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# The Impact of Social Media Advertising on Consumer Purchase Behaviour Towards Health Supplements

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## ABSTRACT

This research paper investigates the influence of social media advertising on consumer purchase behaviour, specifically in the context of health supplements. As digital platforms become a dominant channel for brand communication, understanding how advertising strategies affect consumer decisions has become increasingly vital for businesses in the health and wellness industry. The study examines key variables such as advertising content quality, brand credibility, influencer endorsements, consumer engagement, and perceived value, and their respective impacts on purchase intentions and behaviour. Data was collected through a structured survey distributed to a diverse group of social media users who actively engage with health supplement brands online. Using statistical analysis, the study reveals that influencer endorsements and content quality significantly shape consumer trust and purchase intentions, while perceived value mediates the relationship between consumer engagement and final purchase behaviour. The findings provide actionable insights for marketers aiming to design more effective social media campaigns in the health supplement sector. The study concludes by highlighting the importance of authenticity, credible endorsements, and interactive content in driving consumer decisions.

Keywords: Social Media Advertising, Consumer Purchase Behaviour, Health Supplements, Influencer Endorsements, Advertising Content Quality, Brand Credibility, Consumer Engagement, Perceived Value, Digital Marketing, Online Consumer Behaviour

## Introduction

In the digital era, social media has transformed the way consumers interact with brands, access information, and make purchasing decisions. Platforms such as Instagram, Facebook, YouTube, and TikTok have evolved beyond social networking sites into powerful marketing tools, allowing brands to engage with consumers through targeted advertisements, influencer collaborations, and interactive content. One sector that has witnessed significant growth due to the rise of social media advertising is the health supplement industry. The global shift toward healthier lifestyles has led to increased demand for dietary supplements, vitamins, protein powders, and herbal products. Simultaneously, social media advertising has become a critical strategy for brands seeking to capture the attention of health-conscious consumers. With millions of users actively following health influencers and wellness brands, the effectiveness of social media campaigns in shaping consumer attitudes and behavior has become an area of growing academic and business interest.

This study seeks to examine the impact of social media advertising on consumer purchase behaviour toward health supplements by analysing various factors such as advertising content quality, brand credibility, influencer endorsements, consumer engagement, and perceived value. These variables are considered essential in understanding how online marketing efforts translate into actual purchasing decisions. By exploring these dynamics, the research aims to provide insights into consumer psychology in the context of digital advertising and offer practical recommendations for marketers in the health supplement sector. This study also seeks to fill the existing research gap by focusing on a specific product category—health supplements—within the broader framework of social media marketing and consumer behaviour.

## Literature Review

Social media has emerged as a dominant advertising platform, reshaping the way brands communicate with consumers. Several studies have explored the effectiveness of social media advertising in influencing consumer purchase decisions, particularly in health-related domains. This literature review focuses on five core variables—advertising content quality, brand credibility, influencer endorsements, consumer engagement, and perceived value—and their impact on consumer purchase behaviour in the context of health supplements.

The quality of advertising content plays a crucial role in attracting and retaining consumer attention. According to De Vries, Gensler, and Leeflang (2012), visually appealing, informative, and relevant content significantly enhances consumer attitudes towards the brand and influences purchase decisions. In

the context of health supplements, content that includes scientific backing, customer testimonials, and usage demonstrations can boost consumer confidence and encourage trial purchases.

Brand credibility, defined as the perceived trustworthiness and expertise of a brand (Erdem & Swait, 2004), has been shown to positively influence purchase intention. Consumers are more likely to purchase health supplements from brands they perceive as reliable and transparent, particularly when the product category involves health implications. Trust in the brand, built through consistent messaging and positive reviews, reduces perceived risk and enhances buying confidence.

Influencer marketing has become a powerful tool on social media. According to Lou and Yuan (2019), influencer endorsements can create perceived authenticity and parasocial relationships, thereby boosting trust and product interest. In the health supplement industry, endorsements by fitness experts, nutritionists, and lifestyle influencers often serve as credible recommendations that impact consumer decision-making. The credibility of the influencer directly affects the credibility of the advertised product.

Consumer engagement—measured through likes, shares, comments, and participation in brand-driven conversations—can enhance brand recall and emotional attachment (Hollebeek, Glynn & Brodie, 2014). Interactive campaigns and user-generated content increase a sense of community and encourage deeper involvement with the brand. Studies suggest that higher engagement levels correlate with increased likelihood of purchase.

