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HOW SOCIAL MEDIA ADVERTISING IMPACT ON CONSUMER BEHAVIOUR

Abstract

In the contemporary business environment, online reviews are becoming more influential on consumers' purchasing decisions about a product or service. However, marketers can no longer control the behaviour, issues, or scheduling of customer discussions happening across social media platforms. Therefore, the process of social media advertising and communicating information about a company's products and services is becoming more challenging these days. The study is quantitative in nature and positivism philosophy has been adopted. In addition, the deductive approach was adopted while the data was gathered with the help of survey questionnaire. The results determined that there is a significant impact of the advertising on consumer behaviour and companies should focus more on the young generation due to their increased usage of the social networking sites.

Table of Contents

CHAPTER 1: INTRODUCTION	6
1.1 Background of the study	6
1.2 Research aim and objective.....	6
1.3 Research question.....	7
1.4 Problem statement	7
1.5 Rationale of the study.....	8
1.6 Structure of the study	8
CHAPTER 2: LITERATURE REVIEW	9
2.1 Introduction	9
2.2 Social Media Marketing	9
2.3 Consumer behaviour	10
2.4 The long-term impact of social media advertisement	10
2.5 Social Media Marketing's Impact on Consumer Purchase Intentions.....	11
2.6 Changes in social media advertisement methods.....	11
2.7 Strategy for social media marketing the products	12
2.8 Theoretical framework	13
2.8.1 The Social Feedback Loop	13
2.9 Literature gap	14
2.10 Chapter Summary.....	14
CHAPTER 3: RESEARCH METHODOLOGY	15
3.1 Introduction	15
3.2 Research Design.....	15
3.3 Research Philosophy	15
3.4 Research Approach	16

3.5 Data Collection Method	16
3.6 Data Analysis Technique	17
3.7 Ethical Considerations.....	17
CHAPTER 4: FINDINGS AND DISCUSSION	1
4.1 Introduction	1
4.2 Quantitative findings	1
4.2.1 Demographic analysis.....	1
4.2.2 Frequency analysis of responses.....	2
4.3 Discussion	11
CHAPTER 5: CONCLUSION AND RECOMMENDATIONS	12
5.1 Recommendations	12
5.2 Future Implications	12
5.3 Conclusion.....	12
References	13

CHAPTER 1: INTRODUCTION

1.1 Background of the study

Alalwan (2018) stated that the rise of social media has revolutionised the concept of research and exploration for the wide variety of products and services widely available. Consumers may now conveniently interact with one another and provide feedback on various brands in a short period of time. Online reviews from different people are becoming more influential on consumers' purchasing decisions about a product or service. Marketers can no longer control the behaviour, issues, or scheduling of customer discussions happening across social media platforms, which has given consumers more influence power (Schivinski et al. 2021). From the perspective of the consumer, social media platforms are essential resources for discovering products and services. According to Global Web Index, 54% of social media users conduct product research on social media, and 71% are more encouraged to make a purchase after finding out about it on social media (Sharma et al. 2019).

The study of Guitart et al. (2018) asserted that marketers continue to focus on consumers' social media activity, but they lack a clear understanding of how this activity affects consumers' purchasing decisions. Consumer behaviour in the context of online shopping has been the subject of numerous studies, but researchers have rarely examined how social media advertising influences the various stages of the consumer purchasing decision (Appel et al. 2020). This study explores the methods by which consumers' decision-making processes are being impacted by the availability and variety of these new information sources, particularly with regard to increased purchases.

1.2 Research aim and objective

The study aims to examine how social media advertising impacts consumer behaviour. The specific research objectives of the study are as follows:

1. To determine what products have more advertising and maintain customer loyalty.
2. To explore how customer loyalty is influenced by social media advertising.
3. To identify the changes in social media advertising methods over the years in marketing a product or service.

4. To determine the impacts of social media marketing on consumer repurchase decisions.
5. To investigate effective strategies for advertising products and services on social media in order to boost business sales performance.

1.3 Research question

The research questions of the study are:

1. What and which products have strong advertising and maintain customer loyalty?
2. How is customer loyalty influenced by social media advertising?
3. What are the changes in social media advertising methods over the years in marketing a product or service?
4. What are the impacts of social media marketing on consumer repurchase decisions?
5. What are effective strategies for advertising products and services on social media in order to boost business sales performance?

