SOCIAL MEDIA ADVERTISEMENTS: AN INFLUENCING DEVICE ON BUYING BEHAVIOUR OF YOUNGSTERS

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Abstract

In the early days, the advertisement was presented through print media such as newspapers, leaflets and brochures. As the development rises up, radio and television become the means for the advertisement. After the internet revolution, advertisement has moved to another channel with much more possibilities to influence and persuade consumers. Different societies used different types of advertising tools to promote their product and services. Social media is a virtual place where the advertisers and users can meet. It provides a global platform for marketers throughout the world. Moreover, they can reach a vast number of audiences to create awareness of their products and services. Social media advertisement is one of the important advertising tool to reach uncountable viewers and it is not only considered as an advertising tool but also a influencing device on buying behaviour of each and every social media users. Specifically youngsters are more attracted and attached to the social media advertisements when compared with the elder age group. The data were collected with the help of a questionnaire and Proportionate Random Sampling Technique was used to represent 388 respondents from 28 Arts and Science colleges in Kanyakumari district. The result of the study indicates that the respondents prefer video advertisements (mean score 3.851), majority of the respondents trust the information provided through social media advertisements (mean score 3.606), 43.8 per cent of the respondents purchase the products after watching advertisements via traditional shopping. It is clear that social media advertisements are positively impacted on the buying behaviour of respondents. This paper also suggests that the advertisers could design advertisements carefully and try to display their advertisements in pre roll advertisements.

Keywords :Buying behaviour, Pre roll advertisements, Informative, Youngsters .

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36

INTRODUCTION

The rising competition in the world of business, have embarked on most of the companies an advertisement campaign which aims at attracting consumers to their products and services. The aim of advertising is to influence the consumers and create positive impression on the products and services and impulse them to buy. While advertising, the manufacturers have to take more effort to make their product appealing in the eyes of the target audience, so they make their advertisements expensive. In the early days, the advertisement was presented through print media such as newspapers, leaflets, brochures and after that on other support like radio and television. After the internet revolution advertisement has moved to another channel with much more possibilities to influence and persuade consumers. Social media is one of an indispensable element in everyone's life. Social networking sites such as Facebook, Instagram, Twitter and so on are extensively used by all. The marketers make use of this as a chance to advertise their products and services among social media users. Social media advertising has become an important way to promote products and services. It creates a platform that often promotes attractive deals for potential consumers especially the young users and also prolongs the relationship with the actual consumers. Social media advertisement is one of the easiest and convenient ways to reach the billions of viewers and it plays a crucial role in changing the buying behaviour of the youngsters and their decision-making process. It also work as a triggering tool to influence the buying behaviour of viewers and impulse them to purchase those products.

REVIEW OF LITERATURE

Joicy Lidwina et.al (2020) reveals that advertisements through YouTube is helpful to get any information and they proved that advertising is trust worthy and secured were people can use this medium for their popularity. Ambujakshi (2017) noted that advertising forms an integral part of the marketing of products in the digital era. She identifies that advertisements regarding products can be easily remembered by the respondents and they were highly influenced by social media advertisements compared with other media. Muhammad Aqusa and Dwi Kartini (2015) depicted that the respondents watch advertisements for entertainment. This study indicated that the advertisement creates a positive perception in the mind of consumers towards product, price and quality assurance. Moreover, credibility of the advertisement also influenced the consumer to purchase a product. Anjali (2017) studied the customer's attitude towards social media for among 150 customers. She states social media advertisements are more innovative, informative, and interactive than traditional

advertisements. Thus she concludes that social media gave not only the knowledge but they also crave to purchase that particular brand. Weerapat Raktham et.al. (2017) analysed the factors which influence the consumer's attitudes towards social media advertising. They found, the relationship between perceived usefulness and attitude towards social media advertising has the highest impact factor among the other variables. Hi-speed internet is significantly changing the consumer's behaviour. Adnan Veysel Ertemel and Ahmad Ammoura (2016) indicate that social media advertising has impacted on the buying behaviour of respondents. Sunitha Mehla et.al. (2015) indicate that users were satisfied with schemes, customer care services, awareness about brand created by marketers and information mentioned in social networking sites. Antonis Kodjamanis and Spyros Angelopoulous (2013) indicated that Facebook is an influential advertising platform and it induced the respondents to buy products after watching an advertisement through social media.