Perceived value, defined as the consumer's evaluation of a product's benefits relative to its cost (Zeithaml, 1988), is a key determinant of purchase intention. On social media, this value is often shaped by informative content, peer reviews, influencer testimonials, and comparison with competitor offerings. For health supplements, perceived value includes not only price and quality but also health benefits, ease of use, and long-term effectiveness.

Consumer Purchase Behaviour

Previous research, including Kotler & Keller (2016), emphasizes that purchase behavior is influenced by a combination of psychological, personal, and social factors. In digital environments, the consumer journey is often non-linear, shaped by ongoing exposure to marketing content, social proof, and peer influence. Particularly in the health supplement domain, decision-making is more involved, requiring trust, clarity, and reassurance through credible digital communication.

## Research Hypotheses

**H1:** There is a significant positive relationship between advertising content quality and consumer purchase behaviour towards health supplements.

**H2:** There is a significant positive relationship between brand credibility and consumer purchase behavior towards health supplements.

**H3:** There is a significant positive relationship between influencer endorsements and consumer purchase behavior towards health supplements.

**H4:** There is a significant positive relationship between consumer engagement with social media advertisements and consumer purchase behavior towards health supplements.

**H5:** There is a significant positive relationship between perceived value and consumer purchase behavior towards health supplements.
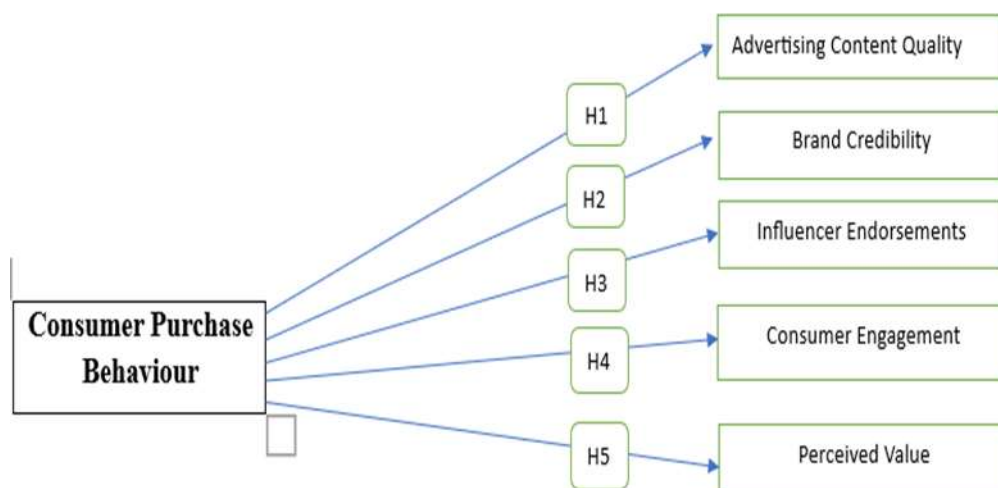


## Research Methodology

This study adopts a quantitative research design to examine the factors influencing consumer purchase behaviour in response to social media advertising, specifically in the context of health supplements. The methodology includes the design of a structured survey questionnaire, sampling strategy, data

collection process, and statistical analysis to test the research hypotheses. A well-structured questionnaire was developed consisting of closed-ended questions based on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The survey measured responses related to six key constructs: Consumer Purchase Behaviour (dependent variable), and five independent variables—Advertising Content Quality, Brand Credibility, Influencer Endorsements, Consumer Engagement, and Perceived Value. Additionally, the questionnaire collected demographic information such as age, gender, education level, and occupation to provide background on the respondents.

Sampling and Data Collection: Data were collected from a sample of 100 respondents using a convenience sampling technique, targeting active social media users who engage with health supplement content online. The participants represented a broad demographic, with a majority aged between 18 and 35 years. The survey was distributed digitally via platforms such as WhatsApp, Instagram, and email to ensure ease of access, voluntary participation, and anonymity, encouraging honest and unbiased responses.

Data Analysis Techniques: The collected data were analysed using SPSS statistical software. Descriptive Statistics were employed to summarize demographic characteristics and general response trends. Reliability Testing using Cronbach's Alpha was conducted to evaluate the internal consistency of items under each construct. To assess the suitability of the dataset for factor analysis, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity were applied. The KMO value was 0.896, indicating a high degree of sampling adequacy, while Bartlett's Test of Sphericity yielded a Chi-Square value of 1612.648 with 15 degrees of freedom and a significance level of $p < 0.001$, confirming that the dataset was appropriate for factor analysis. Exploratory Factor Analysis (EFA) was then performed to validate the dimensionality of the constructs. Finally, Multiple Linear Regression Analysis was conducted to examine the strength and significance of relationships between the independent variables and consumer purchase behaviour.

