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Impact of Social Media Advertisement on Online Purchase Decision of Consumers

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ABSTRACT

Social media has become a crucial tool for influencing consumer behavior, especially in online purchasing decisions. Businesses are increasingly utilizing platforms like Instagram, YouTube, and WhatsApp to connect with consumers through targeted advertisements. Key attributes such as trust, visual appeal, personalization, and social proof play a significant role in shaping purchasing decisions. Engaging visuals, influencer endorsements, and interactive content are effective in creating awareness, generating interest, and guiding consumers toward purchasing. Trust is a central factor in the effectiveness of social media ads. Consumers engage more with advertisements that provide reliable information, are perceived as credible, and make the purchasing process easy. Visual and relevance appeal, including attractive designs, personalization, and ad frequency, also help sustain consumer interest. Exclusive discounts and the mobile-friendly nature of social media platforms further enhance the convenience and effectiveness of advertisements. These features motivate consumers to make quicker purchasing decisions and increase engagement with targeted campaigns. Businesses can leverage these insights to create impactful advertisements that resonate with their target audience and drive sales. Future studies could explore the role of emerging platforms, variations across demographics, and the psychological impact of innovative ad formats like augmented reality. Understanding these aspects will help businesses refine their strategies and adapt to the evolving landscape of social media marketing.

Key words: Social Media, Consumer Behavior, Marketing, Trust and Engagement.

1. INTRODUCTION

1.1: Introduction

With the advancement of Technology and Internet, traditional electronic and print media has shifted to social media. In present generation, the readership of printed newspapers, journals, magazines and billboard has dropped significantly. The main reason for this is the increase in the invention and massive use of internet. With the use of WWW any one can become publisher and send his/her message across the globe with a very low cost.

Now a days almost all the companies are using social media tools for promoting their products and services, making online sales, attracting potential customers, connecting with buyers and sellers and so on. Also, with the advancement of Smartphone it becomes very easy for the sellers to connect with the buyers and vice-versa. They use their opinion, views, feelings, attitudes, experience towards usage of products and services. Also, social media provide consumers the opportunity to compare prices, features, quality of different products and services of the same kind, they can also compare the reviews of different consumers of the particular product before the purchase. In a competitive environment, businesses can use social media as a communications tool to attract their customers and reach their target group with low costs and effective messages."

There are many researchers suggest that consumers' engagement via social interactive tools is becoming critically important as more marketers incorporate social media. According to Nowadays consumers trust more user reviews and online consumer recommendations on social media websites rather than traditional media before making a purchase decision. The consumers' comments about a product on a social media platform produce negative and positive virtual messages and these messages affect their purchasing decision". So, social networks have become an important source of consumers who are seeking product information before purchasing decision.

(Das, 2018) state that, in this world, Life is difficult to consider without media. Media informs, entertain, aware and invade us. Media are one of the major factors of social change. New media certainly has its influence on society and culture. Social media evolution has deeply transformed the communication landscape picture. Social media is the name of the social networking sites such as Facebook, Twitter, LinkedIn, Myspace and blogs, these websites are the important websites for companies so they can maintain direct relationships with their customers. Companies have built entire departments who design and control social media according to their companies' needs and promotional activities. Social media is different from traditional media because it is generated by users of these websites and users have more control over its use and they also generate content by themselves at times.

1.2: Industry Profile

(Zhang, 2023) The social media industry landscape is going through major changes. After about twenty years, the industry is entering a new stage, with overall user growth slowing down considerably. Furthermore, there has been a slowdown in the growth of digital advertising, which social media companies predominantly depend on. The competition between social media platforms has intensified, with TikTok becoming a notable disruptor and trendsetter. Launched in 2017, TikTok has risen fast to become wildly popular in social media and the biggest threat to major incumbents in the industry. Its short-video format was widely copied by other social media platforms, together with its artificial intelligence (AI) discovery algorithms, creator support programs, and moves to become an everything app. The industry is also facing significant challenges on the regulation front, which could threaten the future viability and profitability of its business model. These include fundamental issues such as liability, privacy, data ownership, and freedom of speech. For two decades, social media platforms have enjoyed the "safe harbor" protection under U.S. Section 230 of the 1996 Communications Decency Act against legal liability for any content posted on their platforms. Due to increasing public and political pressure regarding harmful content on social media platforms, Section 230 has been under review and reform by the US government. With the launch of the General Data Protection Regulation (GDPR), Europe has been taking a hard stance on issues such as data and privacy. Without a doubt, social media companies will face increasing scrutiny and regulation going forward regarding their practices in handling data, privacy, content, and algorithms.

Origins and Development of Social Media

The inception of social media platforms can be traced back to early sites like Myspace and LiveJournal, which were created to facilitate connections among friends and family. Myspace, notable for enabling users to establish personal profile pages and share details about their lives, achieved the milestone of one million active monthly users in 2004. Similarly, LiveJournal, which allowed users to publish journal-style entries accessible to either public or private audiences, surpassed 2.5 million active accounts by 2005. The proliferation of social media accelerated during the 2000s and early 2010s, particularly with the rise of Facebook and X (previously known as Twitter). Like Myspace, Facebook enabled users to create profiles for sharing personal information, while facilitating interactions through comments. Initially popular among college students, social media gradually attracted a broader demographic, encompassing both younger and older users.

In 2006, X introduced its feed feature, which compiled posts from followed accounts onto a single page. Shortly thereafter, Facebook launched its own News Feed feature, which became a ubiquitous element across various social media platforms. This innovation encouraged users to share links to external content, including news articles, current events, and product information, alongside their personal updates. Users engaged with each other's posts through likes, shares, and comments.

As social media evolved, platforms began incorporating business-oriented profile pages and offering targeted advertising options, enhancing their appeal to businesses and boosting revenue streams. Consequently, users increasingly devoted time to scrolling through feeds and consuming daily news and commentary on current affairs. By 2024, over half (54%) of adults in the United States reported obtaining news from social media "sometimes" or "often," while only 28% claimed they "never" sourced news from these platforms. According to the Pew Research Centre, globally, a mere 22% of consumers access news directly from news websites or applications.

1.3: Vision, Mission and Quality policy

The industry of social media acts as a powerful catalyst for change within contemporary digital society, linking individuals, enterprises, and communities in unprecedented ways. The organization's vision, mission, and quality policy shape its function as a promoter of international discussions, artistic expression, and economic engagement. In order to gain a comprehensive understanding, we will elaborate on each element:

Vision:

The concept embraced by the social media sector is one in which online platforms unite individuals, overcoming obstacles related to geography, culture, and language. The aim is to promote inclusivity by guaranteeing that every individual, regardless of their background or situation, can access an open and participatory digital environment. This perspective welcomes advancement, utilizing state-of-the-art technologies such as artificial intelligence and machine learning to tailor user interactions and enhance their significance. The industry aims to foster a setting that enables the growth of shared knowledge and collaboration by linking people worldwide, thereby empowering communities to tackle common challenges and seize opportunities.

In practical contexts, this vision manifests in the creation of platforms that not only link users but also motivate them to discover and participate. The goal of social media companies is to improve accessibility for a variety of audiences, particularly for marginalized groups, so that their perspectives are acknowledged and appreciated. In the end, the vision embodies a desire to foster comprehension, compassion, and worldwide togetherness.

Mission:

The goal of the social media sector focuses on enabling both individuals and organizations through the provision of resources that facilitate communication, creativity, and success in a world that is becoming more interconnected. Social media networks are designed to enhance expressions, foster skills, and promote constructive social transformation by facilitating conversations, innovation, and economic activity. This mission encapsulates both breadth and specificity, highlighting the diverse functions that social media fulfils in daily life. Facilitating Communication, the purpose of social media platforms is to simplify communication, enabling individuals to instantly share their ideas, thoughts, and content. These platforms facilitate meaningful connections among individuals, utilizing various forms such as text, images, videos, or live interactions.

Unlocking Innovation a key element that fosters user participation on social media is creativity. Users are encouraged by the industry to utilize tools such as filters, augmented reality, and video-editing features as a means of showcasing their uniqueness. These platforms act as a springboard for new artists, content creators, and entrepreneurs, enabling them to connect with an international audience. Enhancing Trade in the realm of business, social media serves as a crucial component, allowing both small and large enterprises to promote their products, interact with consumers, and execute sales. Businesses can effectively reach their objectives through features like influencer marketing, targeted advertising, and the integration of e-commerce. Facilitating Constructive Transformation in addition to their business uses, social media platforms serve as catalysts for societal change. Communities are empowered to unite in support of significant causes, disseminate information, and motivate collaborative efforts concerning matters like climate change, education, and social justice. Building Trust and Safety a crucial aspect of the mission involves fostering trust through the guarantee of user safety and the encouragement of respectful interactions. Platforms aim to establish an inclusive atmosphere for every user by implementing strong content moderation, anti-harassment measures, and controls on misinformation.

Policy on Quality:

The policy concerning quality within the social media sector highlights the necessity of providing excellent services that focus on user satisfaction, security, and adherence to ethical principles. Companies in this sector stay relevant and dependable by prioritizing the needs and expectations of their users in a swiftly changing environment. User-Focused Design Central to the quality policy is the user. Designing user-friendly interfaces, ensuring smooth navigation, and responding to user feedback are key priorities for social media platforms to improve the overall experience. Elements such as custom notifications, dark mode, and accessibility features promote inclusivity for various audiences.

Data Security and Privacy: Due to the extensive collection of personal data on social media, these platforms comply with rigorous privacy laws and utilize sophisticated security protocols. Companies establish a foundation of trust by being open about how they use data and by enabling users to manage their own settings. Content Moderation Ensuring quality necessitates adherence to community guidelines, fostering a sense of safety and respect among users. Human moderation teams collaborate with advanced AI systems to detect and eliminate harmful, misleading, or inappropriate content. Ongoing Innovation A defining feature of high-quality social media is its dedication to continuous improvement and innovation. Platforms frequently enhance their features, algorithms, and tools to maintain a competitive edge and provide users with state-of-the-art experiences. Ethical Practices It is essential to maintain ethical standards in areas such as content management, advertising regulations, and the design of algorithms. The objective of social media companies is to promote fairness, transparency, and accountability within the digital environments they develop. Environmental Responsibility and Sustainability Acknowledging the ecological effects of extensive server activities and data centres, certain platforms are integrating sustainability into their frameworks. This encompasses minimizing carbon emissions and promoting initiatives focused on renewable energy. Enhancing Accessibility, the concept of inclusivity encompasses the necessity of providing access for every user, which includes those with disabilities. Capabilities such as voice command functionality, text-to-speech features, and the compatibility with screen readers enhance accessibility, ensuring that platforms are user-friendly for all individuals.

2. CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1: Theoretical Background of the study

Social media refers to interactive digital technologies that allow people to create and share information, ideas, career interests, and other forms of expression through virtual communities and networks. These online platforms come in various standalone and integrated forms, but they typically share common features:

i. social media are interactive web-based applications that enable user participation.

ii. The lifeblood of social media is user-generated content such as text posts, digital media, and data from online interactions.

iii. Users establish profiles on these platforms that are designed and maintained by the social media organizations.

iv. social media facilitate the development of online social networks by connecting user profiles.

Social media encompasses a wide range of tech-enabled activities, including photo sharing, blogging, social gaming, professional networking, video sharing, reviews, and more. For individuals, social media provides a way to stay connected with friends, family, and professional contacts. People use various social apps to network, find like-minded individuals, and share their thoughts, feelings, and insights. Those who engage in these activities are part of a virtual social community. For businesses, social media is an indispensable tool. Companies leverage these platforms to connect with customers, drive sales through advertising and promotions, gauge consumer trends, and offer customer service. Social media's role is significant, it facilitates communication with customers, enables social interactions on e-commerce sites, helps focus marketing efforts, and aids in product/service promotion through targeted, timely offers. Further, social media can help build customer relationships through loyalty programs.

2.1.1: Different Classes of Social Media

Social media has evolved into various forms, each serving unique purposes and catering to diverse user needs.

Social Networking Platforms:

Social networking platforms are digital spaces designed to connect individuals and foster communication, whether for personal, social, or professional purposes. These platforms allow users to create detailed profiles, showcasing their interests, achievements, and affiliations. They enable interaction through features like posting updates, sharing multimedia content, joining groups, and participating in discussions. Social networking sites often facilitate real-time communication via private or group messaging tools.

Some popular examples include Facebook, which focuses on personal connections and community engagement, allowing users to join groups, host events, and interact with shared content. LinkedIn stands out as a professional networking site, ideal for job seekers and career-oriented discussions. Twitter (now X) emphasizes concise communication and real-time updates, often revolving around trending topics.

These platforms are not only tools for personal interaction but also powerful resources for branding, information sharing, and community building. They cater to various needs, from staying connected with family and friends to expanding professional networks and staying updated on global trends.

