertisements. There is a positive correlation between the offers and discounts for social media advertisements. Thus social media advertisements create an impact on the buying behaviour of customers.