



## A Study on Impact of Social Media Advertising Influencing Consumer Buying behavior in Chennai

*Smt. Dr. U. Homiga<sup>1</sup>, Gurumoorthy.G*

<sup>1</sup>Guide, MBA.,M. Phil.,Phd., CTFC.,PGDCBM., NET(Mgmt)

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### ABSTRACT:

This paper explores the complex dynamics between social media advertising and consumer behavior in the current market environment of Chennai, India. Through an in-depth review, the study evaluates the reach and effectiveness of social media advertising compared to traditional advertising methods. The results highlight the perceived high impact of social media advertising, but show its limited direct impact on purchase decisions, with positive user reviews being the main influence. In addition, the research sheds light on the differential impact of social media influencers and traditional advertising channels. In response to these insights, the paper offers actionable recommendations for organizations to optimize their social media advertising strategies. These include targeted marketing tailored to specific demographics, improved content and engagement tactics, strategic engagement with influencers and ethical considerations. Ultimately, this study contributes to a deeper understanding of consumer perceptions in the digital age and supports strategic and ethical approaches to social media advertising to support business success in today's dynamic marketplace..

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### INTRODUCTION:

Social media's ascent has revolutionized marketing by providing platforms with enormous sway on consumer behavior. This master's thesis, "A Study on Social Media Advertising Influencing Consumer Buying Behaviour," attempts to disentangle the complex connection between decisions made by customers and social media advertising. The study looks at technological, social, and psychological factors in an effort to give businesses useful information for improving their advertising campaigns. The goal of the study is to teach marketing professionals how to use social media efficiently through a review of the literature, trend analysis, and empirical investigation. In the end, the initiative aims to provide businesses with practical solutions to manage the ever-changing digital landscape and to enhance understanding of social media's influence on consumer behavior.

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### REVIEW OF LITERATURE:

**Alexa K. Fox and Marla B. Royne (2018)** identified the importance of social media by engaging in internet activities. The research observed that personal information is being shared by internet users to avail some of the benefits offered by the companies. It is further found that companies protect the personal information of their customers from being misused to develop the business.

**Hilde A.M. Voorneel et al., (2018)** focused on the contributions made by social media advertising on digital engagement. The study identified the different social media platforms that are used in consumers' purchase decisions. Social media users experienced different types of digital platforms in different ways. Social media advertising plays an important role in digital engagement.

**Laurence Dessart et al., (2015)** aimed at refining consumer engagement with a conceptual background that brings out the contributions of online brand communities. The study identified three main contributions which are significant in exploring the rich social media content. A comparative analysis was undertaken in the study which focused on the online brand community. Therefore, the researcher focused on a detailed understanding of consumer engagement.

**Corina Braun et al., (2016)** identified different types of customer engagement behaviours as important dimensions from the customer's point of view. The research examines both offline and online media that brings the benefits of engaging with customers by using a holistic approach. Customers expect six types of benefits to fulfill their needs and wants. It further revealed that customer engagement behaviour derives benefits from interaction through social media.

**Briana M. Trifiro and Jennifer Gerson (2019)** stated that the use of social media provides evidence to support the claim that usage patterns have the potential to influence users. To comprehend the area of social media, the field needs a validated standardized universal measure of social media engagement.

**Xia wang , Case Study of Lagos State University Students (2018)** The examination researches peer correspondence through internet based life sites ; singular level tie quality . Study information 292 members who occupied with peer correspondence about through online networking

**Adnan Veysel Ertemel ; Ahmed Ammora (2016)** This investigation has been intended to answer fundamental inquiry concerning the sole of web based life publicizing on purchaser purchasing conduct in extremely dynamic field industry .

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## OBJECTIVES OF THE STUDY:

### PRIMARY OBJECTIVE

- To Analyse the Reach and Impact of Social Media Advertising

### SECONDARY OBJECTIVE

- To evaluate consumer engagement with social media ads
- To measure the long-term effects of social media advertising on brand loyalty
- To analyse the impact of influencer marketing on consumer purchase intentions
- To analysis the impact of traditional advertising and social media advertising

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## LIMITATIONS OF THE STUDY

- The study is confined to a small region of Chennai district.
- The data collected is totally primary data given by Chennai region respondents. There is chance for personal bias.
- Lack of accuracy can be reason for inappropriate conclusion or suggestions.
- Most the young people came for regarding social media handles as compared to elderly people.
- Elder people lacking knowledge about Social media marketing and not able adapt for social media advertising as compared to their traditional marketing experience.
- Due to shortage of time and other constraints, the study has been limited 111 respondents only

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## Research Methodology

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on different boundaries, A Structured survey for gathering essential information. Essential information was gathered from 110 respondents. Respondents are chosen from Kanchipuram District. Essential information in organized configuration was gathered by means of direct addressing to respondents, which is immediate through study technique. Test Size for this review is 110 who are buying items or administrations through computerized channel. For the review rate technique is been utilized.