Media Sharing Platforms:

Media sharing platforms are designed for creating, sharing, and consuming visual or multimedia content such as photos, videos, and music. These platforms are highly interactive, allowing users to express their creativity and connect with others through engaging content. Instagram, for instance, is popular for photo and video sharing, while YouTube dominates as a platform for long and short-form video content. TikTok specializes in short, entertaining videos, often driven by trends and challenges. These platforms are widely used by content creators, businesses, and individuals for storytelling, marketing, and entertainment, making them an essential part of digital communication and culture today.

Messaging and Communication Apps:

Messaging and communication apps are platforms designed for real-time interaction, enabling seamless communication through text, voice, and video. They prioritize privacy, convenience, and speed, making them indispensable for personal and professional use. Popular examples include WhatsApp, which offers end-to-end encryption and multimedia sharing, and Telegram, known for its security features and large group chats. Snapchat combines messaging with ephemeral photos and videos, adding a fun and dynamic element. These apps often integrate features like file sharing, group discussions, and video calls, making them versatile tools for staying connected in a fast-paced, digitally driven world. Their simplicity fosters effortless communication.

Content Curation Platforms:

Content curation platforms are tools designed to help users discover, organize, and share information tailored to their interests. These platforms often provide visually appealing layouts that allow users to save, categorize, and showcase ideas, inspirations, and resources. Pinterest, a prominent example, enables users to collect and organize content into themed boards, making it popular for planning projects like home decor, recipes, and event ideas. Flipboard, on the other hand, aggregates personalized news and articles, presenting them in a magazine-style format for easy browsing. Such platforms are ideal for keeping track of trends, generating inspiration, and sharing curated collections with others. They cater to individuals and businesses alike, helping enhance creativity, organization, and effective knowledge sharing.

Blogging and Publishing Platforms:

Blogging and publishing platforms empower individuals and organizations to share their thoughts, stories, and expertise with a global audience through written content. These platforms offer tools to create, customize, and publish blogs or articles, catering to both casual writers and professional content creators.

Prominent examples include Medium, which provides an easy-to-use interface for sharing high-quality articles on various topics, and WordPress, a versatile platform that allows users to create blogs or even full-fledged websites with extensive customization options. Platforms like Tumblr combine blogging with social networking features, making them popular among creative communities.

These platforms are ideal for personal expression, brand building, and knowledge sharing. They support multimedia integration, enabling the inclusion of images, videos, and interactive elements to make content engaging and visually appealing. Whether you're starting a personal blog or running a professional publication, blogging and publishing platforms serve as powerful tools for storytelling and audience engagement.

Discussion Forums:

Discussion forums are online platforms designed for conversations and knowledge sharing among individuals with common interests. These forums typically organize discussions into categories or "threads," making it easy for users to participate in or follow specific topics. They are ideal for engaging in in-depth conversations, exchanging ideas, and seeking advice.

Popular examples include Reddit, known for its extensive variety of communities called "subreddits," which focus on niche topics ranging from technology to hobbies. Quora is another example where users ask and answer questions, often resulting in detailed and insightful discussions.

These platforms are collaborative in nature and foster a sense of community. Participants can share personal experiences, knowledge, or solutions to problems. Discussion forums are widely used for support groups, hobbyists, professionals, and learners, providing a space for interaction and exploration across diverse topics. They serve as invaluable tools for building collective knowledge and fostering connectivity.

E-commerce and Social Marketplace Platforms:

E-commerce and social marketplace platforms combine the features of social media and online shopping, creating an interactive and engaging shopping experience. These platforms enable users to explore and purchase products seamlessly, while businesses can showcase their offerings and connect with potential customers in creative ways. They often incorporate features such as personalized product recommendations, user reviews, and integrated checkout systems, enhancing convenience and decision-making for buyers. Examples include Instagram Shops, where businesses can set up virtual storefronts directly on their profiles, and Facebook Marketplace, which enables local buying and selling within communities. Platforms like Amazon Inspire take this further by integrating influencer-like recommendations to aid product discovery. These platforms transform traditional shopping by fostering connections between buyers and sellers, promoting trust through social interactions, and streamlining the purchase process. Their growing popularity underscores their ability to merge commerce with social engagement, revolutionizing the way people shop and sell online.

Gaming and Virtual Worlds:

Gaming and virtual worlds represent an exciting and immersive form of social media where users can engage in interactive entertainment and build digital communities. These platforms blend gaming with social interaction, allowing players to connect with others while exploring virtual environments or participating in creative activities. They often provide tools for communication, collaboration, and user-generated content, fostering a sense of community and shared experiences.

Popular examples include Twitch, a live-streaming platform primarily focused on gaming but expanding to creative fields like art and music, where users can interact with streamers and other viewers. Roblox goes beyond gaming, offering users the ability to create their own virtual worlds and experiences, encouraging creativity and collaboration. Similarly, Second Life is a virtual world that enables users to socialize, trade, and build unique digital spaces.

These platforms are redefining entertainment by merging technology, creativity, and social connectivity, providing endless opportunities for exploration and interaction.

Review and Rating Platforms:

Review and rating platforms allow users to share their opinions, feedback, and experiences about products, services, or destinations, helping others make informed decisions. These platforms are crucial for building trust between businesses and consumers. Examples include Agoda, which focuses on local businesses like restaurants and cafes, and Make My Trip, known for travel-related reviews of hotels, attractions, and tours. These platforms rely on user-generated ratings and comments, creating a collaborative environment that influences purchasing decisions and encourages businesses to maintain quality standards.

Knowledge-Sharing Platforms:

knowledge-sharing platforms have become an essential part of professional and educational development, catering to a wide range of needs. **Stack Overflow** is widely used by Indian developers and programmers to find solutions and share expertise in technical fields. Similarly, platforms like **GeeksforGeeks** and **Code Chef** are popular for coding tutorials, competitive programming, and discussions tailored to the Indian IT community.

In the educational sphere, platforms such as **BYJU'S** and **Unacademic** enable students to collaborate, share notes, and discuss exam preparation strategies, including competitive exams like JEE or UPSC. Additionally, platforms like **Shiksha** and **Careers360** assist students with career advice and educational resources. These platforms play a pivotal role in fostering a culture of learning and skill enhancement, empowering individuals and communities in India to achieve their academic and professional aspirations.

Source: https://www.clearvoice.com/resources/social-media-statistics/
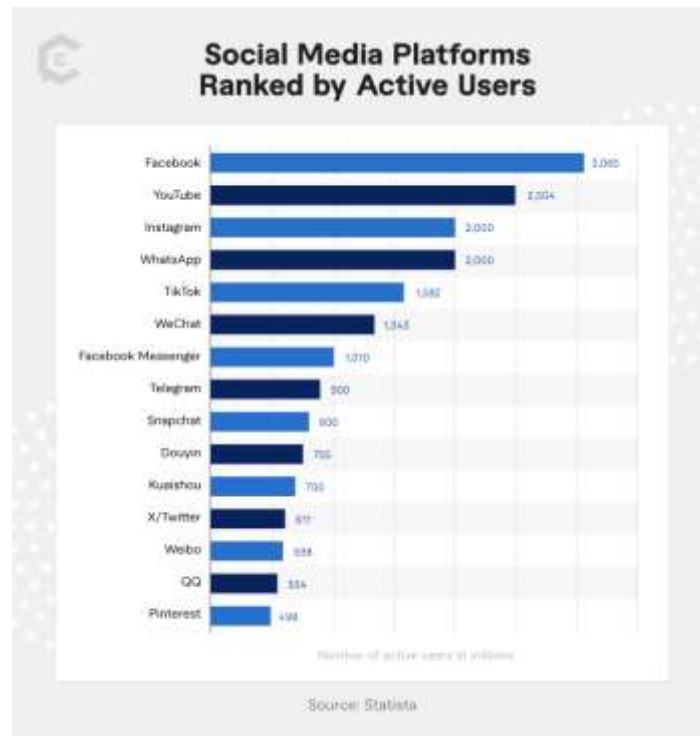
Figure-01: social media platforms ranked by active users in year of 2025

Social Media Platforms Ranked by Active Users," sourced from Statista. It visually compares the number of active users (in millions) across different platforms. The bars represent user counts, extending from the names of the platforms listed vertically.

Facebook leads with 3,065 million users, followed by YouTube at 2,504 million. Instagram and WhatsApp each hold 2,000 million users. TikTok ranks fifth with 1,582 million users, followed by WeChat at 1,343 million. Facebook Messenger (1,010 million), Telegram (900 million), and Snapchat (800 million) secure the next positions. Douyin, Kuaishou, and X/Twitter show user bases of 755 million, 700 million, and 611 million respectively, while Weibo (598 million), QQ (554 million), and Pinterest (498 million) complete the list. This chart provides a quick reference to the popularity and reach of these platforms, essential for businesses, marketers, and anyone studying digital trends. It's a simple yet effective visual to analyze user engagement globally.

2.1.2: Consumer Digital Buying Behaviour

Different models and theories can be used for the purpose of understanding consumer digital buying behaviour and the widely used theories of consumer buying behaviours are Theory of Reasoned Action (TRA) or Theory of Planned Behaviour (TPB) and Technology Acceptance Model (TAM).

Theory of Reasoned Action (TRA):

The Theory of Reasoned Action (TRA) is a psychological framework developed by Martin Fishbein and Icek Ajzen in the late 1960s and early 1970s. It explains how individuals make decisions and take actions based on their attitudes and social influences. TRA is widely used in fields such as marketing, health behavior studies, and social psychology to predict and understand human behavior.
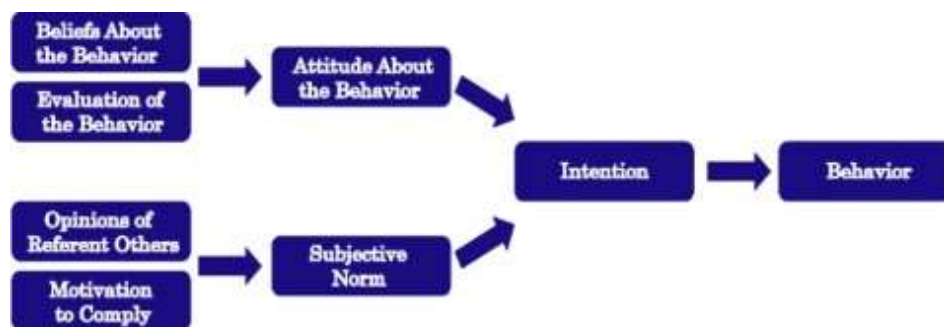
Fishbein-Aizen Theory of Reasoned Action

Source: https://www.communicationstudies.com/communication-theories/theory-of-reasoned-action-tra

Figure-02: Theory of reasoned action

The theory posits that a person's intention to perform a behavior is the most immediate determinant of that action. This intention, in turn, is influenced by two key factors:

- **Attitude Toward the Behavior:** This refers to the individual's positive or negative evaluation of performing the behavior. It reflects their beliefs about the outcomes of the behavior and the perceived benefits or drawbacks.

- **Subjective Norms:** These are the perceived social pressures or expectations from others to perform or not perform the behavior, such as influences from peers, family, or society.

TRA assumes that individuals act rationally and consider the consequences of their behavior before making a decision. It provides valuable insights for designing interventions to influence behaviours by addressing attitudes and social norms.

Theory of Planned Behaviour (TPB):

The Theory of Planned Behavior (TPB), developed by Icek Ajzen in 1985, builds upon the Theory of Reasoned Action (TRA) and incorporates an additional element to better explain behaviours that individuals may not entirely control. TPB is widely used in fields like psychology, health promotion, and marketing to understand and predict human behavior.

Source: https://www.toolshero.com/psychology/theory-of-planned-behavior/
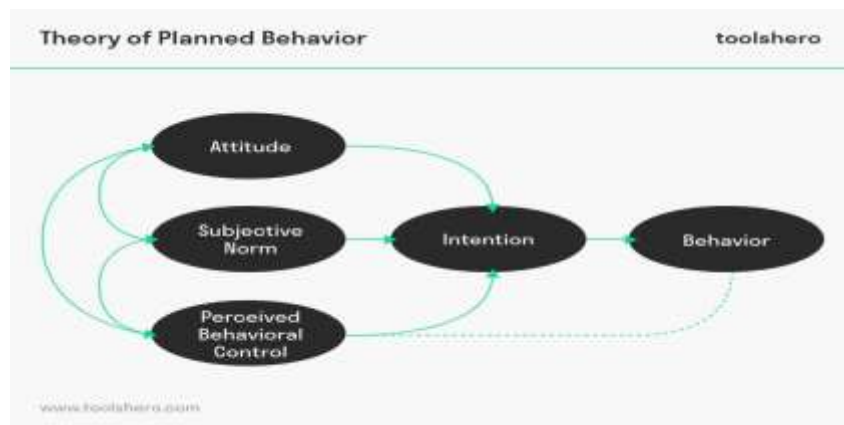
Figure-03: theory of planned behaviour

The core of TPB lies in the relationship between intentions and behavior. It posits that an individual's intention to perform a behavior is influenced by three key factors:

- **Attitude Toward the Behavior:** Reflects the individual's positive or negative evaluation of performing the behavior, based on their beliefs about its outcomes and desirability.