Validity and Reliability: The reliability of all constructs was confirmed using Cronbach's Alpha, with values exceeding the acceptable threshold of 0.70, indicating strong internal consistency. The KMO value of 0.896 and a significant Bartlett's Test of Sphericity ($\chi^2 = 1612.648$, df = 15, $p < 0.001$) demonstrated that the data were highly suitable for factor analysis. These results confirm the statistical soundness, validity, and reliability of the research findings.

## Result and Interpretation

Table 1: Demographic Profile of Respondents

| Demographic | Category | Male | Female | Total |
|---|---|---|---|---|
| | Below 18 | 18 | 6 | 24 |
| | 18-25 | 135 | 150 | 285 |
| | 26-35 | 6 | 9 | 15 |
| | 36-45 | 0 | 0 | 0 |
| | 46-55 | 0 | 0 | 0 |
| Age | Above 55 | 0 | 0 | 0 |
| | Schooling | 6 | 3 | 9 |
| | Under Graduate | 132 | 141 | 273 |
| | Post Graduate | 6 | 9 | 15 |
| Education | Working | 15 | 12 | 27 |
| | Below 1 lakh | 105 | 123 | 228 |
| | 1-5 lakh | 30 | 21 | 51 |
| | 5-10 lakh | 9 | 9 | 18 |
| Income | Above 10 lakh | 15 | 12 | 27 |
| Gender | Total | 159 | 165 | 324 |

Descriptive Analysis: The study included 324 respondents—159 males and 165 females. Most participants (88%) were aged 18–25, indicating a predominantly young and digitally active demographic. In terms of education, the majority (273) were undergraduates, followed by a few postgraduates, school students, and working professionals. Regarding income, 228 respondents reported earnings below ₹1 lakh, aligning with the student-dominated

sample. Overall, the demographic profile reflects a young, educated audience actively engaged on social media, making them ideal for assessing the influence of social media advertising on health supplement purchases.

Table 2: Reliability Statistics (Cronbach's Alpha)

| Items | Cronbach Alpha |
|---|---|
| Consumer Purchase Behaviour | 0.888 |
| Advertising Content Quality | 0.837 |
| Brand Credibility | 0.847 |
| Influencer Endorsement | 0.888 |
| Consumer Engagement | 0.824 |
| Perceived Value | 0.866 |

Descriptive Analysis: The internal consistency of all constructs was assessed using Cronbach's Alpha, and all values were found to be well above the acceptable threshold of 0.70, indicating high reliability. Consumer Purchase Behaviour and Influencer Endorsement showed the highest reliability with a value of 0.888, followed by Perceived Value (0.866), Brand Credibility (0.847), Advertising Content Quality (0.837), and Consumer Engagement (0.824). These results confirm that the scale items used in the study are consistent and reliable for further analysis.

Table 3: KMO and Bartlett's Test

| KMO and Bartlett's Test | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.896 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1612.648 |
| | df | 15 |
| | Sig. | 0 |

Descriptive Analysis: The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.896, indicating excellent suitability of the data for factor analysis. Additionally, Bartlett's Test of Sphericity was highly significant (Chi-Square = 1612.648, df = 15, $p < 0.001$), confirming that correlations between variables were sufficiently large for factor analysis. These results validate the appropriateness of proceeding with further factor-based statistical techniques.

Table 4: Rotated Component Matrix (Factor Loadings)

| | Components | | | | | |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Likely Purchase | 0.757 | | | | | |
| Ad Influence | 0.784 | | | | | |
| Promo Purchase | 0.767 | | | | | |
| Ad Trust | 0.600 | | | | | |
| Ad Clarity | | 0.582 | | | | |
| Ad Visuals | | 0.541 | | | | |
| Ad Engagement | | 0.678 | | | | |
| Ad Message | | 0.672 | | | | |
| Brand Trust | | | 0.509 | | | |
| Brand Reputation | | | 0.672 | | | |

| | | | | | |
|---|---|---|---|---|---|
| Brand Buy | | | 0.710 | | |
| Brand Confidence | | | 0.527 | | |
| Influencer Trust | | | | 0.622 | |
| Influencer Impact | | | | 0.679 | |
| Influencer Follow | | | | 0.701 | |
| Influencer Honesty | | | | 0.779 | |
| User Interaction | | | | | 0.651 |
| Post Interaction | | | | | 0.584 |
| Brand Response | | | | | 0.642 |
| Ad Awareness | | | | | 0.802 |
| Value Money | | | | | 0.684 |
| Value Benefit | | | | | 0.502 |
| Ad Understanding | | | | | 0.760 |
| Premium Willingness | | | | | 0.598 |

