

INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT ON STUDENTS' PURCHASE DECISIONS

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Abstract

In the current digitalised world each and everywhere are one way or the other way linked with social media, either for education or for posting their views and ideas or for seeking jobs or attracted by various products' ads, etc. This study mainly focuses on the factors influenced by the social media ads on buying decisions among students and what are the factors that attract them to watch the ads and induce them to buy it. The study was conducted through well-structured questionnaires and through personal interviews among 100 students in few parts of Chennai. Percentage Analysis, Garrett Ranking and Factor analysis were used to analyses this study.

KEY WORDS: Social Media, Advertisement, Influencing Factor, Drags Attention, Purchase Decisions.

Introduction:

At present the universe is quickly moving towards digitalization. Thus we can see from a kid who is going to school and senior citizens who are sitting at home peacefully are having mobile phones. For each person the need for the phone has become a luxury to necessary, but each and every one of them are in one or other way linked with social media.

Social media is a platform where people post their joys, sorrows, interact with their friends, get new friends, reach out to their family who are far away, look for job vacancies, apply for jobs, play games, view different kinds of products (through ads or someone might have posted), etc.

Social media advertisement is one form of Digital Marketing, where the company pays for their advertisements to reach out to the people at large.

Advantages of Social Media:

- Easy to reach out to the targeted consumers at large.
- Cost and time effective.
- Increase of Brand awareness.
- Building Brand Loyalty.
- User engagement.

- Higher conversion rates.
- Optimising website traffic.
- Helps in building links between various segments of marketing.

List of Social Media Platform:

- ❖ Facebook.
- ❖ WhatsApp.
- ❖ YouTube.
- ❖ Instagram.
- ❖ WeChat.
- ❖ Tik Tok.
- ❖ Telegram.
- ❖ Snapchat.
- ❖ Pinterest.
- ❖ LinkedIn.
- ❖ Twitter.
- ❖ Messenger.
- ❖ Threads.
- ❖ Viber.



Need and Importance of the Study:

In recent days we can see each and everyone are with phones and especially on social media platforms. The biggest call for every company is how to attract the customers, especially the students' community with their ads in these social media platforms. This study also deals with the students' views towards the ads in social media platforms and factors that influence students to purchase a product.

Scope of the study:

This research focuses on specific consumer segments, such as Student of school, college and students of Open University. The key highlight of the study is which social networking site is used more by the students and what pluses them to get attracted towards those sites and the same sites have influence in their purchase decision. This study focuses on few areas of Chennai (Nanganallur, Madipakkam, Keelkatalai and Nanmangalam).

Review of Literature:

1. Subitha.N, Meena Suguanthi.G and Thiyagarajan.C (2024) focused on the topic "Influence of Social Media Influencers on Buying Behavior of College Students in Ernakulam District". The study mainly focuses on the college students of Ernakulam district, who are influenced by the influencer of social media and those students are influenced by the influencer on their purchasing decision. Apart from that the study also focuses on the awareness of various products explored in social media which also influence the students on their purchase decision. They conclude the study by stressing that there is a strong influence of social media on students' purchase decision depending on how the social media have categorised the different influencer, the content they create and the type of product. The study also highlight how genuine and convincing

the influencer had showcased the products which influence the students to purchase the same.

2. Chandrakala.M, Mrudula V.V, Gouri Jyothish, Niyathi (2024) made a study on “The Influence of Social Media on Teen Consumer Behavior: Analyzing the Effects of Engagement through Like, Shares and Purchases”. The main aim of the study is to examine the influence of social media ads and influencer marketing on teens’ buying habits and to analyse the association between social media usage and self-esteem, physical satisfaction and consumer attitudes among teens. The study strongly reveals that social media has a significant influence on teen’s buying habits; a special mention to Instagram and TikTok which have become essential channels for business to reach teens. The study also reveals that Influencer market, brand engagement and online advertising have a huge significant impact on teens buying behaviour. Apart from that the study strongly expresses that the business must prioritise responsibility towards marketing practices, such as transparency, authenticity and inclusivity to avoid exploiting teens’ insecurities so as to enhance a higher level of physical satisfaction and better attitudes among teens’ buying habits.
3. D. Rajalakshmi , Dr. N. Fathima Thabassum (2024) underwent a study on “Social Media Advertising Factors and its Impact on Consumer Purchase Decisions”. The main aim of the study is to analyse whether social media ads influence the factors such as brand awareness, product review and visual appeal have an impact on consumers’ purchase decisions. The study reveals that there is a significant influence of social media advertising on consumer purchase decisions by enhancing brand awareness, reputation and leveraging positive product reviews. They also found brand reputation emerged as the most critical determinant of buying behavior followed by product review and visual appeal.

Aims of the study:

- To ascertain which social media site the users (students) view more.
- To ascertain the factors that drags the attention of the users (students) to view social networking ads.
- To evaluate which product is bought more by the students after seeing the ads is social media.
- To measure the factors influencing the students to buy a product after viewing the ads in social media.
- To provide actionable recommendations to the students to overcome the challenges in social media on their purchase decision.