- **Subjective Norms:** Refer to the perceived social pressures from peers, family, or society to perform or not perform the behavior.

- **Perceived Behavioural Control:** This is the additional element in TPB, accounting for the individual's belief in their ability to perform the behavior, considering external or internal factors that may facilitate or hinder it.

These three components interact to shape a person's intention, which is the most immediate determinant of their actual behavior. TPB is especially useful in understanding behaviours that require effort, planning, or face external barriers, such as adopting healthier habits or pursuing a career change.

Technology Accepted Model (TAM):

The Technology Acceptance Model (TAM) is a framework developed to explain how users come to accept and use technology. It was introduced by Fred Davis in 1989 and is widely applied in fields like information systems, business, and education to understand technology adoption.

- **Perceived Usefulness (PU):** This refers to the belief that using a particular technology will enhance performance or effectiveness in a task. For instance, an individual may adopt a productivity app if they believe it will save time or improve organization.

- **Perceived Ease of Use (PEOU):** This reflects the belief that using the technology will be free of effort or challenges. The simpler a system is to use, the more likely it will be adopted.

Source: https://www.linkedin.com/pulse/technology-acceptance-model-attitude-tam-collins-ushi
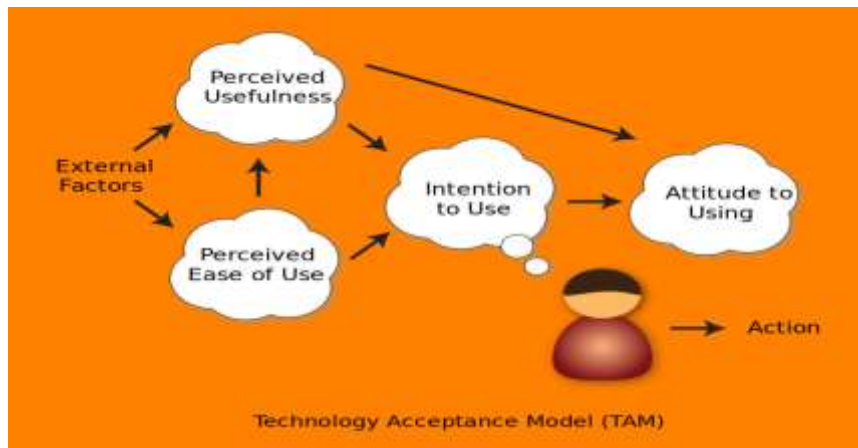
Figure-04: Technology acceptance model (TAM)

These factors shape users' attitudes toward the technology, influencing their behavioural intentions to use it, and consequently, its actual adoption. TAM has been expanded over time to include additional variables like external influences, user experience, and cultural factors, making it highly adaptable to evolving technologies.

2.1.3: Factors Influencing Online Purchasing Decision

The online purchase decision is highly influenced by internal and external factors. Internal factors reflect one's personal traits and experiences which impact their decision-making approach towards online buying and even leads to impulsive buying. On the other hand, external factors are more controlled by the nature of the products or services, recommendations and reviews from other customers, cultural and social impact. This article illustrates both internal and external factors which highly influence the online purchase decision of the consumers.

2.1.4: External Influences on Consumer Decision Making Process

At the time of purchasing a product or service, all of us are confronted with several external influences that involve our own culture, subculture, household structure, and groups.

2.1.4.1: Cultural Factors:

Cultural factors exert the broadest and deepest influence on consumer behavior. The marketer needs to understand the role played by the buyer's culture, subculture, and social class.

Culture: Culture is the most basic cause of a person's wants and behavior. Human behavior is largely learned. Growing up in a society, a child learns basic values, perceptions, wants, and behavior from the family and other important institutions. Marketers are always trying to spot cultural shifts in order to imagine new products that might be wanted. For example, the cultural shift towards greater concern about health and fitness has created a huge industry for exercise equipment and clothing, lower-calorie and more natural foods, and health and fitness services.

Subculture: Each culture contains smaller subcultures or groups of people with shared value systems based on common life experiences and situations. Subcultures include nationalities, religions, racial groups, and geographic regions. Many subcultures make up important market segments and marketers often design products and marketing programs tailored to their needs

Social Class: Almost every society has some form of social class structure. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviours. Some class systems have a greater influence on buying behavior than others. In most western countries 'lower' classes may exhibit upward mobility, showing buying behavior similar to that of the 'upper' classes. But in other cultures, where a caste system gives people a distinctive role, buying behavior is more firmly linked to social class. Upper classes in almost all societies are often more similar to each other than they are to the rest of their own society. When selecting products and services, including food, clothing, household items, and personal care products, they make choices that are less culture-bound than those of the lower classes. Generally, the lower social classes are more culture-bound, although young people of all classes are less so.

2.1.4.2: Social Factors:

A consumer's behavior is also influenced by social factors, such as the consumer's small groups, family, and social roles and status. Because these social factors can strongly affect consumer responses, companies must take them into account when designing their marketing strategies.

Groups: Groups influence a person's behavior. Groups that have a direct influence and to which a person belongs are called membership groups. Some are primary groups with whom there is regular but informal interaction - such as family, friends, neighbours and fellow workers. Some are secondary groups, which are more formal and have less regular interaction. These include organizations like religious groups, professional associations and trade unions.

Family: Family members can strongly influence buyer behavior. We can distinguish between two families in the buyer's life. The buyer's parents make up the family of orientation. Parents provide a person with an orientation towards religion, politics and economics, and a sense of personal ambition, self-worth, and love. Even if the buyer no longer interacts very much with his or her parents, the latter can still significantly influence the buyer's behavior. In countries where parents continue to live with their children, their influence can be crucial.

Roles arid Status: A person belongs to many groups - family, clubs, organizations. The person's position in each group can be defined in terms of both role and status. Each role carries a status reflecting the general esteem given to it by society. People often choose products that show their status in society.

2.1.4.3: Personal Factors:

A buyer's decisions are also influenced by personal characteristics such as the buyer's age and life-cycle stage, occupation, economic situation, lifestyle.

Age and Life-Cycle Stage: People change the goods and services they buy over their lifetimes. Tastes in food, clothes, furniture, and recreation are often age-related. Buying is also shaped by the family life cycle - the stages through which families might pass as they mature over time.

Occupation: A person's occupation affects the goods and services bought. Blue-collar workers tend to buy more work clothes, whereas white-collar workers buy more suits and ties

Economic Circumstances: A person's economic situation will affect product choice. Marketers of income-sensitive goods closely watch trends in personal income, savings, and interest rates. If economic indicators point to a recession, marketers can take steps to redesign, reposition and reprice their products.

Lifestyle: People coming from the same subculture, social class and occupation may have quite different lifestyles. Lifestyle is a person's pattern of living as expressed in his or her activities, interests and opinions. Lifestyle captures something more than the person's social class or personality. It profiles a person's whole pattern of acting and interacting in the world. The lifestyle concept, when used carefully, can help the marketer understand changing consumer values and how they affect buying behavior.

2.1.5: Internal Influences on Consumer Decision Making Process

Internal influences basically come from consumers own lifestyle and way of thinking. These are consumers' personal thoughts, self-concepts, feelings, attitudes, lifestyles, motivation, and memory. These internal influences can also be known as psychological influences. Internal influences depict the ways through which consumers interact with the universe around them, identify their feelings, collect and examine information, develop ideas and beliefs, and take some specific action.

Personality and Self-Concept: Each person's distinct personality influences his or her buying behavior. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Personality is usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability and aggressiveness. Personality can be useful in analysing consumer behavior for certain product or brand choices. For example, coffee makers have discovered that heavy coffee drinkers tend to be high on sociability. Thus, Nescafe ads show people coming together over a cup of coffee.

Psychological Factors: A person's buying choices are further influenced by four important psychological factors: motivation, perception, learning, and beliefs and attitudes.

Motivation: A person has many needs at any given time. Some are biological, arising from states of tension such as hunger, thirst or discomfort. Others are psychological, arising from the need for recognition, esteem or belonging. Most of these needs will not be strong enough to motivate the person to act at a given point in time. A need becomes a. motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to direct the person to seek satisfaction.

2.1.6: Maslow's Theory of Motivation

Abraham Maslow sought to explain why people are driven by particular needs at particular times. Why does one person spend much time and energy on personal safety and another on gaining the esteem of others? Maslow's answer is that human needs are arranged in a hierarchy, from the most pressing to the least pressing. In order of importance, they are physiological needs, safety needs, social needs, esteem needs and self-actualization needs. A person tries to satisfy the most important need first. When that important need is satisfied, it will stop being a motivator and the person will then try to satisfy the next most important need. For example, a starving man will not take an interest in the latest happenings in the art world, or in how he is seen or esteemed by others, or even in whether he is breathing clean air. But as each important need is satisfied, the next most important need will come into play.

Perception: A motivated person is ready to act. How the person acts are influenced by his or her perception of the situation. Two people with the same motivation and in the same situation may act quite differently because they perceive the situation differently. People can form different perceptions of the same stimulus because of three perceptual processes: selective attention, selective distortion and selective retention.

Learning: When people act, they learn. Learning describes changes in an individual's behavior arising from experience. Learning theorists say that most human behavior is learned. Learning occurs through the interplay of drive, stimuli, cues, responses, and reinforcement.

Beliefs and Attitudes: Through doing and learning, people acquire their beliefs and attitudes. These, in turn, influence their buying behavior. A belief is a descriptive thought that a person lies about something. Marketers are interested in the beliefs that people formulate about specific products and services because these beliefs make up product and brand images that affect buying behavior. If some of the beliefs are wrong and prevent the purchase, the marketer will want to launch a campaign to correct them. People have attitudes regarding religion, politics, clothes, music, food and almost everything else. An attitude describes a person's relatively consistent evaluations, feelings, and tendencies towards an object or idea. Attitudes put people into a frame of mind of liking or disliking things, of moving towards or away from them.

2.2: LITERATURE REVIEW

(**Massie**, **2016**)The number of online transactions in Indonesia has increased in recent years with fashion products currently dominate the e-commerce market as the most frequently purchased products. The aims of this study are to analyze the effects of social media, direct email, and electronic word-of-mouth on consumer purchase decision withdrawing taking online fashion retailer Zalora Indonesia as its case study. This research is quantitative research associated with multiple regression analysis technique. The respondents of this research are the customer from Zalora online fashion store. This research found that there is a significant influence of social media, direct email, and electronic word of mouth on customer purchase decision at Zalora online fashion store simultaneously, there is a significant influence of social media and electronic word of mouth on customer purchase decision in Zalora online fashion store partially, and there is no significant influence of direct mail on customer purchase decision at Zalora online fashion store partially. It concluded that the advertisement that created by Zalora through social media is really interesting so it can attract the customer interest to make a purchase and also the good reviews of the product make the consumer want to buy the product, but their advertisement through email cannot attract the consumer interest. This study suggests to Zalora management online fashion store to improve their promotion in order to gain many consumers.

(**Mrs. K.R. Mahalaxmi, 2016**)The aim of the study is to examine the implication of digital marketing in consumer purchase decision and to find out that the consumers are aware of digital marketing and the digital channels influence in their purchase decision. The study is carried out through survey from50 respondents. The results of the survey are analysed using chi square test. The findings revealed that customers are aware of digital marketing and they prefer to by electronic and shopping goods through digital channels in their purchase behaviour. The study is performed in a particular geographical area and this may be considered as a limitation to judge the purchase decisions of all customers of various regions. As the world moving towards digital era, the digital channels play vital role in increase of sales of any firm's products. So, the present study made an attempt to reveal the impact of digital marketing on customer purchase decision.

(**Yoganathen2, 2018**)Social media marketing puts consumers back to the centre of the business world and provides marketers a new set of tools to interact with consumers and to integrate them into the brands through innovative ways. In essence, marketers have to understand how the social media has influenced consumer buying behavior. Social media marketing is the contemporary style of marketing as it concentrates on opening new horizons for marketers in order to promote a product or service as compared to conventional media. In recent times, consumer behavior and satisfaction has become an important asset for any organization to attain its position in the market and to increase its profitability. For this purpose, organizations are employing social media technique. From research, it is evident that companies are employing social media marketing in order to interact with the consumers. Social media marketing has given organizations a new way of dealing and changing the buying behavior of the consumers. People use social media to share their experiences, reviews, information, advice, warnings, tips and any kind of issues that are interesting to their "connection" or friends. Social media is used as advertising for the marketer. Marketers take this advantage and create marketing strategy, which in turn could help them gain more customers. The social media environment is very easy to apply and to reach the customer. These benefits give persons convenience to achieve what they are looking for. The sample counted 220 respondents and from the statistical perspective, the conclusions were established in terms of the univariate and bivariate analysis. Likewise, after doing the complex statistical analysis using SPSS and the analysis offered by the online platform the host of questionnaire, it can be seen how much it is influenced and the real impact of Social Media Marketing reflected in the Consumer Buying Decision Making process. In this research the Pearson's Correlation analysis explores a positive significant linear relationship between Social Media Marketing and Consumer Buying Decision Making. The correlation coefficient ($r2$) was 30.9% at the 1% level. This implies that Consumer Buying Decision Making can be predicted with Social Media Marketing. Future studies can be devised to identify additional variable(s) for explaining the CBDM. Extend this study by considering social media content and other respondents too for further understanding of target customer's decision-making behavior.

