



IMPACT OF SOCIAL MEDIA ADVERTISEMENT TOWARDS CUSTOMER'S PURCHASING BEHAVIOUR IN COIMBATORE CITY

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INTRODUCTION OF THE STUDY

1.1 INTRODUCTION

Social media is the online communications medium dedicated to community- based inputs, interactions and content-sharing. Websites and applications dedicated to forums, social networking etc. are among the different types of social media. Facebook, Instagram, Twitter, WhatsApp etc. have become essential channels for businesses to reach their target audience and promote their products or services. In recent years, social media advertising has emerged as a key strategy for businesses to influence customer purchasing behaviour.

The computer-based technology that enables the exchange of ideas and information, and hence the formation of virtual networks and societies, is known as social media. Social networking is internet-based by nature, allowing people to easily share personal information as well as other content such as videos and images. Users interact with social media through browser-based apps or web applications on their computers, smartphones, and tablets. Social media marketing uses social networking to help an organization maximize brand awareness.

1.2 STATEMENT OF THE PROBLEM

An advertisement is a public communication that promotes a product or service or idea to a target audience. In which traditional advertisement includes medium such as television, radio, print ads in newspapers and magazines has been viewed by the people. Impact is as more people spend time online and engage with social media, traditional ads like TV commercials and print ads may not reach as many people or may not connect as well with audiences. With the advent of Technology, mobile phones captures precious time of the people. Most of the people are very much likely to spend most of time in Social media platforms like Facebook, Instagram, Twitter, Whatsapp. Hence the researcher, like to study the impact of social media advertisement towards customer's purchasing behaviour in Coimbatore City because now-a-days, many of them are using social media to promote their products or services.

1.3 OBJECTIVES

1. To analyse the impact of social media advertising towards consumer purchasing behaviour in Coimbatore City.
2. To identify the factors which influenced by the social media advertisement towards their purchasing behaviour in Coimbatore City.
3. To analyse the difficulties faced by the customers towards purchasing products through viewing social media advertisement.

1.4 SCOPE

This study mainly focuses about the impact of social media advertisement towards customer's purchasing behaviour in Coimbatore city. The researchers can do further from this extent. This study has given the opportunity to the researchers to find the result of impact of social media advertisement towards customer's purchasing behaviour in Coimbatore city.

1. **Society and people**

Social media advertisements impact purchasing behaviour in Coimbatore by helping people discover new products, compare options, and make informed decisions. They promote local businesses, create job opportunities in digital marketing, and foster a culture of online shopping. For society, this trend encourages digital literacy, supports small enterprises, and drives economic growth through increased consumer spending.

2. **government**

Social media advertisements strongly affect buying decisions in Coimbatore. Platforms like Instagram and Facebook drive purchases through targeted content. This trend helps businesses grow and can guide government digital policies.

1.5 RESEARCH METHODOLOGY

RESEARCH AREA

The research study was conducted only in Coimbatore city.

SAMPLE SIZE

The sample size of 100 respondents.

DATA COLLECTION

PRIMARY DATA:

The primary data of questionnaire is 100 respondents in coimbatore city.

SECONDARY DATA:

The secondary data was collected from various sources like Articles, Journals, Websites.

TOOLS USED:

The tools used by,

1. Simple Percentage analysis

A simple percentage is a way to express a number as a fraction of 100. It is calculated by dividing the part by the whole and then multiplying by 100. In this method based on the opinion of the respondents percentage is calculated for the respective scale of each factor.

The simple percentage can be calculated by using the formula:

$$= \frac{\text{Actual respondents}}{\text{Total number of respondents}} \times 100$$

2. Ranking analysis

Ranking is the data transformation in which numerical or ordinal values are replaced by their rank when the data are sorted.

3. Weighted average

A weighted average is a calculation that assigns varying degrees of importance to the numbers in a particular data set. A weighted average can be more accurate than a simple average in which all numbers in a data set are assigned an identical weight. It is widely used in investing and many other fields.