STATEMENT OF THE PROBLEM

Social media is a virtual place where the advertisers and users can meet through websites, blogs as well as the microblogs. Social media advertising plays a significant role in digital marketing, strategy primarily emerged with the rapid growth and acceptance of electronic commerce all over the world. Most of the leading brand companies recognized social media as an effective platform to advertise their products and services. Young users of social media now started to prefer social media advertising over conventional media due to its unbeatable features which predominantly enable more convenience and interaction. The youngsters are attracted towards social media thus they are watching social media frequently especially in the COVID -19 pandemic period, the usage of social media is increased than previous days. Youngsters are accessing social media through their smartphones and getting information from advertisements displayed on these media. One of the research reports indicates that social media users are spending an average of 2 hours and 24 minutes per day. Hence the marketer are using social media sites such as Facebook, Twitter, YouTube and some other sites to advertise their products and services to capture the mind of young users. The advertisers are using varieties of advertising methods like video advertisement, pre roll advertisement, image, carousel, flash advertisement and so on to attract their target audience. At this juncture, the researcher wants to know how social media advertisements influence the buying behaviour of youngsters and how it leads to purchase products and services. Thus the researcher coined the title social media advertisements: an influencing device on buying behaviour of youngsters.

OBJECTIVES OF THE STUDY

The general objective of the study is to find out the influence of social media advertisements on buying behaviour of respondents. The following are the specific objectives.

- To study the demographic profile of the sample respondents.
- To identify the types of advertisements, products and services preferred by the sample respondents.
- To identify that which mode of shopping is preferred by respondents to purchase products after watching social media advertisements.

METHODOLOGY

The study is based on both primary and secondary data. The primary data were collected from 28 Arts and Science Colleges in Kanyakumari District. Questionnaire method was used to collect primary data. The 388 respondents from all Arts and Science colleges were selected by using a proportionate stratified random sampling technique. The result obtained after the reliability test Cronbach's Alpha value of 0.712 in the 25 item suggests that the questionnaire is reliable.

DATA ANALYSIS AND DISCUSSION

Demographic Profile of the Sample Respondents

Demographic characteristics of the respondents is an important variable for advertisers to carry their information to target audience based on their gender, age, marital status, residential status, educational qualification, family monthly income. Keeping this consideration an attempt was made to isolate the demographic profile of the respondents.

Table 1

Demographic Profile of the Sample Respondents

Variables	Particulars	No. of Respondents	Percentage
Gender	Male	92	23.7
	Female	296	76.3
	Total	388	100.0
Age	16-20 years	318	82.0
	21-25 years	63	16.2
	Above 25 years	7	1.8
	Total	388	100.0

Educational Qualification	UG	313	80.7
	PG	68	17.5
	Scholars	7	1.8
	Total	**388**	**100.0**
Residential Status	Rural	210	54.1
	Urban	178	45.9
	Total	**388**	**100.0**
Family Monthly Income	Up to ₹10,000	38	9.8
	₹10,001-₹30,000	186	47.9
	₹30,001-₹50,000	123	31.7
	₹50,001-₹70,000	25	6.4
	Above ₹ 70,000	16	4.1
	Total	**388**	**100.0**
Family Monthly Expenditure	Up to ₹10,000	69	17.8
	₹10,001-₹20,000	205	52.8
	₹20,001-₹30,000	94	24.2
	₹30,001-₹40,000	11	2.8
	₹40,001- ₹50,000	4	1.0
	Above ₹50,000	5	1.3
	Total	**388**	**100.0**

Table 1 shows that more than half, 76.3 per cent (296) respondents are female and 23.7 per cent (92) respondents are male. It is observed that female respondents are highly attracted by the social media advertisements, the reason behind this is most of the advertisements displayed on social media sites are young girls related products 82 per cent (318) of the respondents are in the age group of 16 -20 years and 1.8 per cent (7) of the respondents are in the age group of above 25 years. It is clear that, the selection of products and services and watching advertisements on social media differ with age group.80.7 per cent (313) sample respondents are coming under the UG programme and 1.8 per cent (7) are research scholars. 54.1 per cent (210) of the respondents are from the rural area and 45.9 per cent (178) are from the urban area. 47.9 per cent (186) of the sample respondents family having income between ₹10,001-₹30,000 per month and 4.1 per cent (16) of the respondents family have above ₹

70,000 per month. 52.8 per cent (205) of the sample respondents families spend ₹10,001-₹ 20,000 per month and 1.3 per cent (5) spend above ₹ 50,000 per month.

Types of Advertisements Preferred

A successful advertisement will spread the information effectively. The advertisers are using a variety of advertising method to capture their target audience. Few advertising methods will attract and penetrate the viewers. The following table shows the types of advertisements, preferred by respondents.