Research Methodology:

- Research Design: Descriptive and Analytical.
- Sample Design: Purposive Sampling technique used.
- Sample Size:100
- Sources of data:
 - Primary Data: Well Structured Questionnaires were sent through mails and Personal Interviews were taken from the students.

- Secondary Data: Few data were collected from magazines, websites and journals.
- Tools Applied:
 - Percentage Analysis.
 - Garrett Ranking
 - Factor Analysis
 - ANOVA

Analysis and Findings:

General Findings:

- **Percentage Analysis for Demographic variables and related to Social Media sites and advertisement**

Factors	Majority Respondents (In Percentage)
Age	38% of the respondents comes under the age group of 18-24
Gender	75% are female
Educational Qualification	33% are UG and PG Degree holders.
Time spent on Social Networking Sites	45% spent 1-2 hours on a daily basis
Person influence to visit Social Networking Sites	49% have expressed that the platform themselves has influenced to visit the sites.
Site the students visit	47% have expressed that Twitter is the site they visit more.
Product purchased after viewing the social media ads.	43% have commented that they have purchased dress besides other things.
Social awareness given by the ads in social networking sites	50% have said yes and others have mentioned as at times.

Specific Findings:

- **Garrett Ranking**

Ranks	1	2	3	4	5	6	7	8	Total Score	Mean Score	Rank
Factors.	80	68	60	54	47	41	33	21			
Knowledge or awareness of the brands	(50*80) 4000	(16*68) 1088	(7*60) 420	(1*54) 54	(7*47) 329	(5*41) 205	(4*33) 132	(10*21) 210	6438	64.38	1
Previous experience	(4*80) 320	(46*68) 3128	(10*60) 600	(8*54) 432	(6*47) 282	(4*41) 164	(6*33) 198	(16*21) 336	5460	54.6	3
Information from the internet	(5*80) 400	(6*68) 408	(53*60) 3180	(8*54) 432	(5*47) 235	(9*41) 369	(11*33) 363	(3*21) 63	5450	54.5	4
Content	(10*80) 800	(7*68) 476	(8*60) 480	(51*54) 2754	(13*47) 611	(5*41) 205	(2*33) 66	(4*21) 84	5476	54.76	2
True and Fair Facts	(4*80) 320	(6*68) 408	(6*60) 360	(8*54) 432	(51*47) 2397	(13*41) 533	(9*33) 297	(3*21) 63	4810	48.1	5

New Innovation/Ideas	(7*80) 560	(8*68) 544	(9*60) 540	(6*54) 324	(7*47) 329	(49*41) 2009	(8*33) 264	(10*21) 126	4696	46.96	6
Educational Values	(9*80) 720	(6*68) 408	(5*60) 300	(9*54) 486	(6*47) 282	(10*41) 410	(47*33) 1551	(6*21) 168	4325	43.25	7
Customer/User Reviews	(11*80) 880	(5*68) 340	(2*60) 120	(9*54) 486	(5*47) 235	(5*41) 205	(13*33) 429	(50*21) 1050	3745	37.45	8

From the above table it is clear that the **knowledge or awareness of the brand** shown in ads **drags students' attention towards social media.**

- **Factor Analysis**
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.845
Bartlett's Test of Approx. Chi-Square	1.081E3
Sphericity df	153
Sig.	.000

From the above table, it is clear that the value of KMO i.e., 0.845 is higher than the acceptable value of 0.7, as prescribed by Kaiser. This proves sample adequacy. Hence KMO supports factor analysis. By seeing the value of Bartlett's test, the significance value 0.000 is less than 0.05. Hence from this perspective also, the factor analysis is feasible.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.967	44.259	44.259	7.967	44.259	44.259	3.353	18.625	18.625
2	1.620	8.998	53.257	1.620	8.998	53.257	3.026	16.814	35.439
3	1.442	8.011	61.267	1.442	8.011	61.267	2.313	12.847	48.286
4	1.056	5.866	67.133	1.056	5.866	67.133	2.223	12.349	60.636
5	1.006	5.589	72.723	1.006	5.589	72.723	2.176	12.087	72.723
6	.832	4.620	77.343						
7	.646	3.588	80.931						
8	.612	3.398	84.329						
9	.481	2.674	87.002						
10	.463	2.571	89.574						
11	.378	2.102	91.675						
12	.330	1.835	93.510						
13	.298	1.654	95.164						
14	.216	1.198	96.362						
15	.195	1.085	97.447						
16	.170	.947	98.393						
17	.150	.833	99.227						
18	.139	.773	100.000						

The total variance table explains that the 18 factors exhibit **72.723%** of total variance with 5 factors i.e. 3.353, 3.026, 2.313, 2.223 and 2.176. All these values are strictly greater than one. This shows the existence of five major factors. Individually these factors possess the variances i.e. 18.625, 16.814, 12.847, 12.349 and 12.087. Among these values the first factor possesses the highest variance and the last factor has the smallest variance. This leads to the conclusion that the factor segregation is perfect and that they can be named with respect to the variables within them.