Formula for weighted average method:

Weighted average = Sum of weighted terms

$$\frac{\text{Sum of weighted terms}}{\text{Total number of terms}}$$

To find the weighted term, multiply each term by its weighting factor, which is the number of times each term occurs.

1.6 LIMITATION OF THE STUDY:

The following are the limitations of the study:

- ▶ Respondent's may or may not be correct.
- ▶ Some respondent's refused to disclose the fact due to lack of time and interest.
- ▶ The respondents are restricted to 100 due to time constraints.
- ▶ The study limits itself to the consumers in coimbatore city. The results might vary if the study is conducted in different geographical location.

1.7 SCHEME OF THE REPORT:

In order to present this study clearly, it is divided into five chapters along with tables to support the analysis and interpretation. The layout of these chapters is delineated below

CHAPTER 1: Introduction of the study, Statement of problem, Objective of the study, Limitation of the study and Scheme of the report.

CHAPTER 2: Review of Literature.

CHAPTER 3: An Overview about social media advertisement.

CHAPTER 4: Data Analysis and Interpretation.

CHAPTER 5: Findings, Suggestions and Conclusions.

REVIEW OF THE LITERATURE

Vinothini(2021) “an impact of social media marketing on consumer buying behaviour with reference to coimbatore city”, consumer use the technology now a days lots as laptop is used via many shoppers so use of on line marketing. The objective is to analyse the impact of social media on consumer buying behavior. 150 sample size for the study. Modern marketing is consumer oriented. If a manufacturer does not understand they customer, does not identify needs, does not identify his expectation from the product and fails to keep satisfied, cannot be successful in the market.

Naveena.R(2022) “a study on impact of social media marketing in consumer behaviour” has studied the People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social Media have become a convenient way to communicate among all age clusters. The Internet and particularly social media have modified the shoppers and marketers communicating medium. the objective is To study the impact of Social media marketing on consumer buying decision process. Primary Data – Questionnaire was prepared and given to 105 samples were used for this study. Findings says that Social media can be a powerful tool for any organizational can increase your visibility. Enhance relationships, establish two-way Communication with customers, provide a forum for feedback, unimproved awareness and reputation of the organization.

Khwaitrakpam Surjakumar Singh(2025) “Impact of Social Media on Consumer Buying Behaviour” has studied The rapid proliferation of social media platforms has significantly altered the landscape of consumer buying behavior, particularly among the younger generation. the objective is to explore how social media influences the buying decisions of the young generation. 100 to 150 participants on convenience sampling method. Findings says that this study underscores the undeniable influence of social media on consumer decision- making, particularly among the younger generation.

Dr. d.ramesh kumar(2024) “a study on social media influence on consumer buying behaviour (with special reference to coimbatore city)” has studied The economy of the country is wholly transformed to digital phase. Today fast growing digital world majority of consumer is switching over from traditional purchase to social media platform to purchase their products The consumer in the previous days are purchasing their product through the shop and market. the objective is to know which social media the customer using for shopping. 100 samples were used for this study. Findings says that This study shows that social media has a great influence in the behaviour of the consumers. Discounts and deals on social media, likes and comments about the product, social media influencers, reviews about the product in social media are the factors that influence consumer behaviour.

T.Sudha(2020) “the impact of social media on buying behaviour of consumers” has This study is to analyze the impact of social media on buying behavior of customers. The increasing focus on social media shaped state of the art advertising and shifted the way companies interact with their target groups. 100 samples were used for this study. The findings are based on the Using IBM SPSS software tools the data were analyzed. The collected data were analyzed using Reliability test, One way ANOVA test, Pearson Correlation and Chi-Square test. findings says that The study concludes that there is a good scope for online shopping nowadays due to the increased internet usage and the promotions of those companies through social media.