Table 2

Types of Advertisements Preferred

Types of Advertisements Preferred	Mean	Std. Deviation
Flash advertisements	2.454	1.2349
Image advertisements / display advertisements	3.562	1.2131
Carousel advertisements/multi product advertisements	2.747	1.2402
Slideshow advertisements	2.956	1.3413
Video advertisements	3.851	1.1739
Collection advertisements	3.075	1.3048
Pre roll advertisements	3.286	1.2381
Lead advertisements	2.626	1.2543
Sponsored content	2.291	1.2180
Text advertisements	2.448	1.1434
Banner advertisements	2.492	1.1867
Mid roll advertisements	2.562	1.2216
Post roll advertisements	2.108	1.0920
Offer advertisements	2.621	1.2423

Source : Computed Data

Based on the mean score, the respondents prefer video advertisements (3.851) with the high mean value, followed by image advertisements (3.562) pre roll advertisements (3.286) but the low mean value is for Text advertisements (2.448), sponsored content (2.291) and post roll advertisements score (2.108).

Inference: It is analysed that the respondents are more of 'Z' generation and they are easily attracted towards video advertisements. The results are similar to the study by Magesh (2013). The reason behind video advertisements is due to the reason that they are more attractive and it has the features like sounds, creative graphical or animation works. It is highly preferred as the respondents compare with other type of advertising and also that within a fraction of seconds it will position the mind of viewers. The respondents also prefer to watch pre roll advertisements. It is also agreed in the study by Supriya Verma (2016). It also is observed that post roll advertisements are not much preferred by the respondents, because the respondents will switch to another video after watching video. Hence it brings to the attention of the advertisers.

Influence of Social Media Advertisements on Buying Behaviour

Buying behaviour refers to the actions taken by a person before purchasing a products or services. Advertising plays a major role to influence the buying behaviour of person. The following table indicates the influence of social media advertisements on buying behaviour.

Table 3

Influence of Social Media Advertisements on Buying Behaviour

Influence of Social Media Advertisements on Buying Behaviour	Mean	Std. Deviation
I update the details of products and services with the help of social media advertisements	3.503	1.2399
I am impressed by social media advertisements	3.454	1.2515
I am induced by advertisements to buy products and services	3.405	1.2215
I believe social media advertisements are trustworthy to buy products and services	3.366	1.2452
I consider it as eye catchy than traditional forms of advertising	3.459	1.2054
I compare discounts and offers of competitors products and services	3.562	1.2024
I trace the products/services availability in the market	3.539	1.2539
I select the products based on colour and design display	3.389	1.2308
I am able to promote brand awareness towards social media advertisements	3.528	1.2479

I am craving to purchase branded products	3.485	1.2502
I consider the comments and reviews of experts	3.358	1.1978
I trust it is more informative than traditional advertising	3.606	1.1329
I am confident that it is more interactive than other advertising mode	3.528	1.1599
I am able to compare the quality and price of the competitors product and services	3.508	1.1355
I am triggered to purchase products and services due to repetitive advertisements	3.526	1.1711
It helps me to enhance the knowledge regarding products / services	3.490	1.2082
I confirm the advertisements whether the products and services have service facility after the sale	3.466	1.2395
I verify the advertisements whether the defects of the goods are returnable and reimbursed	3.531	1.2164
I suggest others to watch social media advertisements in choosing the products and services	3.492	1.2168
I am influenced to watch the advertisements of others with regard to their purchasing decision	3.361	1.1872
I learn about fashions in watching social media advertisements	3.461	1.1773
I am helped, what to buy to impress others	3.399	1.1890
I easily memorize the symbol/logo of brand seen in social media advertisements	3.425	1.2038
I easily recognize the brand features while I make purchase	3.510	1.1647
I believe that people respect me when I use the product purchased through social media advertisements	3.322	1.2355

Source : Computed Data

Based on the mean score the respondents have trust in the information provided through social media advertisements when compared with traditional advertising (3.606) followed by that the respondents can compare discounts and offers of competitors products and services (3.562) and the respondents can trace the products and services availability in

the market (3.539) and the respondents are lowly influenced with the statements of I am influenced to watch the advertisements of others with regard to their purchasing decision (3.361), I consider the comments and reviews of experts (3.358), I believe that people respect me when I use the product purchased through social media advertisements (3.322).

Inference: It is inferred that social media advertisements are informative and it can easily strike the mind of respondents than traditional advertisements and it helps the respondents to trace the availability of products and services in the market. The results reflect Sajjad Hussain et.al. (2016) study's which indicated that social media advertisements are informative than traditional advertisements. It is clear that the respondents have the opportunity to check the price, discounts, offers, features of the products and services provided by the manufacturers Moreover, the capturing campaign method used on social media advertisements also attracts many respondents in the study area. The reason behind the least mean score to the statement, I consider the comments and reviews of experts is that the respondents never think about the reviews and opinions of others because it may be from the reviewers own experience, hence it will not affect the respondents till facing any defects.

Mode of Shopping

Purchasing or shopping is an activity in which an individual browse or search for their needs. These services are provided by online and traditional shops as well. The table shows after watching advertisements where the respondents prefer to purchase products.