Rotated Component Matrix^a

Factors Names	Variables	Component				
		1	2	3	4	5
Acquisition Convincing Index	Delivery Time	.631				
	Consumer Demand for that product	.658				
	Ease of Payment	.853				
	Friends/Family Support	.682				
	Product Availability	.536				
Operational satisfaction index	Quantity		.692			
	Tracking of the product		.740			
	Offers/Discounts/Coupons		.686			
	Grievance Handling		.665			
	Timely Notification of a Product (Customer Looking for)		.558			
Pulse Grading	Trendiness			.782		
	Innovations			.801		
	User/Customer Rating			.672		
Service Grading	Trust				.481	
	Interaction with the seller				.806	
	Timely Response				.853	
Product Value Metrics	Affordable Price					.924
	Quality					.759

It is interpreted that the 18 variables are extracted and are loaded to 5 factors. These 5 factors are named as:

Acquisition convincing index - 5 variables – Highest variance.

Operational satisfaction index – 5 variables

Pulse grading – 3 variables

Service Grading – 3 variables

Product Value Metrics – 2 variables – Least variance.

- **ANOVA**

H₀: There is no significant difference between factors influencing on purchase decision and purchase of products

ANOVA

Particulars		Sum of Squares	df	Mean Square	F	Sig.	Ho Accepted/Rejected
Affordable Price	Between Groups	3.195	6	.532	.481	.821	Accepted
	Within Groups	102.965	93	1.107			
	Total	106.160	99				
Quality	Between Groups	4.417	6	.736	.854	.532	Accepted
	Within Groups	80.143	93	.862			
	Total	84.560	99				
Quantity	Between Groups	4.608	6	.768	.700	.650	Accepted
	Within Groups	101.982	93	1.097			
	Total	106.590	99				
Tracking of the product	Between Groups	7.767	6	1.295	1.065	.389	Accepted
	Within Groups	113.073	93	1.216			
	Total	120.840	99				
Offers/Discounts /Coupons	Between Groups	9.623	6	1.604	.809	.566	Accepted
	Within Groups	184.377	93	1.983			
	Total	194.000	99				
Delivery Time	Between Groups	13.870	6	2.312	1.839	.100	Accepted
	Within Groups	116.880	93	1.257			
	Total	130.750	99				
Trust	Between Groups	14.320	6	2.387	1.909	.087	Accepted
	Within Groups	116.270	93	1.250			
	Total	130.590	99				
Interaction with the seller	Between Groups	7.106	6	1.184	.777	.590	Accepted
	Within Groups	141.734	93	1.524			
	Total	148.840	99				
Timely Response	Between Groups	21.140	6	3.523	2.583	.023	Rejected
	Within Groups	126.860	93	1.364			
	Total	148.000	99				

Trendiness	Between Groups	9.808	6	1.635	1.118	.358	Accepted
	Within Groups	135.982	93	1.462			
	Total	145.790	99				
Innovations	Between Groups	6.472	6	1.079	.856	.530	Accepted
	Within Groups	117.168	93	1.260			
	Total	123.640	99				
User/Customer Rating	Between Groups	5.840	6	.973	.755	.607	Accepted
	Within Groups	119.870	93	1.289			
	Total	125.710	99				
Consumer Demand for that product	Between Groups	6.092	6	1.015	.761	.602	Accepted
	Within Groups	124.018	93	1.334			
	Total	130.110	99				
Grievance Handling	Between Groups	16.119	6	2.687	1.911	.087	Accepted
	Within Groups	130.721	93	1.406			
	Total	146.840	99				
Ease of Payment	Between Groups	11.345	6	1.891	1.588	.159	Accepted
	Within Groups	110.765	93	1.191			
	Total	122.110	99				
Friends/Family Support	Between Groups	12.192	6	2.032	1.773	.113	Accepted
	Within Groups	106.558	93	1.146			
	Total	118.750	99				
Product Availability	Between Groups	11.032	6	1.839	1.462	.200	Accepted
	Within Groups	116.968	93	1.258			
	Total	128.000	99				
Timely Notification of a Product (Customer Looking for)	Between Groups	8.428	6	1.405	.952	.462	Accepted
	Within Groups	137.282	93	1.476			
	Total	145.710	99				

From the above table only timely response has a significant difference on purchase of a product other factors do not have a significant difference.

Conclusion:

These days we are able to see the young minds are mostly depended on digital platform for everything. They prefer ordering products in social networking sites even reading and seeking jobs through those sites. The study concludes by saying the students are influenced by social media ads and are purchasing goods from sites. They also feel that social media also advertise ads with social awareness. Still there are few security problems like fake sites, payment security and privacy problem in these sites. The sites can bring few changes so as to avoid the duplicity of sites and can identify fake users.

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