(**Alalwan, 2018**)Social media is being increasingly used as a platform to conduct marketing and advertising activities. Organizations have spent a lot of time, money, and resources on social media ads. However, there is always a challenge in how organizations can design social media advertising to successfully attract customers and motivate them to purchase their brands. Thus, this study aims to identify and test the main factors related to social media advertising that could predict purchase intention. The conceptual model was proposed based on three factors from the extending Unified Theory of Acceptance and Use of Technology (UTAUT2) (performance ex potency, hedonic motivation, and habit) along with interactivity, informativeness, and perceived relevance. The data was collected using a questionnaire survey of 437 participants. The key results of structural equation modelling (SEM) largely supported the current model's validity and the significant impact of performance ex potency, hedonic motivation, interactivity, informativeness,

and perceived relevance on purchase intentions. This study will hopefully provide a number of theoretical and practical guidelines on how marketers can effectively plan and implement their ads over social media platforms.

(K.Ravindran, 2019)promoting is a trifling exchange of goods and services for cost but advertising and marketing is the phenomenon that allows keeping clients other than attracting them. Within the gift era among the numerous modes of marketing, digital marketing occurs to generate the maximum fee. It could be as the mechanism of reaching consumers through the use of diverse virtual distribution channels. The present observes aims to observe the effect of digital marketing and advertising on client purchase conduct and additionally makes an attempt to investigate as to in what ways are the clients absolutely privy to the diverse digital marketing and advertising mediums inside the gift digital generation. The look at is primarily based on the survey method. A questionnaire is prepared and covered 786 respondents for evaluation. The effects of the look at discovered the information that the purchasers are privy to the digital mediums available to them. It also confirmed the results that most of the customers opt to shop online due to its ease of use and in your price range mode of buying. Because of the technological upliftment in the gift generation, digital mediums and digital marketing are gaining significance and is enormously prevalent via each stratum of the society.

(Gupta, 2020) The goal of this paper is to research empirically the role of social media in consumers' decision-making processes. A quantitative survey investigates up to what degree experiences are altered by the use of social media. Customer sentiments on items and administrations are currently progressively overwhelmed by outsiders in advanced spaces, which thusly impact conclusions in the disconnected space. Web-based social networking has engaged purchasers, as advertisers have no control over the substance, timing, or recurrence of online discussions among shoppers. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation.

(Sadaf Latifa*, 2020)Social media advertisement is the most effective means of advertising as Organisations can easily generate positive word of mouth. Social media advertisements impact on customer purchase intentions with a moderating role of brand attitude analysed through this research. The Perceptual and Rational Advertisement appeals in social media contexts as the explanatory variables, brand attitude with brand emotions and brand trust were selected as the moderating variables in this study. A sample of 250 was selected based on convenience base collection amongst customers of fashion brands, banks and online shopping sites in Pakistan. The results of the study indicate that perceptual and rational advertisement have substantial influence on the brand attitude of customers. Purchase intentions have a positive impact on customers due to perceptual and rational advertisements. Brand attitude has significant intermediation in the relationship between customer purchase intentions and social media marketing. The results substantiate the effects of advertisement appeals as social media marketing increases with the mediation of brand attitudes. The overall results of the analysis present the relationship between direct social media advertisements and purchase intentions under the moderating role of brand attitude.

(Mehedi Hasan, 2021) Growing usage of social media has provided marketers a better space to engage with customers. However, research examining effects of social media marketing from the perspective of branding, has been relatively unexplored. Further, few researches on international branding have investigated the influence of brand's localness/non-localness on consumer-brand relationships. The purpose of this paper is to increase an understanding of the antecedents of social media marketing and their effects on purchase intention, as well as the moderating influence of local and nonlocal brands on these relationships. Data were collected online from 343 social media users in Saudi Arabia. The research model was empirically tested using structural equation modelling. The findings support most of the proposed direct and moderating effects. Brand trust, brand community, brand awareness and interaction were found to influence purchase intention. Brand origin had a moderating effect in the relationships between brand trust and interaction with purchase intention. The proposed framework contributes to social media marketing and branding research by integrating the contingent effect of brand localness and non-localness. Detailed discussion of the theoretical and practical implications concludes the paper.

(D., 2021) Recently, social media advertising has become a key component of the most successful fashion brands' marketing strategies. With the rise of social media, the majority of fashion retailers have started to identify the opportunities of using social media networks to attract new customers. The purpose of this study is to explore the impact of social media advertising on consumer buying behavior towards fast fashion. Along with the study, it measures the overall impact of social media advertising on the consumer decision making process in line with fast fashion industry. This study adopts a descriptive quantitative research design and data was collected through self-administrated questionnaire. The population of this study is taken from active social media users in Western province and a sample of 300 consumers was selected using the convenience sampling method. The hypotheses were tested using Correlation and Regression analysis since the purpose of the study is to measure the impact of each independent variable on the chosen dependent variable. The present study revealed that social media advertising has a positive influence on consumer buying behavior towards the fast fashion industry. Three independent variables out of four, namely entertainment, familiarity, and social imaging, have a significant influence on consumer behavior, while the remaining variable, advertising expenditure, has no statistically significant influence. Also, the study provides valuable implications for the fast fashion industry, allowing marketers to use the findings to identify their consumers' real buying behavior in a digital environment and make decisions accordingly.

(Sriram K V, 2021) Rapid rise in social media users has spawned a new form of advertising for businesses called social media advertising. Advertisers have long faced one of the most important challenges: low consumer acceptability of commercials. It is vital to identify the most salient elements of social media advertisements that influence how consumers see them. The purpose of this study is to determine the factors that influence how social media advertisements are perceived and their effect on customer purchase intent. We performed a survey and utilized exploratory factor analysis to determine which characteristics significantly influenced how people perceived social media advertisements. Structural Equation Modelling was used to investigate the effect of customer characteristics on purchase intention. The findings indicate that creative characteristics, attention-grabbing details, emotional appeal, and celebrity endorsement all had an effect on how social media advertising was evaluated. The study discovered that elements such as attention-

grabbing details, celebrity Endor segment, and emotional appeal have a considerable impact on customer purchase intention. A sufficient emphasis on the aforementioned traits would aid in the development of effective social media marketing and increase consumer buying intent.

(Sanjeev Verma ∗, 2021) Disruptive technologies such as the internet of things, big data analytics, blockchain, and artificial intelligence have changed the ways businesses operate. Of all the disruptive technologies, artificial intelligence (AI) is the latest technological disruptor and holds immense marketing transformation potential. Practitioners worldwide are trying to figure out the best fit AI solutions for their marketing functions. However, a systematic literature review can highlight the importance of artificial intelligence (AI) in marketing and chart future research directions. The present study aims to offer a comprehensive review of AI in marketing using bibliometric, conceptual and intel- lacteal network analysis of extant literature published between 1982 and 2020. A comprehensive review of one thousand five hundred and eighty papers helped to identify the scientific actors' performance like most relevant authors and most relevant sources. Furthermore, co-citation and co-occurrence analysis offered the conceptual and intellectual network. Data clustering using the Louvain algorithm helped identify research sub-themes and future research directions to expand AI in marketing.

(Hendro Sukocoa, 2023) Social media is the main choice for producers and sellers to massively market their products and services, one of which is by using advertisements provided by social media. The use of advertisements on social media is appropriate because producers or sellers can customize the desired target market in detail both from age, gender, location, hobbies, and others based on the social media user profile. This study will examine the extent to which social media advertising will be able to influence purchasing decisions for a product or service for consumers, especially among students. This research was carried out from August-October 2023 with a survey research type, carried out by distributing questionnaires and conducting short interviews with 54 students from several study programs at Universitas Nahdlatul Ulama Purwakarta. The results showed that the existence of product or service advertisements on social media had a positive effect on consumers in making purchasing decisions for a product or service. Consumers feel that advertisements on social media help in making purchasing decisions for a product or service. Result from this research can be used by sellers to encourage the motivation of producers or sellers to further optimize the use of social media advertising as one of the marketing media to support the marketing of their products or services.

(Awaz Shukri Ismael, 2025)this study indicates the selected social media marketing (SMM) dimensions such as influence social media content, engagement and interaction, brand awareness and perception, and influencer marketing that have influence on young consumers and drive their online purchase decisions. this study addresses these factors focusing on the context of young consumers in Bangladesh. For this investigation, a quantitative approach is employed through a structured questionnaire survey, and the data was collected from 412 Bangladeshi young users age limit is between 18 to 30, who purchase their products in online platform. the young population is between the ages of 18 and 30, and these samples were selected purposively. data was inputted through MS excel, and the PlS-SeM version 4 software was used to evaluate the hypothesized relationships among the variables. the findings reveal that the influence of social media content, engagement and interaction, brand awareness and perception, and influencer marketing encourage the young customer in social interactions that significantly influence their purchase decisions. this research contributes to a deeper understanding of how this young generation interacts with SMM and how businesses can leverage these SMM dimensions (content, engagement, brand perception) to effectively reach and convert this important online shopping demographic in Bangladesh.

(Hanaysha, 2022) The main aim of this paper was to investigate the effect of four features of social media marketing on the purchase decision of consumers in the fast-food industry. It also aimed to determine if brand trust mediates the relationship between them. Necessary data was gathered from the visitors of different fast-food cafes in UAE via a quantitative online survey. After obtaining the desired responses, the data was analysed by the AMOS 21- structural equation modelling. The results confirmed the significance of brand trust in predicting purchase decision. Above all, the findings showed that informativeness, perceived relevance, and interactivity have positive effect on purchase decision. But it was found that the effect of entertainment on purchase decision is insignificant. The results also confirmed that brand trust mediates the association between only two social media marketing features (interactivity and informativeness) and consumer purchase decision. Theoretically, this paper advances the current literature by exploring the mediating effect of brand trust among the four features of social media marketing and purchase decision with new empirical insights from UAE, taking into account that the earlier researches of this nature in Arab region are scarce.

(Yogesh, 2014) Social media has revolutionised the ways of communication and sharing information and interests. The rapid growth of social media and social networking sites, especially, in developing country like India is providing marketer a new avenue to contact customers. Though, organizations are increasing their spend in social media, it is difficult to measure a real return on investment. This paper attempts to assess the impact of usage of social media on purchase decision process. The paper examines the usage pattern and its influences the five stages of purchase process. The study finds that the social media is most widely used in information source for perceived convenience, effectiveness and perceived credibility. Also, the social media reviews and opinions affect the purchase decision process; however, tendency of share their experiences post purchase is surprisingly low.

(Davidaviciene, 2019) Members from different generations create challenges for marketing specialists due to their unique behaviour specifics and in the context of constant technology development, these challenges become only harder. In the current marketing situation, there is a new challenge – outreach and interest for generation Y consumers. A question arises – which means to apply and which of them would be effective. It is a new field of research both for scientists and marketing practitioners. The article analyses the members of generation Y because in their case there are most prominent scientific discovery inquiries on their behaviour and marketing management decisions. By evaluating that, the aim of the article is to create a model of the influence of social media for generation Y consumer purchase decisions. The need to offer a new model has appeared due to the changes in the current world that are changing the habits and features of the society, constantly improving technologies are changing the lifestyle, values and needs of people. The marketing decisions that were applied before are not presenting the desired results in the current market. Previous research allows identifying the specifics of generation Y, however, due to constantly changing technology environment it is not clearly known how this generation makes the decisions to purchase something. When wishing to find the right way to sell products and services to this generation, it is necessary to understand it and to find ways to

communicate with it. When creating social media content and creating added value to the customers, it is vital to understand the complexity of the external and internal factors that determine their choice to buy. To achieve the goal of this article, the theoretical part presents a complex analysis of factors that determine consumer behaviour in social media, applications of generation theory for making marketing decisions; characteristics of generation Y were identified. In this research, marketing factors that influence the consumer's decision to buy were analysed, their effects and application in the purchase process of generation Y consumers were evaluated.

(Danwka, 2021) This paper investigated the effectiveness of social media advertising on consumer decision-making and the mediating role of consumer engagement. Three constructs including emotional appeal, informativeness and advertising creativity were employed to assess the effectiveness of firms' social media advertising on customer decision-making. Exploratory and confirmatory factor analyses with structural equation modelling were employed to evaluate a proposed model on the relationships among the dependent and independent constructs. Tabachnick and Fidell (2007) formula were used to sample 310 active social media users. Only active followers of fashion brands were considered for this study. The study showed that consumer engagements influenced the relationship between informativeness (full mediation) and advertising creativity (partial mediation) in social media advertising and consumer decision-making. The study recommends that firms that advertise fashions brands on social media must focus on crafting advertisements that are creative and informative in order to influence decisions that consumers make on social media platforms. The study contributes to practice by indicating that emotional appeals of social media adverts no longer influence consumers decision-making on fashion brands, but rather the extent of information and newness of the adverts to satisfy their needs played a major role in consumers' decision-making.

