

अनुसन्धान-प्रकाशन-विभागीया त्रैमासिकी शोध-पत्रिका

शोध-प्रभा

(A Refereed & Peer-Reviewed Quarterly Research Journal)

48 वर्षे तृतजियोऽङ्कः (जुलाई-सितंबर) 2023ई

प्रधानसम्पादकः

प्रो. मुरलीमनोहरपाठकः

कुलपतिः

सम्पादकः

प्रो. शिवशङ्करमिश्रः

सहसम्पादकः

डॉ. ज्ञानधरपाठकः



श्रीलालबहादुरशास्त्रीराष्ट्रियसंस्कृतविश्वविद्यालयः

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A STUDY ON EFFECT OF SOCIAL MEDIA ADVERTISEMENT ON PURCHASE DECISIONS

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INTRODUCTION

India is the important place for Information technology companies around the world. They are providing various technology based services to different category of people. It has strongest supporting services to the social media platform to run wide range of advertisement in online. The effectively created advertisement stimulates the buyer to initiate purchase. Social media is always been a hot topic in terms of reaching the people, either it be for personal or professional use. Concentrating on businesses brand awareness and increase in customer base is very important and this can be done through advertisements.

NEED FOR THE STUDY

Advertisements can be either in traditional or online media. But in this generation advertising only in traditional media is not a smart enough way to do business hence it is necessary to make their brand aware by advertising in online media; most specifically in social media, as it the 2nd most prominent research channel after search engine with over 4.62 billion people using social media worldwide as of 2022 report. As of now many brands are advertising in social media platforms. By knowing the social media users attitudes and opinions towards those advertisements like what make them to stop and view those advertisements, and understanding the factors that drive them to make purchase decisions, helps businesses tailor their advertisements accordingly.

OBJECTIVES OF THE STUDY

- To know the effect of social media advertisements on purchase decision.
- To evaluate the demographic profile of consumers and their social media behavior.
- To identify the factors that influences and motivates the consumers to make purchase decisions.

TYPE OF RESEARCH

The research design adopted for this study is descriptive research design

Sampling techniques:

- **Sampling design:**
In this research, simple random sampling is used.
- **Sampling Size:**
The sample size constitutes to around 125 respondents.
- **Data Collection:**

The researcher used both Primary data and Secondary data for analysis.

REVIEW OF LITERATURE

1. **Aindrila Biswas et al., (2014)** the purpose of her article is to know the effect of social media on consumer selection behavior. Technology acceptance model was used. The outcome of the research shows that the social media users are tending to have purchase intention.
2. **Nima Barhemmati et al., (2015)** From this article it was proven that significant relationship between commitment by consumer on social media and their purchase decision.
3. **Bidyan and Jha et al., (2015)** In this article the effect of social media on purchase plan of adults were discussed. It was found out that strong influence of social media on purchase with relation to brand image.

DEMOGRAPHIC DETAILS OF THE RESPONDENT

Researcher distributed questionnaire to the respondents to know their opinion towards social media usage and effect of online advertisement on purchase decision. The below table depicts the details of the respondents.

Table 1 : Details of Respondents

S.No	Particulars	Category	Count and Percentage
1	Gender	Male	41(33%)
		Female	84 (67%)
2	Age	Below 18	16 (13%)
		Above 18	109(87%)
3	Occupation	Student	64 (51%)
		Employed	54 (43%)
		Unemployed	7 (6%)
4	Time Spent	Less than 2 hours	32(26%)
		2-6 hours	90 (72%)
		More than 6 hours	3(2%)
5	Reason to Use	Social networking	36 (29%)
		Shopping	19 (15%)
		Share information	25 (20%)
		Learn new things	34 (27%)
		Business purpose	11 (9%)

Source : Primary data

INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT

The following table shows the percentage of purchase made on the influence of social media advertisement and their frequencies in percentage.

Table 2: Influence of social media advertisement

Category	Number of respondents	Percentage of respondents
Strongly Agree	66	52.8
Agree	33	26.4
Neutral	15	12.0
Disagree	8	6.4
Highly Disagree	3	2.4
Total	125	100.0

Source: Primary Data

SOCIAL MEDIA ADVERTISEMENT ELEMENTS RELATED FACTORS

The weighted average method is computed by the researcher to know social media advertisement and purchase decision, the highly preferred elements by the respondents as stated below.

Table 3: Social media advertisement elements related factor

S.No.	Particulars	SA	A	M	DA	SDA	$\sum Wx / \sum x$
1.	Visual elements adds an extra credit to advertisement leading to purchase decisions	41	65	11	5	3	4.088
2.	Verbal elements motivate to make purchase decisions	33	74	10	7	1	4.048
3.	Promotional offers intend to make purchase decisions.	29	84	7	4	1	4.088
4.	Social media influencer plays an important role in purchase decision.	35	67	10	9	4	3.96
5.	Comments & number of likes influence to make purchase decisions.	39	69	6	8	3	4.064

Source: Primary Data

INFLUENCE OF SOCIAL MEDIA ADVERTISEMENTS BY GENDER

The T-test study is computed to test relationship between gender and social media influence and the research formulated the hypothesis to check the relationship between selected components.

H_0 – There is no significant relationship between the gender of the respondents and the percentage of purchase made on the influence of social media advertisement.

Table 4 : Percentage of purchase made on the influence of social media advertisement by gender

	Mean Difference	Std. Error Difference	T	Sig.
Equal variances assumed	-.61034	.19087	-3.198	.024
Equal variances not assumed	-.61034	.16933	-3.604	

Source: Primary Data

Interpretation:

The result shows that, the probability value is less than 0.05($p<0.05$), hence the null hypothesis is rejected and it reveals significant relationship between the gender of the respondents and the percentage of purchase made on the influence of social media advertisement with the value of 0.024.

FINDINGS

- Most of the respondents agreed that they are highly influenced with social media advertisement. The level of advertisement clarity, impulsive features made the people to buy product through social media.
- The promotional offer, Comments and likes of satisfied buyer and Additional points in the purchase in social media influences high amount customer purchase and repeat purchase in the Market.
- Gender of the respondents highly influence the respondents to buy the product in the social media.

SUGGESTIONS

- As there is a relationship between gender and purchase drive after viewing advertisements in social media, it is suggested that understand who their target audience are and study their behavior, interest and preference. This helps in designing the advertisement with tailor made content, where there is a possibility of more clicks and conversions.
- The verbal elements play an important role in an advertisement. More specifically personalized content makes them to feel it's for them urging them to purchase. Also hash tags which make them to purchase to be in trend and thus influencing others to join in trend. These hash tags can be included in the product description that has important features of the product along with call-to-action command. It's important that not to be flooded with a lot of hash tags. For successful campaign it's wise to prepare two or three contents and conduct A/B testing, in order to check which content performs well and thus going for it.
- As visual elements and promotional offers are ranked the highest by the respondents while considering the advertisement factors that impact their purchase decisions, it is suggested to design an advertisement that justifies the product and convinces the audience to make a lead. Adding to this, promotional offers can be included in bold text with catchy phrases.

CONCLUSION

This article enriched the knowledge in understanding the consumer purchase decision was impacted by social media advertisements. As the social media audience keeps on increasing business sees this as an advantage for their marketing purposes. Since there are various tools available in online for designing an advertisement with several thoughts into it, most importantly keeping the customer in mind along with pretty cool features provided by social media platforms businesses started advertising in social media. People are attracted by several factors of an advertisement and thus becoming a potential customer for a brand. Finally it is concluded by saying lot of social media platforms with unique features and lots of followers, also free-of-cost, hence this will be a great if they incorporate in their business.

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