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## Data analysis & Interpretation

	Category	No of respondents	Percentage of respondents
AGE	18-24	83	75.5%
	25-34	19	17.3%
	35-44	08	7.3%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>
GENDER	MALE	68	61.8%
	FEMALE	42	38.2%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>
EMPLOYEMENT STATUS	Student	64	57.1%

	Employed	40	35.7%
	Un Employed	08	7.1%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>
USAGE	Daily	95	86.4%
	Several times a week	09	8.2%
	Occasionally	04	3.6%
	Rarely	02	1.8%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>
REACH OF SOCIAL MEDIA	INSTAGRAM	92	83.6%
	FACEBOOK	23	20.3%
	TWITTER	20	18.2%
	LINKEDIN	25	22.7%
	YOUTUBE	71	64.5%
	GOOGLE	55	50%
	PINTREST	11	10%
	SNAPCHAT	27	24.5%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>
PURCHASE INFLUENCE	YES	52	47.3%
	NO	58	52.7%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>
FACTORS INFLUENCING DECISION MAKING	APPEALING VISUALS	27	24.5%
	COMPELLING AD COPY	21	19.1%
	RECOMMENDATIONS FROM FRIENDS AND FAMILY	40	36.4%
	LIMITED TIME OFFERS OR DISCOUNTS	35	31.8%
	POSITIVE USER REVIEW	56	50.9%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>
ENGAGING SOCIAL MEDIA ADS	IMAGES	57	51.8%
	VIDEOS	76	69.1%
	INTERACTIVE CONTENTS	19	17.3%
	USER REVIEW	34	30.9%
	CELEBRITY ENDORSEMENTS	19	17.3%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>
IMPACT OF TRADITIONAL ADVERTISING	NOT IMPACTFUL AT ALL	20	18%

	SLIGHTLY IMPACTFUL	25	23%
	MODERATELY IMPACTFUL	23	21%
	VERY IMPACTFUL	19	17%
	EXTREMELY IMPACTFUL	23	21%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>
IMPACT OF SOCIAL MEDIA ADVERTISING	NOT IMPACTFUL AT ALL	10	09%
	SLIGHTLY IMPACTFUL	08	07%
	MODERATELY IMPACTFUL	20	18%
	VERY IMPACTFUL	27	25%
	EXTREMELY IMPACTFUL	45	41%
	<b>TOTAL</b>	<b>110</b>	<b>100%</b>

### CHI SQUARE

#### STEP 1:

**AIM:** To test whether, there is a significant association between age group and the likelihood of clicking on social media advertisements or not.

**Null Hypothesis (H0):** There is no significant association between age group and the likelihood of clicking on social media advertisements.

**Alternative Hypothesis (H1):** There is a significant association between age group and the likelihood of clicking on social media advertisements.

#### STEP 2:

CONTINGENCY TABLE						
Row Labels	Likely	Neutral	Unlikely	Very Likely	Very Unlikely	Grand Total
18-24	26	33	9	7	8	<b>83</b>
25-34	2	8	5	2	2	<b>19</b>
35-44	1	6	1	0	0	<b>8</b>
<b>Grand Total</b>	<b>29</b>	<b>47</b>	<b>15</b>	<b>9</b>	<b>10</b>	<b>110</b>

#### STEP 3:

O	E	$\frac{(O - E)^2}{E}$
26	21.94595	0.74890
34	36.32432	0.14872
09	11.35135	0.48706
07	6.81081	0.00525
08	7.56756	0.02471
02	4.96396	1.76977
08	8.21621	0.00568
05	2.56756	2.30441
02	1.54054	0.13703

02	1.71171	0.04855
01	2.09009	0.56853
06	3.45945	1.86570
01	1.08108	0.00608
00	0.64864	0.64864
00	0.72072	0.72072

**STEP 4:****Formula:**

$$\text{Expected value} = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$$

$$\text{Chi square} = \frac{(O-E)^2}{E}$$

$$\text{Degree of freedom} = (R-1) \times (C-1) = 8$$

$$\text{Level of significance} = 0.05$$

The calculated value is 9.4898.

The table is. 15.507

Therefore, there is no significant association between age group and the likelihood of clicking on social media advertisements.

**F-TEST****STEP1**

**Aim:** To identify whether, there is a significant difference in the impact of traditional advertising and social media advertising on purchasing decisions.

**Null Hypothesis (H0):** There is no significant difference in the impact of traditional advertising and social media advertising on purchasing decisions.

**Alternative Hypothesis (H1):** There is a significant difference in the impact of traditional advertising and social media advertising on purchasing decisions.

**STEP2**

$X_1$	$x_1 = X_1 - \underline{X_1}$	$x_1^2$	$X_2$	$x_2 = X_2 - \underline{X_2}$	$x_2^2$
23	01	01	45	23	529
19	-03	09	27	05	25
23	01	01	20	-02	04
25	03	09	08	-14	196
20	-02	04	10	-12	144
TOTAL		24			898

**CALCULATIONS:**

$$\underline{X_1} = \Sigma X_1 \div N_1 = 22$$

$$\underline{X_2} = \Sigma X_2 \div N_2 = 22$$

$$S_1^2 = \frac{\Sigma x_1^2}{N_1 - 1} = 6$$

$$S_2^2 = \frac{\Sigma x_2^2}{N_2 - 1} = 224.5$$

$$F = \frac{S_1^2}{S_2^2} = 0.026726$$

Variance

$$V_1 = 4, V_2 = 4$$

**Table value = 6.3882**

Since the table value is greater than the calculated value we have reject null hypothesis and accept the alternative hypothesis.

Therefore, there is a significant difference in the impact of traditional advertising and social media advertising on purchasing decisions.

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## CONCLUSION

This study examines the intricate relationship between social media advertising and consumer behaviour in Chennai, India. While social media platforms are immensely popular, their influence on actual purchasing decisions appears limited. Positive user reviews emerge as significant drivers of consumer behaviour, emphasizing the importance of authenticity and peer recommendations. Careful vetting of influencers and transparent campaigns are crucial for building trust. social media advertising is perceived as highly impactful. Tailored marketing strategies are essential for success in the digital marketplace.

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