Descriptive Analysis: The factor analysis identified six distinct components, each representing a core construct relevant to the study. Component 1 (Advertising Influence on Purchase Behaviour) included *Likely Purchase (0.757)*, *Ad Influence (0.784)*, *Promo Purchase (0.767)*, and *Ad Trust (0.600)*, indicating a strong influence of advertising on consumers' buying intent. Component 2 (Advertising Content Quality) loaded *Ad Clarity (0.582)*, *Ad Visuals (0.541)*, *Ad Engagement (0.678)*, and *Ad Message (0.672)*, reflecting how creative and visual quality of ads shape consumer perception. Component 3 (Brand Credibility) comprised *Brand Trust (0.509)*, *Brand Reputation (0.672)*, *Brand Buy (0.710)*, and *Brand Confidence (0.527)*, showing the significant role of brand image and trust in influencing purchases. Component 4 (Influencer Endorsement) featured *Influencer Trust (0.622)*, *Influencer Impact (0.679)*, *Influencer Follow (0.701)*, and *Influencer Honesty (0.779)*, highlighting the credibility and reach of influencers. Component 5 (Consumer Engagement) included *User Interaction (0.651)*, *Post Interaction (0.584)*, *Brand Response (0.642)*, and *Ad Awareness (0.802)*, emphasizing the importance of interactive and responsive engagement with consumers. Lastly, Component 6 (Perceived Value) grouped *Value for Money (0.684)*, *Value Benefit (0.502)*, *Ad Understanding (0.760)*, and *Premium Willingness (0.598)*, confirming that consumers consider both rational value and emotional appeal before making a purchase decision.

These factor loadings demonstrate strong construct validity and confirm that the selected items effectively measure the intended variables.

Table 5: Regression Coefficients and Model Summary

| | Unstandardized Coefficients | | Sig. | Collinearity Statistics | | R | R square | Adjusted R Square | ANOVA | |
|---|---|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | | Tolerance | VIF | | | | F | Sig. |
| (Constant) | -0.646 | 0.584 | 0.000 | | | | | | | |
| Advertising Content Quality | 0.539 | 0.073 | 0.000 | 0.326 | 3.063 | | | | | |
| Brand Credibility | -0.054 | 0.076 | 0.000 | 0.312 | 3.209 | 0.777 | 0.604 | 0.597 | 96.88 | 0.000 |
| Influencer Endorsement | 0.284 | 0.065 | 0.000 | 0.334 | 2.998 | | | | | |
| Consumer Engagement | 0.184 | 0.081 | 0.000 | 0.240 | 4.175 | | | | | |
| Perceived Value | 0.006 | 0.072 | 0.000 | 0.297 | 3.362 | | | | | |

Descriptive Analysis: The multiple regression model is statistically significant (F = 96.88, p = 0.000), indicating a good fit between the independent variables and consumer purchase behaviour. The model explains 60.4% of the variance in consumer purchase behaviour ($R^2$ = 0.604, Adjusted $R^2$ = 0.597). Among the predictors, Advertising Content Quality (B = 0.539, $p < 0.001$) has the strongest positive influence, followed by Influencer Endorsement (B = 0.284) and Consumer Engagement (B = 0.184). Interestingly, Brand Credibility has a slight negative coefficient (B = -0.054), and Perceived Value shows a negligible effect (B = 0.006) despite both being statistically significant. The VIF values are below 5, indicating no severe multicollinearity issues.

## Hypothesis Testing Analysis

Hypothesis Testing Analysis: Using the regression results from Table 5, we evaluate the hypotheses formulated to understand The Impact of Social Media Advertising on Consumer Purchase Behaviour Towards Health Supplements.

H1 is supported as advertising content quality shows a significant positive effect on consumer purchase behaviour (B = 0.539, $p < 0.001$), indicating a strong relationship.

H2 is not supported since brand credibility has a negative coefficient (B = -0.054) despite being statistically significant ($p < 0.001$), which contradicts the hypothesized positive relationship.

H3 is supported as influencer endorsements have a significant positive impact (B = 0.284, $p < 0.001$).

H4 is supported because consumer engagement also shows a significant positive influence (B = 0.184, $p < 0.001$).

H5, however, is not strongly supported; although perceived value is statistically significant ($p < 0.001$), its impact is negligible (B = 0.006), indicating a very weak practical effect on purchase behaviour.