(Wikantari, 2022) The study aims to determine the effect of social media marketing on purchase decisions moderated by product quality at McDonald's/ McD. This research is considered as causal effect research. The respondents are 100 consumers of McD obtained by incidental sampling technique. The results of the data analysis of this research are (1) there is a significant positive effect between social media marketing variables and purchasing decisions, (2) there is a significant positive effect between McD's product quality variables and consumer purchasing decisions, and (3) there is also a significant positive effect between the purchasing decision variables and social media strengthened by the quality of McD's products which are able to moderate the two variables.

(Nwaoboli, 2023) This study examined the use of celebrities in social media advertising and customer purchasing decision: An analysis of Helen Paul's Hypo bleach advertisements. The objectives of the study were to find out the social media channels through which Benin City residents are exposed to Helen Paul's Hypo Bleach advertisements; find out the frequency of exposure of Benin City residents to Helen Paul's Hypo bleach advertisements on social media and find out the degree to which use of celebrities' influence Benin City residents' patronage of advertised products. The social Judgement theory was the theoretical framework of the study while survey and questionnaire respectively served as research design and instruments of the study. The study found that the use of celebrities in social media advertisements make Benin City residents patronize advertised products such as Helen Paul's hypo bleach. It was therefore recommended that social media users should always understand that because a celebrity was used for an advert does not automatically make the advertised product authentic. As such, celebrities and social media users should ensure that they confirm the quality of products they respectively advertise and buy in order to avoid advertising or buying substandard products. It was also recommended that advertisers should always strive to carry out quality and effective social media advertisements because it is a powerful tool that helps influence the public buying decision when done well.

(Mohammadpour, 2014) The present study aimed to evaluate the effect of social media marketing on online shopping of customers based on mediating role of value capital, relational capital and brand capital by path analysis method. 169 students of Tehran University were included in this study. They filled out the questionnaires of social media marketing, value capital, relational capital, brand capital and shopping of customers. The results of path analysis showed that social media marketing had positive and significant impact on value capital, relational capital and brand capital. The direct effect of relational capital on value capital and brand capital was direct, positive and significant. Three variables of value capital, relational capital and brand capital had a direct and positive and significant effect on e-shopping of customers. Social media marketing had indirectly positive and significant impact on e-shopping of customers via value capital, relational capital and brand capital. Relational capital by value and brand capital had indirect, positive and significant impact on e-shopping of customers. Generally, the results of the present study supported mediating role value capital, relational capital and brand capital variables in relationship between social media and e- shopping of customers.

(Alatawy, 2021) Globalization and rapid advancements in communication technologies have changed the way people throughout the world communicate with one another. Social media has grown in popularity as a technology that allows companies and consumers to communicate without being physically present. As a result, businesses in a variety of industries have turned to social media marketing (SMM) to boost consumer interactions, brand value and recognition, word of mouth, and sales. However, some socioeconomic and cultural characteristics in a given location have an impact on the usage of SMM. The growth of social media technology has resulted in a surge in social media users in Saudi Arabia, providing the opportunity for fashion businesses to leverage SMM to make great strides in this region. As a result, the current research project seeks to investigate how SMM (SMM) might influence customer purchase decisions in the Saudi Arabian fashion sector. In this respect, a self-administered online survey with a sample size of 106 participants was performed in the Kingdom of Saudi Arabia. According to the study's findings, there has been an increase in the usage of social media, and clients now prefer to shop online. Fashion businesses have a lot of potential to employee SMM to boost their brand value, awareness, identity, and word of mouth.

(Manzoor, 2020) Successful marketing and promotion strategies achieve customer development, profitability, and long-term company success. Present markets become more competitive through changing markets, globalization, and innovative technology, which have rapidly changed the business world. Platforms like Facebook, Twitter, and YouTube are pushing marketing companies toward a new direction using social media marketing. Social media has penetrated so deeply into millions of people's lives worldwide that it has also attracted marketers' attention. This study will help determine how it

influences Pakistani consumers' purchase intentions. This research used a quantitative method based on primary data. The data was collected from Faisalabad, and the sample size was 250 participants. Among the 250 questionnaires, 190 are useable. The results show that trust and social media influence significantly affect consumers' purchase intentions. Data analysis reveals that social media marketing has a greater influence than trust in purchase intentions through social networking sites. Therefore, improving websites' quality enhances customers' trust. Hence, trust plays an important role in e-commerce by directly influencing the purchasing intentions of customers.

(Suprapto, 2020) In the era of Industrial Revolution 4.0, many companies are using social medias as one of their promotional tools, especially Instagram. The aim of this research is to investigate the influence of Instagram advertising and consumer perception on purchase intention in local building material stores. As this research is using a quantitative approach, the data are collected using questionnaires. The population of this research is the customers who have done several purchases and have followed the stores' Instagram accounts. Out of the whole population, a number 100 respondents are selected through a purposive sampling technique. The collected data are processed using a Smarts program, with the results of no significant influence between Instagram advertising and purchase intention. However, the Instagram advertising has a significant influence on purchase intention through customer perception as the Instagram advertising has a significant influence on customer perception. Therefore, customer perception acts as the intervening variable in this research.

2.3: Research Gap

Limited understanding of the impact of social media advertising on consumer trust and loyalty, while there is some research on the impact of social media advertising on consumer trust and loyalty, there is a need for more studies that specifically examine this relationship. Insufficient examination of the role of social media metrics. in measuring the effectiveness of social media advertising, there is a need for more research on how social media metrics can be used to measure the effectiveness of social media advertising and how this impacts online purchase decisions. Lack of research on the impact of social media advertising on consumer behavior across different industries, there is a need for more research on how social media advertising impacts consumer behavior across different industries (e.g., retail, travel, finance). Limited understanding of the impact of social media advertising on consumer behavior in different cultural contexts, there is a need for more research on how social media advertising impacts consumer behavior in different cultural contexts.

3. RESEARCH DESIGN

3.1: Introduction

The study titled **"Impact of social media advertisement on online purchase decision of consumers."** Social media has emerged as a powerful tool in influencing the online purchase decisions of consumers. With platforms like Facebook, Instagram, and Twitter offering businesses a direct channel to interact with potential buyers, advertising strategies have evolved significantly. This study aims to explore how social media advertisements impact consumer behavior and decision-making during online purchases. The research design focuses on understanding key elements such as the role of visual appeal, targeted advertising, user reviews, and influencer endorsements in shaping consumer preferences. Social media platforms use algorithms to display personalized advertisements that align with the interests and past behaviors of users. This personalization often creates a stronger impact on purchase decisions compared to traditional advertising methods. Consumer trust plays a critical role in this context. Peer recommendations, comments, and likes on social media often influence how individuals perceive a product's value and reliability. The study will employ methods such as surveys and data analysis to measure the effectiveness of these advertisements and their influence on consumer choices. The research will shed light on how businesses can utilize social media advertising to attract, engage, and convert consumers, making it an essential study in today's digital-driven marketplace.

3.2: Significance of the Study

The significance of this study lies in understanding the growing influence of social media advertisements on consumer behavior in the digital age. Social media platforms have transformed how businesses connect with customers, enabling targeted advertisements and real-time interaction. This study aims to uncover how factors such as visual appeal, peer reviews, influencer endorsements, and personalization impact consumers' decision-making processes when shopping online. By exploring these dynamics, the research will provide valuable insights for businesses to design more effective advertising strategies that resonate with their audience. It will also contribute to academic knowledge by highlighting the psychological and social factors that drive online purchase decisions. Moreover, the study's findings could help consumers make more informed choices by understanding how social media advertisements shape their perceptions and preferences. Overall, the research holds practical importance for marketers, policymakers, and researchers aiming to navigate and optimize the digital advertising landscape.

3.3: Statement of the Problem

This study is based on **"IMPACT OF SOCIAL MEDIA ADVERTISEMENT ON ONLINE PURCHASE DECISION OF CONSUMER".** The rise of social media platforms has transformed advertising, enabling businesses to reach and influence consumers in unique ways. There is a lack of clear understanding about how social media advertisements impact online purchase decisions. Factors such as ad personalization, peer reviews, and influencer marketing play a role in shaping consumer behavior, but their precise effects remain uncertain. This study seeks to examine the relationship between social media ads and consumer decision-making, focusing on trust, appeal, and impulsiveness.

- Social media advertisements may influence consumer trust and product perception.

- The visual appeal and personalization of ads could drive consumer interest.

- Peer reviews and influencer endorsements may shape purchasing decisions.

3.4: Theoretical Framework

Consumer Behavior Theory examines psychological and social factors like trust, peer influence, and impulsiveness that affect decision-making. Social media amplifies these aspects, as peer recommendations, reviews, and influencer endorsements shape consumer perceptions. The AIDA Model explains how advertisements guide consumers through four stages; Attention, Interest, Desire, and Action. Social media advertisements are designed to capture consumer attention through striking visuals and trending content. They generate interest by presenting features or offers relevant to the consumer's needs. This interest transitions to desire when ads showcase benefits, emotional appeals, or endorsements, leading to the final stage action where the purchase decision occurs. By combining these theoretical perspectives, the study provides a structured understanding of the factors that influence consumer decisions, offering valuable insights for businesses to create effective advertising strategies while enhancing academic understanding of digital consumer behavior.

3.5: Research Gap

Social media advertising has become a key strategy for businesses to influence consumer behavior, there is still limited research on its specific impact on online purchase decisions. Previous studies have broadly explored advertising and digital consumer behavior, but they often overlook essential factors unique to social media, such **as personalized advertisements, influencer endorsements, peer reviews, and social validation**. The effectiveness of these features in shaping trust, impulsiveness, or long-term purchase decisions remains unclear. The role of algorithms in targeting specific consumer groups and the influence of social networks on buying behavior has not been fully studied. The need for a detailed analysis of how social media advertisements interact with consumer psychology and decision-making processes. This research aims to address these unexplored areas, providing insights to **help businesses create impactful campaigns while advancing academic understanding of social media's role in modern consumer behavior**.

3.6: Objectives of the Study

- To identify the attributes of social media advertisement influencing online purchase decisions.

- To examine the impact of social media marketing on online purchase intentions.

- To identify the most impactful social media platforms for driving online purchase decisions.

3.7: Hypothesis

H0: Trust in social media advertisements positively influences consumer online purchase decisions.

H0: The ease of purchase through social media ads significantly impacts consumer purchase intentions.

H0: Information provided in social media advertisements enhances consumer trust and drives purchase behavior.

H0: Visually appealing social media advertisements are positively associated with consumer engagement and purchase intent.

H0: Relevance and personalization in advertisements increase their effectiveness in influencing consumer purchase decisions.

H0: Advertisement frequency contributes to sustained consumer interest and intention to purchase.

H0: Influencer endorsements in social media advertisements strengthen consumer trust and positively impact purchase decisions.

H0: Social proof elements like likes, shares, and comments significantly enhance consumer purchase intentions.

H0: Past positive experiences with social media advertisements increase the likelihood of repeat purchase behavior.

3.8: Research Methodology

The research methodology for this study focuses on a quantitative approach to examine the impact of social media advertisements on consumer online purchase decisions. Data will be collected using structured questionnaires designed to measure the influence of factors such as ad personalization, visual appeal, peer reviews, and influencer endorsements on consumer behavior. The target population includes active social media users who engage with advertisements and shop online. A stratified sampling technique will be employed to ensure a diverse group of respondents, considering age, gender, and purchasing habits. The collected data will be analysed using statistical tools like SPSS to identify relationships and patterns between social media advertising elements and purchase decisions. Descriptive statistics and techniques such as correlation analysis or regression will provide insights into the

effectiveness of advertisements. This methodology aims to generate reliable and actionable findings, helping businesses design better advertising strategies while enriching the academic understanding of consumer behavior.

3.8.1: Description of the Study Area

The study area focuses on the growing impact of social media advertisements on consumer online purchase decisions. Social media platforms like Facebook, Instagram, and Twitter are widely used by businesses to target diverse audiences effectively. This research examines the role of ad elements such as visual appeal, personalization, influencer endorsements, and peer reviews in shaping consumer behavior. It explores how these platforms use advanced algorithms to personalize advertisements and create trust among consumers. By studying active users of social media who frequently shop online, this study aims to provide insights into the evolving dynamics between social media advertising and digital consumer choices.

3.8.2: Sources of Data

The study relies on both primary and secondary sources of data. Primary data will be collected using structured questionnaires filled out by active social media users who shop online. Secondary data will include information gathered from research articles, industry reports, and online statistics. These sources provide valuable insights into social media advertising strategies and consumer behavior patterns, helping to analyze the relationship between advertisements and online purchase decisions.