Sachin Gupta(2020) “Impact Of Social Media On Consumer Behaviour” has studied A study based on the decision process of consumers for purchases widely influenced by social media. Internet-based life has involved a significant situation as a specialized device. Individuals over the globe utilize online life to interface with others or associations. 137 samples were used for this study. findings says that the maximum number of the respondents were from the age group of 15-25 as this is the age group which spends maximum number of hours on Social Media.

Dr.M.P kumaran(2022), “consumer buying behaviour towards social media marketing”

Social media is a huge influence on consumers when they are attempting to build awareness about a particular product. Objective is to find out which is best social media marketing. 120 sample size of the study. The finding says This study shows that social media has a great influence in the behaviour of the consumers.

Fashmitha(2021) “ a study on impact of social media on consumers buying behaviour special reference to coimbatore city” the usage of social websites by consumers has mostly increased and usages of social networking websites have extensive effect on these consumers various ways. The objective is to study the development of trust into consumers by social media. 120 is sample is used for the study. The Findings obtained from this research, the consumers are mostly affected by informational and design factors which lead them to take the best decision in choosing the most suitable Social Media site to buy their preferred product.

OVERVIEW ABOUT SOCIAL MEDIA ADVERTISEMENT

3.1 SOCIAL MEDIA

Social media refers to online platforms or tools that allow users to create, share, and interact with content, information, or other users in a virtual environment. The term "social media" is a broad term that encompasses a wide range of platforms and services.

Social media is a collection of interactive technologies that allow users to create, share, and exchange content in virtual communities. It's a form of mass media communication that enables users to share ideas, information, and other content, such as videos and personal messages. Social media are used to document memories; learn about and explore things; advertise oneself; and form friendships along with the growth of ideas from the creation of blogs, podcasts, videos, and gaming sites.

Some of the most popular social media websites, with over 100 million registered users, include Facebook, Instagram, YouTube, Twitter, and WhatsApp. Depending on interpretation, other popular platforms that are sometimes referred to as social media services, include YouTube, Telegram, WhatsApp, Snapchat, and more.

3.2 THE ROLE OF DIFFERENT SOCIAL MEDIA PLATFORMS:

1) Facebook

Facebook is one of the largest and most well-known social media platforms. It enables users to connect with friends and family, share status updates, photos, videos, and links. Facebook also allows businesses to create pages, run ads, and engage with customers.

2) Instagram

Instagram is a visual-centric platform that focuses on sharing photos and videos. It is widely used for personal expression, brand marketing, and influencer activities. Instagram stories, Reels (short videos), and the shopping feature are also very popular.

3) Twitter

Twitter is a microblogging platform where users share short posts, known as tweets, limited to 280 characters. It's widely used for news updates, trends, public debates, and personal opinions.

4) YouTube

YouTube is a video-sharing platform where users can upload, view, and comment on videos. It hosts a wide variety of content, from vlogs and tutorials to music videos and web series.

5) LinkedIn

LinkedIn is a professional networking platform used primarily for career-related purposes. Users can build a professional profile, connect with colleagues, join industry groups, and share articles or job updates.

6) WhatsApp

WhatsApp is a messaging app that allows users to send text messages, voice messages, and make voice and video calls. It's widely used for personal and group communication.

7) Snapchat

Snapchat is known for its ephemeral nature, where users send disappearing messages (Snaps) to friends. It's popular among younger users for sharing fun and creative content.

3.3 BENEFITS OF SOCIAL MEDIA ADVERTISEMENT

Social media advertising offers a variety of benefits for businesses, organizations, and individuals looking to promote their products, services, or messages. Here are some key advantages of using social media for advertising:

1. Targeted Audience Reach

Social media platforms offer sophisticated targeting options based on demographics (age, gender, location), interests, behaviors, and even job roles or industries. This helps businesses reach the exact audience that is most likely to engage with their ads.

2. Cost-Effective

Compared to traditional advertising (TV, radio, print), social media advertising is often more affordable, allowing businesses of all sizes to promote their products within their budget. Platforms like Facebook, Instagram, and Twitter allow businesses to run ads with flexible budgets and adjust spending based on performance.