Table 4

Mode of Shopping

Particulars	No. of Respondents	Percentage
Traditional	170	43.8
Online	166	42.8
Both	52	13.4
Total	388	100.0

Source: Computed Data

The above table specifies that 43.8 per cent (170) are purchasing products and services through traditional shopping method and 13.4 per cent (52) of the respondents purchase products and services through both traditional and online method.

Inference: It is inferred that there is a slight variance between traditional and online shopping. Whenever the respondent wants to verify the products they prefer to go to

traditional shops while when they are confident to deal with online market they choose to buy the product. It is also incidental that the product and services chosen by online market are cheap compared to traditional shop due to the elimination of the middle men. It requires the attention of both advertisers and government.

Preference Regarding the Purchase of Products and Services

Preference testing is important when we want to compare one product to another. Once their preferences or lack of preference are recorded, we can easily analyse the results to determine which products are preferred. Table 5 reveals that type of products and services preferred by the respondents.

Table 5

Preference Regarding the Purchase of Products and Services

Preference Regarding the Purchase of Products and Services	Mean	Std. Deviation
Apparels	3.588	1.1298
Cosmetics	3.528	1.2313
Shoes/sandals	3.559	1.2343
Bags/wallets	3.552	1.1252
Fashionable ornaments	3.580	1.1120
Stationery items	3.441	1.0238
Electronic gadgets	3.425	1.2230
Food items	3.515	1.1646
Home décor	3.459	1.2330
Household products	3.425	1.1556
Watches	3.492	1.2524
Books	3.384	1.1409
Grocery items	3.379	1.2022
Movie ticket booking/flight ticket booking services	3.402	1.1914
Insurance policies	3.332	1.1637
Loans	3.260	1.3027
Medicines	3.250	1.2767
Applications software for games	3.456	1.1639

Cooling glasses/ spectacles	3.472	1.2122
Bikes	3.423	1.1329
Travel agencies	3.384	1.1111
Educational courses	3.343	1.2610
Carrier guidance	3.469	1.1237
Educational software's	3.546	1.1185
Cards (wedding invitations)	3.361	1.2300

Source: Computed Data

Based on the mean score the respondents are prefer to purchase apparels (3.588) followed by fashionable ornaments (3.580) and shoes/sandals (3.559), but the respondents prefer some products and services in low level that is Insurance policies (3.332), loans (3.260) and medicines (3.250).

Inference: It is observed that the young respondents highly prefer the products that they need related to today's trend. And also that high number of advertisements on social media is related to apparels, cosmetics and some other products which inspire the respondents to purchase those products and services. Hence the respondents prefer this products and services to develop their lifestyle according to the current situation.

SUGGESTIONS

Based on the findings, the following suggestions are made.

1. To attract billions of viewers, the advertisers may display advertisement in pre roll advertisements.

2. The social media advertisers could confirm themselves about the availability of products while advertising. Therefore they can avoid confusion among the viewers at the time of advertisement displayed.

3. To get closer with enormous users the social media advertisers can select optional time mentioned by the social media sites. This will help the advertisers to reach target audience when they are online.

4. When consumers buy the products and services in good faith after watching social media advertisement, the advertisers in turn provide true and fair values so as to avoid the loss of money and life as it happened in online rummy games advertisements.

5. The manufacturer could have separate applications (apps) for their company products and services to give accurate information. It helps them to get closer with target audience.

6. The manufacturers could create review option in the display page of advertisement itself, so that they can improve the quality of the product and services as well as can build a good relationship among the consumers.

7. Manufactures could use trending advertising strategies to display product and services such as live streaming advertisements, so they can move towards with millions of users.

8. The Government could insist on manufacturer/advertisers of all product and services to display their advertisements via social media so as to promote digitalization of the nation and reduce the advertising cost which will be heavily borne by the end consumers.

CONCLUSION

A good advertisement can easily convince the customers and impulse them to purchase products and services. The advertisement is the only path to create awareness regarding the arrival of products and services among the general public who have a purchasing power to satisfy their needs and necessities. Social media sites are now considered as a part of our life. Social media sites have the power to connect people and a tool to advertise products and services which can spread anywhere in the world. Therefore, the advertising agencies can come forward to use social media sites rather than doing advertisements on television, radio and other media platforms. Social media is a virtual place where the advertisers and users can meet. It provides a global platform for marketers throughout the world. Moreover, they can reach a vast number of audiences to create awareness of their products and services. Social media advertisement is one of the important advertising tool to reach uncountable viewers and it is not only considered as an advertising tool but also a influencing tool on buying behaviour of each and every social media users. Youngsters are more attracted to the social media advertisements when compared to elder age group. It has rapidly reached the youngsters as it is easy to remember and eye catchy than other advertising mode. Furthermore, it concludes that youngsters are influenced by social media advertisements and they were intended to purchase products and services.

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