3.8.3: Sample Area

This study focuses on Vizianagaram as the sample area to analyze how social media advertisements influence online purchase decisions.

3.8.4: Sample Techniques

The study employs a convenience sampling technique, selecting participants who are readily accessible in Vizianagaram. This approach ensures ease of data collection from social media users familiar with online shopping and advertisements.

3.8.5: Sample Size

The sample size for this study is 100 participants. These individuals are social media users who shop online, ensuring relevant and focused data collection.

3.8.6: Analytical Tools Employed

The study employs analytical tools like SPSS software for data analysis. Techniques such as descriptive statistics, correlation analysis, and regression are used to identify patterns and relationships, helping to evaluate the impact of social media advertisements on online purchase decisions effectively.

3.8.8: Tabular Analysis

Tabular analysis in this study will involve organizing the collected data into clear tables to identify patterns and trends. These tables will present variables like ad personalization, visual appeal, influencer endorsements, and peer reviews alongside their influence on consumer purchase decisions for better understanding.

3.9: Limitations of the Study

- The data relies on participants' responses through structured questionnaires, which may be subject to bias or inaccuracies due to personal perceptions or incomplete information.

- Social media platforms and advertising strategies evolve rapidly, and the study's findings may not account for future changes or emerging trends.

- While the study explores elements like ad personalization and peer reviews, it may not include other relevant factors, such as cultural or economic influences, which also affect purchase decisions.

3.10: Chapterization

Chapter-1: Introduction

Social media has revolutionized the way businesses connect with consumers, significantly influencing online purchase decisions. Through platforms like Instagram, YouTube, and WhatsApp, companies now reach vast audiences with targeted advertisements tailored to individual preferences. These advertisements leverage appealing visuals, influencer endorsements, and interactive content to engage users effectively. Social proof, such as customer

reviews and testimonials, plays a crucial role in building trust, while personalized offers and discounts encourage quick decision-making. The mobile-friendly nature of social media enhances accessibility, making it easier for consumers to explore, evaluate, and purchase products online. This dynamic medium continues to shape modern consumer behavior and is a key driver of e-commerce success.

Chapter-2: Review of Literature

The review of literature on the impact of social media advertisements on online purchase decisions highlights key findings from various studies. Studies emphasize the effectiveness of platforms like Instagram and YouTube in influencing purchase behavior due to their interactive and appealing ad formats. Social proof, such as reviews and testimonials, further strengthens consumer confidence. Frequent exposure to targeted advertisements with discounts and offers motivates online shoppers. The literature underscores the importance of crafting engaging, credible, and relevant social media campaigns to drive consumer decisions and boost online sales.

Chapter-3: Research design

The research design for studying the impact of social media advertisements on online purchase decisions involves a descriptive and analytical approach. Primary data can be collected through structured surveys or questionnaires targeting individuals who actively use social media platforms. Secondary data can be sourced from existing literature, market reports, and social media analytics. Quantitative methods like factor analysis or correlation analysis help identify key variables such as trust, visual appeal, and personalization. Sampling techniques like random sampling ensure diverse representation. The study aims to assess how specific attributes of social media advertisements influence consumers' behavior and drive purchasing intent, while providing actionable insights for businesses.

Chapter-4: Analysis and Interpretation

The data analysis for this study focuses on understanding how social media advertisements influence consumers online purchase decisions. Using tools like correlation and factor analysis, key variables such as trust, visual appeal, personalization, and social proof are examined to measure their impact. Results reveal that engaging visuals, influencer endorsements, and relevant content significantly boost consumer interest and purchasing intent. Social proof elements like reviews and testimonials enhance trust, while exclusive discounts further motivate consumers. Platforms like Instagram and YouTube emerge as the most influential due to their interactive formats. The findings provide valuable insights into crafting effective ad strategies to drive online sales and consumer engagement.

Chapter-5: Findings, Suggestions, Conclusion & Further Study

The study reveals that social media advertisements significantly influence consumer purchase decisions through engaging visuals, personalization, and influencer endorsements. Key findings show that platforms like Instagram and YouTube play a crucial role due to their interactive formats, while trust and social proof further enhance purchasing intent. Suggestions include focusing on high-quality visuals, leveraging influencers, and offering tailored discounts to maximize impact.

The conclusion highlights the importance of crafting credible, relevant, and mobile-friendly advertisements to drive online sales effectively. For further study, exploring demographic variations, the role of emerging platforms, and the psychological effects of innovative ad formats could provide deeper insights into evolving consumer behavior.

4. DATA ANALYSIS AND INTERPRETATION

4.1: Gender

Table-01: Gender

Gender	Respondents	Percentage (%)
Female	54	54.0%
Male	46	46.0%
Total	**100**	**100.0%**

Source: Primary Data
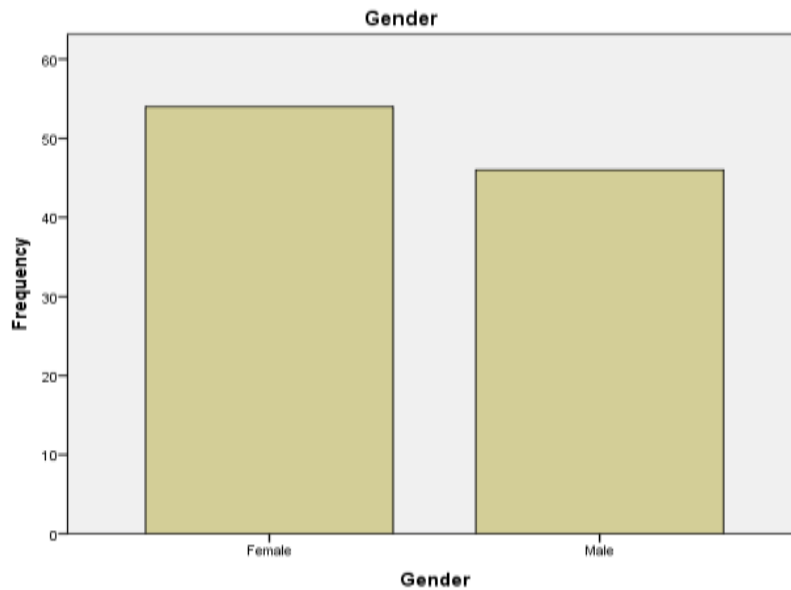
Figure -05: Gender

Interpretation:

From the above table:01 Total of 100 participants, 54% are female and 46% are male, indicating a slightly higher representation of females compared to males. This balanced distribution ensures that the perspectives of both genders are well-captured.

4.2: Age of Respondents

Table-02: Age group?

Age	Respondents	Percentage (%)
18-24	44	44.0%
25-34	41	41.0%
35-44	10	10.0%
45-54	4	4.0%
55 and above	1	1.0%
Total	**100**	**100.0%**

Source: Primary Data

Figure-06: Age group

Interpretation:

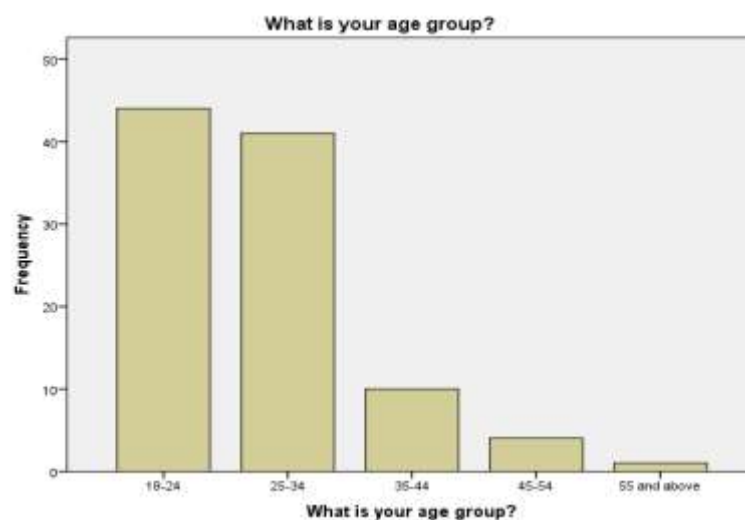From the above table:02 The age distribution of respondents reveals that the majority are within the younger age groups, with 44% aged 18-24 and 41% aged 25-34, accounting for a combined 85% of the total respondents. The remaining age groups are represented by 10% aged 35-44, 4% aged 45-54, and only 1% aged 55 and above, showing a much smaller presence of middle-aged and older participants.

4.3: What is your highest level of education?

Table-03: Education

Education	Respondents	Percentage (%)
Bachelor's degree	37	37.0%
Doctorate (PhD)	3	3.0%
High school	3	3.0%
Intermediate/Diploma	14	14.0%
Master's degree	43	43.0%
Total	**100**	**100.0%**

Source: Primary Data
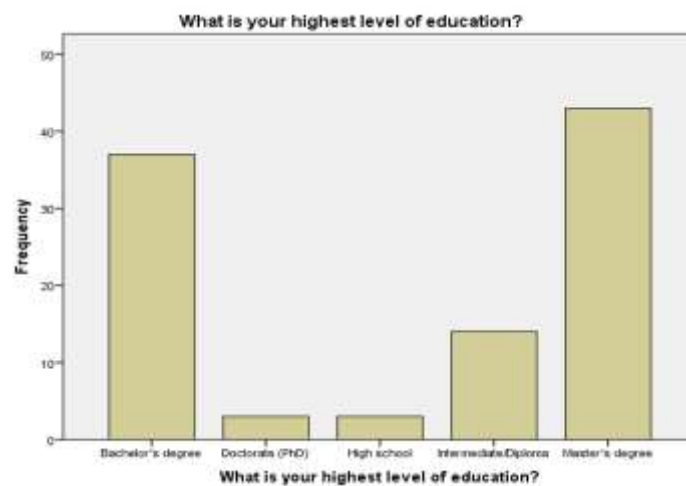
Figure-07: Education

Interpretation:

From the above table:03 The education data reveals that the majority of respondents are highly educated, with 43% holding a Master's degree and 37% having a Bachelor's degree, making up 80% of the total participants. Individuals with an Intermediate/Diploma qualification constitute 14%, while those with only a high school education and Doctorate (PhD) each represent 3% of the respondents.

4.4: Occupation

Table-04: Occupation

Occupation	Respondents	Percentage (%)
Business	3	3.0%
Private Sector Employed	21	21.0%
Public Sector Employed	15	15.0%
Self-employed	9	9.0%
Student	45	45.0%

Unemployed	7	7.0%
Total	**100**	**100.0%**

Source: Primary Data
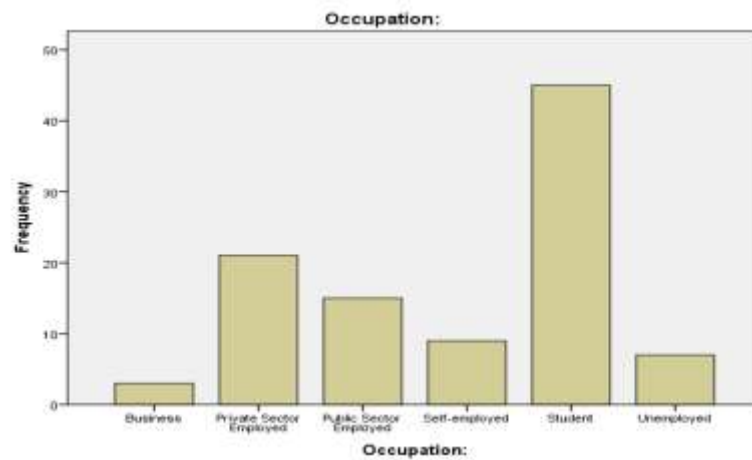

Figure- 08: Occupation

Interpretation:

From the above table:04 The occupation data highlights a diverse range of respondents, with students making up the largest group at 45% of the total. Among employed participants, 21% work in the private sector, 15% are employed in the public sector, and 9% are self-employed, reflecting a variety of career paths. 7% are unemployed, and 3% are involved in business ventures, indicating a smaller representation of entrepreneurs and non-working individuals.

4.5: Average Monthly Income?