Conclusion: The regression analysis reveals that advertising content quality, influencer endorsements, and consumer engagement have a significant and positive impact on consumer purchase behaviour towards health supplements, thereby supporting hypotheses H1, H3, and H4. However, while brand credibility and perceived value are statistically significant, brand credibility shows a negative relationship and perceived value shows a minimal effect, leading to the rejection of H2 and limited support for H5. Overall, the model explains approximately 60.4% of the variance in consumer purchase behaviour ($R^2$ = 0.604), indicating a strong explanatory power of the selected independent variables.

## Discussion

The findings of this study provide valuable insights into how various elements of social media advertising influence consumer purchase behaviour towards health supplements. The strong positive impact of advertising content quality underscores the importance of creating compelling, clear, and visually engaging ad content to influence consumer decisions effectively. This aligns with prior research suggesting that well-crafted advertisements improve consumer recall and purchase intent.

The positive relationship between influencer endorsements and purchase behaviour further supports the growing role of social proof in digital marketing. Consumers tend to trust recommendations from influencers they follow, especially in health-related domains where trust and perceived expertise are crucial.

Consumer engagement was also found to significantly drive purchase behaviour, suggesting that interactive features like comments, shares, and likes enhance consumers' connection with the brand, making them more likely to make a purchase. This reflects the increasing shift from passive to active consumer interaction in digital spaces.

Interestingly, brand credibility, although statistically significant, demonstrated a negative relationship. This may indicate that in the context of health supplements on social media, consumers rely more on influencer credibility and content quality than on traditional brand perception. It could also reflect skepticism toward brands due to the prevalence of exaggerated claims in the supplement industry.

Finally, perceived value had a very minimal effect, suggesting that while value is important, it may not be the primary driver of purchase decisions in this category. Consumers might be more influenced by trust, engagement, and persuasion tactics rather than direct cost-benefit evaluations.

## Implications

The findings of this study hold several practical implications for marketers in the health supplement industry. First, the strong influence of advertising content quality suggests that brands should invest in creating high-quality, visually appealing, and informative social media ads that resonate with their target audience. Emphasizing clear messaging and product benefits can significantly enhance consumer purchase intent.

Second, the positive effect of influencer endorsements implies that collaborating with credible and relatable influencers can build consumer trust and drive sales. Marketers should strategically partner with influencers whose values align with their brand and who have strong engagement with their followers, especially in health and wellness niches.

Third, the importance of consumer engagement highlights the need for interactive campaigns. Encouraging likes, shares, comments, polls, and other forms of user participation not only increases visibility but also strengthens the consumer-brand relationship, ultimately influencing purchase decisions. Although brand credibility showed a weak negative relationship in this context, it serves as a reminder that traditional trust factors should not be overlooked. Brands must ensure transparency, accurate product claims, and strong customer service to avoid eroding credibility over time.

Lastly, while perceived value showed minimal direct impact, it remains important in competitive pricing and promotional strategies. Offering value bundles, discounts, or loyalty programs may help reinforce long-term customer satisfaction and retention.

Together, these implications suggest that a holistic approach—combining engaging content, influencer partnerships, and consumer interaction—is essential for effectively leveraging social media advertising in the health supplement market.

## Conclusion

This research provides compelling evidence of the critical role social media advertising plays in shaping consumer purchase behaviour towards health supplements. Among the variables studied, advertising content quality, influencer endorsements, and consumer engagement emerged as significant positive influencers, demonstrating that today's consumers respond more to personalized, engaging, and trust-driven marketing efforts than to traditional brand-led messaging. These elements reflect a shift in consumer behaviour—where attention, trust, and authenticity on digital platforms outweigh conventional indicators like brand credibility or perceived value.

Interestingly, brand credibility, while often considered essential in the health supplement sector, showed a weak negative effect, possibly indicating growing consumer skepticism toward brand claims on social media. Similarly, perceived value, though statistically significant, had only a minimal practical impact, suggesting that emotional and relational factors may drive health supplement purchases more than cost-benefit logic alone.

The study thus underscores the importance of content strategy, influencer marketing, and active audience interaction in influencing buying decisions. For marketers, this implies a need to pivot from static, one-way promotional tactics to dynamic, relationship-oriented campaigns that build genuine trust and engagement.

In conclusion, social media is not just a promotional tool but a strategic platform for building connections that convert into purchase decisions—especially in emotionally driven markets like health and wellness. Brands that understand and adapt to this evolving consumer psychology will have a distinct advantage in cultivating long-term customer loyalty and market growth.

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