3. Increased Brand Awareness

With billions of active users, social media platforms provide an incredible opportunity for businesses to increase brand visibility. Even if users don't immediately engage, ads can increase exposure to your brand, leading to future recognition and loyalty.

4. Higher Engagement Rates

Social media encourages user interaction through likes, comments, shares, and direct messages. This engagement can help build a loyal community, create a dialogue around your brand, and increase customer trust.

5. Boosted Sales and Lead Generation

Social media ads, especially on platforms like Facebook and Instagram, offer direct call-to-action options like "Shop Now," "Learn More," or "Sign Up," driving users straight to your website or landing page, leading to more conversions and sales.

3.4 ADVERTISEMENT

An advertisement, otherwise known as generally considered a public communication that promotes a product, service, or idea to a target audience. To some the definition can be even broader than that, extending to any paid communication designed to inform or influence. The primary goal of advertising is to persuade potential customers to take action, such as making a purchase, visiting a website, or engaging with a brand. Advertisements are typically created and paid for by businesses or organizations to reach a specific target audience and persuade them to take a particular action.

3.5 SOCIAL MEDIA ADVERTISEMENT

Social media advertisement refers to promoting products or services through social media platforms like Facebook, Instagram, Twitter, WhatsApp. These ads can take various forms, such as sponsored posts, stories, or video ads, and they allow businesses to reach a large audience. social media advertising is a powerful tool for businesses to connect with consumers in a more engaging and targeted way.

Social media advertisements are a key strategy for businesses and brands to reach their target audience. Social media advertising can increase brand awareness and attract people to become your customers. It can help to get higher customer satisfaction because the advertiser can get fast feedbacks from the customers. Social media advertising can increase brand recognition, improves brand loyalty and brand conversion rates. Utilizing social media as a marketing tool has advantages. There may be a growth in brand recognition and loyalty, consumer support, and competition with other brands in comparable markets.

3.6 CUSTOMERS

The term *customers* refers to individuals or organizations that purchase goods or services from a business or company. They are the people or groups who consume or use the products or services offered in exchange for money or other value. Customers are essential to the success of any business because they are the source of revenue.

3.7 CUSTOMER PURCHASING BEHAVIOUR

It refers to the actions and decision-making processes that consumers go through when selecting, buying, and using products or services. It includes factors such as the recognition of needs, information search, evaluation of options, purchase decisions, and post-purchase experiences. Understanding these behaviors helps businesses tailor their marketing strategies to better meet customer preferences and increase sales.

FINDING, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority (43%) of the respondents belongs to the age group of 31 -40 years.
- Majority (57%) of the respondents are female.
- Majority (60%) of the respondents are unmarried.
- Majority (67%) of the respondents are undergraduates.
- Majority (34%) of the respondents are Private employee.
- Majority (30%) of the respondents are having income level 45,000 Above.
- Majority (73%) of the respondents are having family size 4-6 members.
- Majority (79%) of the respondents are Nuclear family.
- Majority (98%) of the respondents are having social media account.
- Majority (97%) of the respondents are viewing advertisement in social media.
- Majority (73%) of the respondents having opinion about social media advertisement for trust of Somewhat trustful.
- Majority (30%) of the respondents are stated that Clothing is advertised on social media.
- Majority (57%) of the respondents are think that instagram is effective for advertisement.
- Majority (43%) of the respondents are Occasionally purchase on social media.
- Majority(53%) of the respondents very satisfied with Instagram.
- Majority (50%) of the respondents prefer video-based advertisements in social media.
- Majority (45%) of the respondents stated that seeing reviews and ratings of other customers in social media is somewhat important for purchasing products.
- Majority (74%) of the respondent's stated that traditional advertising is somewhat affected due to social media advertising.
- Majority (46%) of the respondents stated that social media advertising are effective, compared to traditional media advertising.
- Majority(46%) of the respondents are recommended for before purchasing.
- It is concluded that the majority of the respondents be Convenience, which was ranked first.
- It is concluded that the majority of the respondents be faulty information, which was ranked first.