Table-05: Income

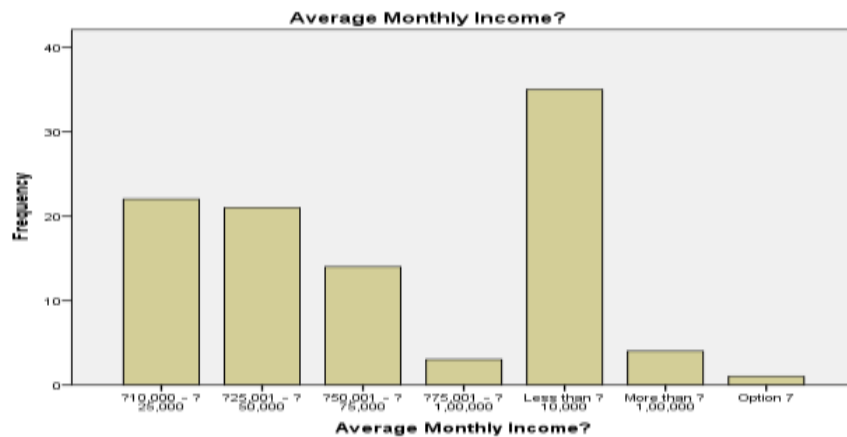| Income	Respondents	Percentage (%)
10,000 – 25,000	22	22.0%
25,001 – 50,000	21	21.0%
50,001 – 75,000	14	14.0%
75,001 – 1,00,000	3	3.0%
Less than 10,000	35	35.0%
More than 1,00,000	4	4.0%
No Income	1	1.0%
Total	**100**	**100.0%**

Source: Primary Data

Figure-09: Monthly income

Interpretation:

From the above table:05 The largest group, 35%, earns less than ₹10,000, reflecting a significant portion with lower income levels. 22% earn between ₹10,000 and ₹25,000, and 21% fall within the ₹25,001 to ₹50,000 range, showcasing a sizable middle-income segment. Higher income brackets are less represented, with 14% earning ₹50,001 to ₹75,000, 3% earning ₹75,001 to ₹1,00,000, and 4% earning more than ₹1,00,000. Lastly, 1% falls under No income, which may represent an undefined or unique category.

4.6: Which region do you currently reside in?

Table-06: Area

Area	Respondents	Percentage (%)
Rural	34	34.0%
Suburban	18	18.0%
Urban	48	48.0%
Total	**100**	**100.0%**

Source: Primary Data
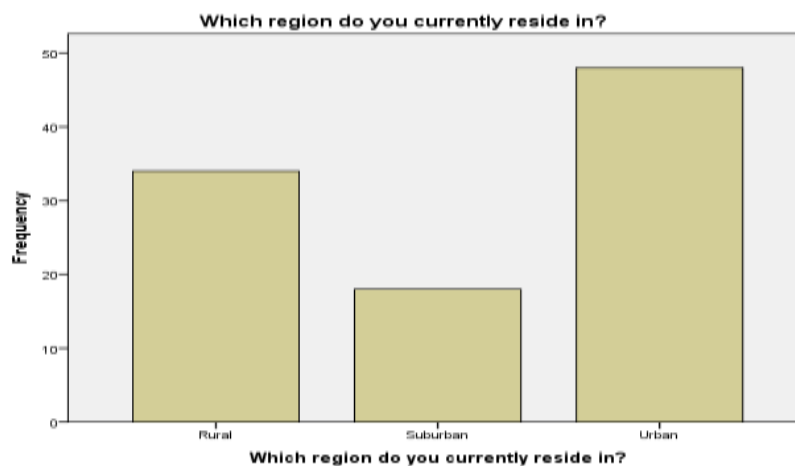
Figure-10: Current Residence

Interpretation:

From the above table:06 The area distribution highlights that the majority of respondents, 48%, reside in urban areas. Rural areas account for 34% of the participants, indicating a significant contribution from individuals living in villages or countryside regions. 18% of respondents are from suburban areas, providing a smaller but meaningful perspective from people living in transitional zones between cities and rural locations.

4.7: How frequently do you use social media platforms?

Table-07: Use of social media platforms

Use of social media platforms	Respondents	Percentage (%)
A few times a week	13	13.0%
Multiple times a day	69	69.0%
Never	2	2.0%
Once in a day	10	10.0%
Rarely	6	6.0%
Total	**100**	**100.0%**

Source: Primary Data
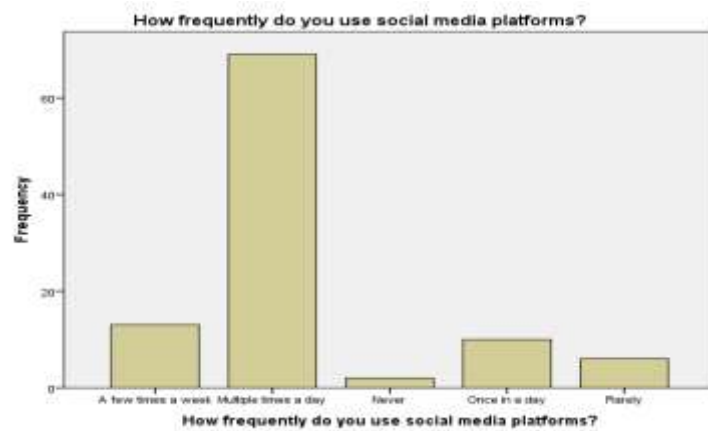
Figure-11: Using frequently social media platform

Interpretation:

From the above table:07 The data on social media usage highlights that the majority of respondents, 69%, are highly active, using social media multiple times a day. A smaller group, 10%, access social media once daily, while 13% use it a few times a week. As "rarely," make up 6%, and those who never use social media represent a minimal 2% of the total.

4.8: Which social media platforms do you use regularly

Table-08: Social media Use regularly

Use regularly	Respondents	Percentage (%)
Facebook	1	1.0%
Instagram	56	56.0%
LinkedIn	5	5.0%
Snapchat	5	5.0%
X (formerly Twitter)	1	1.0%
YouTube	32	32.0%
Total	**100**	**100.0%**

Source: Primary Data
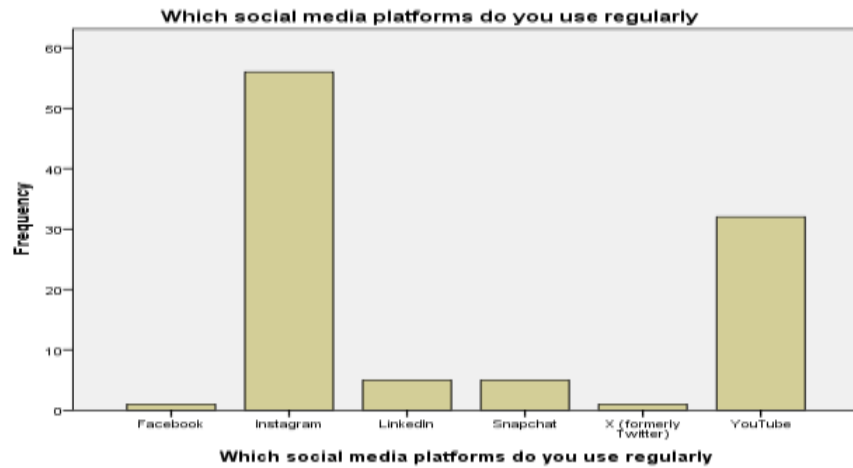
Figure -12: which social media use most

Interpretation:

From the above table:08 The data on regular usage of social media platforms reveals that Instagram is the most widely used, with 56% of respondents engaging with it regularly. YouTube follows, being used by 32% of participants, indicating its popularity for video content consumption. LinkedIn and Snapchat are each used by 5%, while Facebook and X (formerly Twitter) have minimal regular usage, each at just 1%.

4.9: What type of social media advertisement most influences your online purchasing decisions

Table-09: Most influences social media

Most influences	Respondents	Percentage (%)
Advertisements	12	12.0%
Images	17	17.0%
Influencer posts	18	18.0%
Popup notifications	3	3.0%
Reviews	15	15.0%
Videos	35	35.0%
Total	**100**	**100.0%**

Source: Primary Data

Figure-13: Most influence social media platform

Interpretation:

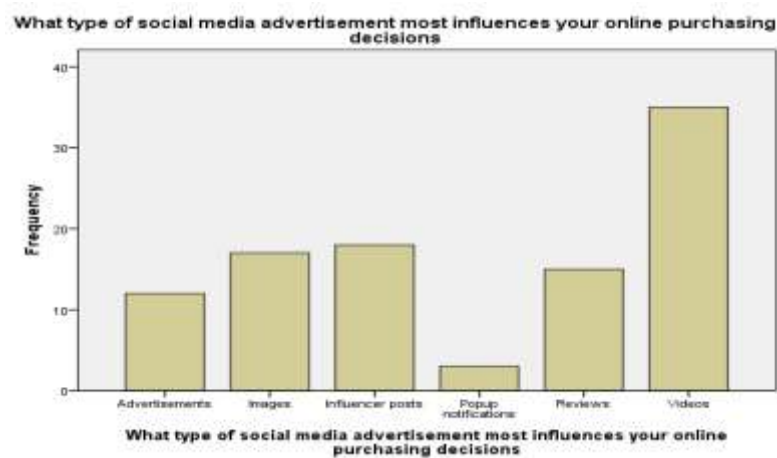From the above table:09 The data on factors that influence respondents highlights that videos are the most impactful, with 35% of participants considering them as the strongest influence. Influencer posts come next at 18%, followed by images at 17%. Reviews are influential for 15%, advertisements impact 12%, indicating moderate appeal. Finally, popup notifications, at just 3%, have the least impact on respondents.

4.10: How often do you shop online?

Table-10: Often you use online shopping

Often you use	Respondents	Percentage (%)
Frequently (monthly)	42	42.0%
Never	4	4.0%
Occasionally (a few times a year)	35	35.0%
Very frequently (weekly)	19	19.0%
Total	**100**	**100.0%**

Source: Primary Data

Figure-14: Often you use online shopping

Interpretation:

From the above table:10 The data on usage frequency shows that the largest portion of respondents, 42%, use the service or activity frequently on a monthly basis. Another 35% use it occasionally, reflecting a more sporadic pattern of engagement. 19% of participants are very frequent users, engaging on a weekly basis, while a small 4% never use it at all.

4.11: To identify the attributes of social media advertisement influencing online purchase decisions.

1. KMO and Bartlett's Test

Table-11: KMO and Bartlett's Test

Measure	Value
Kaiser-Meyer-Olkin (KMO)	0.812
Bartlett's Test of Sphericity	Sig. = 0.000

The Kaiser-Meyer-Olkin (KMO) measure tests the adequacy of the sample size for factor analysis. It evaluates how well the variables are suited for structure detection by checking the proportion of variance among variables that might be common variance (shared among factors). A KMO value of 0.812 falls in the "meritorious" range according to Kaiser's scale (0.80 to 0.89), suggesting that the sampling is adequate and the data is suitable for factor analysis. Higher values (close to 1) imply that patterns of correlations are relatively compact and distinct, meaning factor analysis is likely to yield reliable and meaningful components.

The Bartlett's Test of Sphericity tests whether the correlation matrix is an identity matrix, which would indicate that variables are unrelated and therefore not suitable for structure detection. The test result is highly significant ($p < 0.001$), suggesting that the correlation matrix is not an identity matrix and that the variables do, in fact, share enough common variance to justify the application of factor analysis.

Step 1: Computing the Correlation Matrix

Table-12: Computing the Correlation Matrix

	Trust Ad	Influencer Endorsement	Visual Appeal	Ad Relevance	Ad Frequency	Info Provided	Social Proof	Ease Purchase	Past Experience
Trust Ad	1	0.472	0.361	0.396	0.408	0.615	0.502	0.558	0.422
Influencer Endorsement	0.472	1	0.385	0.377	0.339	0.465	0.610	0.442	0.473
Visual Appeal	0.361	0.385	1	0.556	0.584	0.492	0.402	0.378	0.354
Ad Relevance	0.396	0.377	0.556	1	0.603	0.463	0.382	0.401	0.395
Ad Frequency	0.408	0.339	0.584	0.603	1	0.431	0.358	0.355	0.372
Info Provided	0.615	0.465	0.492	0.463	0.431	1	0.505	0.568	0.475
Social Proof	0.502	0.610	0.402	0.382	0.358	0.505	1	0.460	0.468
Ease Purchase	0.558	0.442	0.378	0.401	0.355	0.568	0.460	1	0.491
Past Experience	0.422	0.473	0.354	0.395	0.372	0.475	0.468	0.491	1

Moderate to high correlations exist among the variables, indicating suitability for factor analysis.

Total Variance Explained

Table-13: Total Variance Explained

Component	Initial Eigenvalue	% of Variance	Cumulative %
1	3.421	38.01%	38.01%
2	1.727	19.19%	57.20%
3	1.104	12.27%	69.47%

The Total Variance Explained table helps to understand how much of the variability in the original dataset is accounted for by the extracted factors. In this analysis, three components have eigenvalues greater than 1, and they were retained for interpretation (as per Kaiser's criterion). The first factor explains 38.01% of the total variance. The second factor adds 19.19%, and the third factor contributes 12.27%. Cumulatively, these three factors explain 69.47% of the total variance in the dataset. This is considered a strong result, as a cumulative variance above 60% is typically acceptable in social science research. It indicates that these three factors adequately summarize the original 9 variables, reducing complexity while retaining most of the information.

Rotated Component Matrix (Varimax Rotation)

Table-14: Component Matrix

Variable	Factor 1	Factor 2	Factor 3
Trust Ad	0.782		
Info Provided	0.721		
Ease Purchase	0.703		

Visual Appeal		0.805	
Ad Relevance		0.792	
Ad_Frequency		0.676	
Influencer Endorse			0.831
Social Proof			0.775
Past Experience	0.513		0.481

Factor Analysis:

Factor 1: Trust & Utility: This factor groups variables that reflect trust, usefulness, and ease of interaction with advertisements. It indicates that consumers are influenced by how reliable and convenient they perceive a social media ad to be. If users trust the ad, receive enough product information, and find it easy to buy the product, they are more likely to be influenced to purchase.

Factor 2: Visual & Relevance Appeal: This factor represents the aesthetic, personalization, and exposure-based impact of advertisements. Visually attractive ads, ones that seem relevant to personal interests, and ads seen repeatedly tend to make users more interested and engaged. It shows how design and frequency play a role in maintaining attention and interest.

Factor 3: Social Influence: This factor captures the social validation aspect of online ads. Endorsements from influencers and visible social proof (likes, shares, comments) strengthen trust and encourage purchases.

4.12: To examine the impact of social media marketing on online purchase intentions.

Table-15: Online purchase intentions (All the values are in %)

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Awareness	20%	09%	20%	34%	17%
Interest	10%	21%	22%	27%	20%
Desire	05%	20%	26%	31%	18%
Attitudes	11%	12%	24%	32%	21%
Ideate	13%	11%	21%	31%	24%
Purchase Consideration	10%	13%	19%	37%	21%
Special Offers & Discounts	10%	18%	20%	33%	19%

Source: Primary Data

Interpretation:

From the above table:15 The table presents insights into online purchase intentions based on various factors. For awareness, 34% of respondents agree they are aware of online options, while 17% strongly agree, indicating that a majority are positively inclined. Regarding interest, 47% collectively agree or strongly agree. In terms of desire, 49% of respondents exhibit a positive tendency toward wanting to purchase online. Moving to attitudes, 53% view online purchasing favourably, reflecting strong interest. In the ideation phase, 55% of people agree or strongly agree, highlighting active planning among consumers. For purchase consideration, a notable 58% lean positively, showing high intent to act on online purchases. With special offers and discounts, 52% agree or strongly agree, emphasizing their influence on consumer behavior.

4.13: To identify the most impactful social media platforms for driving online purchase decisions.

Table-16: Most impactful social media platforms (All the values are in %)

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Facebook	12%	22%	26%	22%	18%
Instagram	10%	16%	24%	25%	25%
YouTube	11%	15%	25%	28%	21%

WhatsApp	09%	18%	27%	24%	22%
X (formerly Twitter)	12%	17%	21%	31%	19%
Snapchat	17%	15%	24%	21%	23%
Pinterest	12%	21%	24%	22%	21%
LinkedIn	14%	19%	21%	24%	22%
Telegram	14%	20%	23%	25%	18%

Source: Primary Data

Interpretation:

From the above table:16 The table highlights how different social media platforms impact users in terms of influence. Instagram stands out as particularly impactful, with half the respondents 50% agreeing or strongly agreeing on its effectiveness. YouTube follows closely, where 49% of users positively perceive its influence, showcasing the platform's ability to engage audiences. WhatsApp also has a strong impact, with 46% of respondents leaning positively due to its widespread usage for communication. X (formerly Twitter) sees 50% of positive responses, emphasizing its role in shaping opinions and ideas. Snapchat captures 44% of user agreement. Platforms like Pinterest 43%, LinkedIn 46%, and Telegram 43% show balanced influence but don't dominate. Facebook has mixed impact, with only 40% of users agreeing or strongly agreeing.

5. FINDINGS, SUGGESTIONS, CONCLUSION & FURTHER SCOPE

5.1: FINDINGS

- ➤ 54% female and 46% male respondents, ensuring balanced gender representation in the survey.

- ➤ 85% are aged 18-34, indicating participation is dominated by younger individuals, with minimal middle-aged and senior respondents.

- ➤ 80% have Bachelor's/Master's degrees, showing a highly educated respondent base, with few high school or PhD participants.

- ➤ 45% are students, followed by private/public sector employees and small representation of entrepreneurs, unemployed, and self-employed individuals.

- ➤ 35% earn less than ₹10,000, reflecting significant lower-income representation; middle and higher-income categories are less represented.

- ➤ Urban residents lead (48%), followed by rural (34%) and suburban (18%) respondents, highlighting diverse regional perspectives.

- ➤ 69% use social media multiple times daily, showing high engagement; few use it rarely or never.

- ➤ Instagram dominates with 56%, followed by YouTube (32%). Other platforms have minor regular usage.

- ➤ Videos influence 35% of respondents, followed by influencer posts (18%) and images (17%), with popup notifications least impactful.

- ➤ 42% shop monthly, 35% occasionally, 19% weekly, while only 4% never shop online.

- ➤ KMO (0.812) suggests adequate sampling, and Bartlett's test confirms strong correlations, suitable for factor analysis.

- ➤ Moderate-to-high correlations among variables indicate meaningful relationships, making factor analysis feasible and reliable.

- ➤ Three components explain 69.47% cumulative variance, effectively summarizing variables with minimal complexity for strong interpretive results.

- ➤ Three factors identified: Trust & Utility (ease, reliability), Visual & Relevance Appeal (design, personalization), and Social Influence (endorsements, validation).

- ➤ 58% positively consider online purchases, with ideation (55%), attitudes (53%), and offers/discounts (52%) being key motivating factors.

- ➤ Instagram (50%) and X (formerly Twitter, 50%) lead in influence, followed by YouTube (49%) and WhatsApp (46%) among platforms.

5.2: SUGGESTIONS

- • The impact of social media advertisements on online purchase decisions can be significantly enhanced through thoughtful strategies. First, focusing on visual content is essential. High-quality visuals and engaging videos capture attention and stimulate consumer interest, making advertisements more impactful.

- Leveraging influencer marketing plays a crucial role; partnerships with trusted influencers help build credibility, which positively affects purchasing intent. To further refine advertisement strategies, enhancing personalization is a key factor. By utilizing data-driven insights, businesses can craft tailored and relevant ads that align with individual preferences, fostering stronger connections with consumers.

- Emphasizing social proof also boosts trust and influences decisions. Featuring customer reviews, testimonials, and user-generated content validates the brand and encourages purchase actions.

- Offering discounts and promotions is a proven method to motivate online shoppers. Exclusive deals and limited-time offer create urgency, prompting quicker purchasing behavior. Ensuring that advertisements are optimized for mobile platforms is vital, given the widespread use of smartphones for social media engagement. Mobile-friendly ads enhance accessibility and effectively reach the target audience.

5.3: CONCLUSION

In today's digital era, social media advertisements have become a powerful tool for influencing consumer purchase decisions. They combine captivating visuals, personalized content, and endorsements from influencers to build trust and engagement with audiences. Platforms like Instagram, YouTube, and WhatsApp play a pivotal role in connecting with consumers, given their widespread usage and ability to deliver targeted messages effectively. The visual appeal and relevance of ads are crucial in capturing consumer attention, while features such as reviews, testimonials, and social proof further enhance credibility. The interactive and dynamic nature of social media platforms allows businesses to create tailored advertisements that align with the unique preferences and behaviors of their target audience. Consumers are more likely to consider purchasing products that are presented through visually attractive ads and supported by influencers or trusted user-generated content. Elements such as exclusive discounts and special offers add to the appeal, driving a sense of urgency and encouraging immediate purchases.

Mobile accessibility has further amplified the impact of social media advertisements, as consumers spend more time on their smartphones, interacting with ads across various platforms. The ability to directly engage with ads, explore product details, and make purchases with ease has strengthened the role of social media in shaping online purchase intentions. Social media advertisements are highly effective in influencing consumer decisions, provided they are visually appealing, relevant, credible, and tailored to the audience's preferences. Businesses that utilize these strategies wisely can successfully drive online sales and build long-term customer loyalty.

5.4: FURTHER SCOPE

Further studies on the impact of social media advertisements on consumer online purchase decisions could explore additional dimensions. Researchers may delve into specific demographic variations, such as cultural and age-related differences, to understand how advertisement preferences change across diverse groups. Investigating the role of emerging social media platforms, such as newer apps or localized platforms, can highlight evolving trends in consumer behavior. Similarly, examining the long-term effects of consistent social media exposure on purchasing habits could provide valuable insights into brand loyalty and repeat purchases. Future studies could also assess the effectiveness of artificial intelligence and machine learning in enhancing personalization and targeting in advertisements. Analysing the psychological impact of advertisement formats, such as augmented reality or interactive content, on purchase intentions could be intriguing. Expanding research into these areas will help businesses refine strategies and adapt to the dynamic landscape of social media marketing.

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ANNEXURE

Topic: Impact of social media advertisement on online purchase decision of consumer."

Objectives:

1. To identify the attributes of social media advertisement influencing online purchase decisions.

2. To examine the impact of social media marketing on online purchase intentions.

3. To identify the most impactful social media platforms for driving online purchase decisions.

1. What is your gender?

☐Male

☐Female

☐Prefer not to say

2. What is your age group?

☐18–24

☐25–34

☐35–44

☐45–54

☐55 and above

3. What is your highest level of education?

☐High school

☐Intermediate/Diploma

☐Bachelor's degree

☐Master's degree

☐Doctorate (PhD)

4. What is your current employment status? (occupation)

☐Student

☐Private Sector Employed

☐Public Sector Employed

☐Self-employed

☐Unemployed

☐Business

5. What is your monthly income?

☐Less than ₹10,000

☐₹10,000 – ₹25,000

☐₹25,001 – ₹50,000

☐₹50,001 – ₹75,000

☐₹75,001 – ₹1,00,000

☐More than ₹1,00,000

☐No income

6. Which region do you currently reside in?

☐Urban

☐Suburban

☐Rural

7. How frequently do you use social media platforms?

☐   Multiple times a day

☐   Once in a day

☐   A few times a week

☐   Rarely

☐   Never

8. Which social media platforms do you use regularly?

☐   Facebook

☐   Instagram

☐ X (formerly Twitter)

☐   YouTube

☐   Snapchat

☐   LinkedIn

9. What type of social media advertisements most influences your online purchasing decisions?

☐ Advertisement

☐ Images

☐ Influencer posts

☐ Popup Notifications

☐ Reviews

☐ Videos

10. How often do you shop online?

☐   Very frequently (weekly)

☐   Frequently (monthly)

☐   Occasionally (a few times a year)

☐   Rarely

☐   Never

 (Likert Scale Options:1 Strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree, 5 Strongly Agree**)**

11. To identify the attributes of social media advertisement influencing online purchase decisions.

Variables	Statement	1	2	3	4	5
Trust in Advertisements	I trust the products shown in social media advertisements.					
Influencer Endorsements	I am more likely to buy a product if it is recommended by an influencer.					
Visual Appeal	Attractive advertisements on social media make me interested in the product.					
Relevance of Advertisements	Advertisements on social media often match my interests.					
Frequency of Exposure	Seeing a product ad many times on social media makes me want to try it.					
Information Provided	Social media advertisements give me enough details about a product.					
Social Proof (Likes/Comments)	I notice the number of likes and comments before trusting a product ad.					
Ease of Purchase	Social media advertisements make it easy for me to go and buy the product online.					
Past Experience	My past experience with products from social media advertisements affects future purchase Decision's					

 (Likert Scale Options:1 Strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree, 5 Strongly Agree)

12. To examine the impact of social media marketing on online purchase intentions.

Variables	Statement	1	2	3	4	5
Awareness	Social media marketing helps me discover new brands and products.					
Interest	I feel more interested in a product after seeing it in a social media ad.					
Desire	Social media marketing makes me want to buy the product.					
Ideate	Social media advertisements give me new ideas about products and make me think about purchase it.					
Attitudes	Social media advertisements can influence my attitude towards purchasing decisions on a product					
Purchase Consideration	Seeing a product advertised on social media makes me consider buying it.					
Special Offers & Discounts	Discounts or special offers in social media advertisements encourage me to buy.					

(Likert Scale Options: 1 Strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree, 5 Strongly Agree)

13. To identify the most impactful social media platforms for driving online purchase decisions.

Variables	Statement	1	2	3	4	5
Facebook	Advertisements on Facebook influence my decision to buy products online.					
Instagram	Instagram advertisements are appealing and make me consider buying the products.					
YouTube	YouTube advertisements give useful information that affects what I decide to buy.					
WhatsApp	Product messages or offers I receive on WhatsApp affect my online buying decisions.					
X (formerly Twitter)	Advertisements on Twitter/X sometimes lead me to check out or buy products online.					
Snapchat	I notice product advertisements on Snapchat and they influence my buying behavior.					
Pinterest	Pinterest advertisements or promoted pins make me interested in buying products shown there.					
LinkedIn	I trust advertisements on LinkedIn when it comes to professional or business-related products.					
Telegram	Product promotions on Telegram channels or groups impact what I consider buying.					