5.2 SUGGESTIONS

From the above study some of the suggestion are:

- Use both image and video advertisement in a specific branded products.
- Changing the product according to the the trends.
- Purchasing in social media should improve more in communication to customer.
- Make sure your images or videos are clearly visible, bright and engaging. People are more likely to stop scrolling if your content looks professional and eye-catching.
- Target the right audience and create engaging content.
- They can increase the creativeness of digital marketing.

5.3 CONCLUSION

To enhance the effectiveness of social media advertising for branded products, businesses should utilize both image and video content while adapting to current trends. Majority (97%) of the respondents are viewing advertisement in social media. Improving communication with customers during the purchasing process is essential for building trust. high-quality visuals and targeted content are key to capturing attention and boosting engagement, while creativity in digital marketing helps brands stand out and increase customer interaction and sales. In future, as technology continues to advance, businesses will leverage personalized and interactive content to engage consumers more effectively.

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APPENDIX

1.Name :

2. Age:

- Below 20 years
- 21-30 years
- 31-40 years
- 41-50 years
- Above 51 years

3.Gender :

- Male
- Female
- Transgender

4. Marital status

- Married
- Unmarried
- Divorced

5. Education Qualification

- No formal education
- School level

- Undergraduate
- Postgraduate
- Diploma holder
- Professional
- Others: _____

6. Occupation

- Self employed
- Private employee
- Government employee
- Professional
- Others: _____

Income status (Monthly Basis)

- Below 15,000
- 15,001 to 25,000
- 25,001 to 35,000
- 35,001 to 45,000
- 45,000 Above

8. Family size

- 1-3 members
- 4-6 members
- Above 6 members

9. Family type

- Nuclear family
- Joint family

10. Do you have social media account?

- Yes
- No

11. Have you ever seen an advertisement on social media?

- Yes
- No

12. Do you trust social media advertisements?

- Very trustful
- Somewhat trustful
- Not trustful

13. what type of products or services can be advertised by using social media?

- Clothing
- Accessories
- Electronics
- Food and beverages
- Travel and hospitality

14. Which social media platform do you think its more effective for advertisement?

- Facebook
- Instagram
- Twitter
- Whatsapp
- Youtube

15. How frequently you make a purchase based on social media advertisement?

- Never
- Rarely
- Occasionally

- Frequently
- Almost Always

16. Rate your level of satisfaction towards the following social media which provides effective advertisement.

S.NO	SOCIAL MEDIA	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED
1	INSTAGRAM				
2	FACEBOOK				
3	YOUTUBE				
4	TWITTER				
5	WHATSAPP				

17. Which type of advertisements do you prefer in social media?

- Video-based
- Image-based
- No preference

18. How important is it for you to see reviews and ratings of other customers for social media advertisements before purchasing products?

- Very important
- Somewhat important
- Not very important
- Not at all important

19. Whether Social media advertising affect traditional advertising?

- Highly affected
- Somewhat affected
- Not affected

20. Do you think social media advertising is more effective than traditional media advertising?

- Extremely Effective
- Very Effective
- Effective
- Somewhat Effective
- Not at All Effective

21. Would you like to recommend others to use social media advertisement before purchasing product or service?

- Highly Recommended
- Recommended
- Somewhat Recommended
- Not recommended

22. Rank the following factors which influence you to use social media advertisement for purchasing products: [Rank from 1 to 8].

S.no	FACTORS	rank
1	Fact full information	
2	Quality	
3	Brand awareness	
4	Cost effective	
5	Real time feedback	
6	Price	
7	24/7	
8	Convenience	

23. Rank the problem faced by you after purchasing the products by viewing social media advertisement.(Rank from 1to 6).

S.no	Problem	rank
1	faulty information	
2	Not able to identify the product	
3	Difference in price	
4	Long delivery time	
5	Difficulty with returns or refunds	
6	Lack of clear communication	