1.4 Problem statement

The marketing concepts explored in the following research studies are consumer buying behaviour in digital environments and the impact of social media marketing on consumer purchase decisions. The process of social media advertising and communicating information about a company's products and services is becoming more challenging these days (Seo and Park, 2018). Alalwan et al. (2018) noted that customers now have access to a more diverse selection of products and services due to technological advancement, resulting in increased competition. Numerous organisations have adopted social media marketing as a method for promoting their brands. As the world becomes increasingly digitalised, new forms of advertising, especially social media, have had a significant impact on customers' preferences and interests. The rise of social media provides businesses with an opportunity to influence their social media advertising strategy, but it also raises the issue of how effectively to reach out to consumers. The majority of people who use social media, especially for news and product or service reviews, have the power to positively or negatively impact a company's reputation and finances (Shin et al. 2021). This research will provide important additional information for addressing this problem. The use of quantitative analysis and research technique standards in this study will be very helpful to researchers and academics in the future.

1.5 Rationale of the study

Kabarwala et al. (2019) described that social marketing has attracted the attention of marketing scholars and business professionals in recent years. Since it is relatively new and robust, there is enough literature that effectively explores it. This research intends to add to the existing body of knowledge on the topic by compiling and analysing the findings of previous studies. This research study focuses on understanding the impact of social media marketing on consumer purchasing power, given that it is dependent more on individual behaviour than on structured advertisements. Many academic researchers have identified that advertising on social media has been found to affect consumer behaviour in very different ways (Yadar and Rahman, 2017). In addition, managers and organisations will benefit greatly from the study's recommendations, which will provide them with valuable information.

1.6 Structure of the study

The research study will be divided into five chapters.

- The first chapter of the research would include the research topic's context, the research objective, the research objectives, the research questions, the problem statement, and the rationale for the study.
- The focus of the second chapter includes a review of the literature on the influence of social media advertising on consumer behaviour.
- Chapter three would include a suitable methodology for assessing and evaluating the influence of social media advertising on consumer behaviour.
- The fourth chapter covers the research study's data and findings.
- The fifth chapter will provide the study's recommendations and conclusion.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter examines past research that has been conducted on the influence of social media advertising on consumer behaviour. The most recent literature is examined for knowledge and insight into this crucial topic of research. This chapter is divided into several sections to provide a more comprehensive overview of the research variables. Based on the stated framework, each study objective has been discussed in succession. The literature is reviewed to investigate the relationship between social media marketing and consumer purchasing behaviour and business performance. In the context of recent research, the relationship between the long-term effects of social media advertising for products and business performance is investigated. The literature examines social media marketing's impacts on consumers' intention to purchase. Methodological shifts in social media advertising have been recognised. After a thorough analysis of these study variables, the theoretical foundation for the research variables and the literature gap are highlighted.

2.2 Social Media Marketing

The advertising of products and services through social networking websites and other online mediums is known as "social media marketing" (Kumar and Mokha, 2022). As a result, social media marketing takes advantage of the different feedback loops between people on social media to develop connections that eventually fulfil the needs of the intended audience through the feedback provided. Yadar and Rahman (2017) define social media marketing as an approach that encourages communication and collaboration between a business and its current and potential customers through various online social media platforms. The changing needs of society create marketing possibilities to increase brand awareness, product attributes, the brand's perceived quality, and brand loyalty. Effective relationship marketing demands a study into the social marketing environment to understand consumers' demands (Seo and Park 2018). Marketers need to pay extra attention and focus on the consumer's purchase decision journey since consumers are altering the way they do product research and make purchases (Ebrahim 2020). Marketers must reach customers when they are most accessible to influence to increase their positive impressions of the company and its products (Sanny et al. 2020). As a result,

businesses and consumers now have more opportunities than ever to have interesting discussions that promote their initiatives and ultimately give them influence over a wide audience due to social media marketing.

2.3 Consumer behaviour

The term "consumer behaviour" refers to the analysis of how people choose to use their time, money, and energy toward acquiring goods and services (Schivinski et al. 2021).

According to Dwivedi et al. (2015), it refers to the acts and decisions individuals make when acquiring products and services for personal use. Cheung et al. (2020) defined it as the physiological behaviour and decision-making processes that customers engage in when gaining access to, purchasing, utilising, or disposing of the aforementioned goods and services.

According to Colicev et al. (2018), it is crucial to comprehend consumer behaviour because consumers control the profit and sales of an organisation through their purchasing decisions. Therefore, the economic viability of a company lies within its control. Therefore, the study of consumer behaviour is conducted to learn or predict how consumers respond to products and services on the market.

2.4 The long-term impact of social media advertisement

The level to which social media advertisements influence consumers' behaviour has received a significant amount of attention. According to Guitart et al. (2018), consumer behaviour is frequently affected by a person's preference for or aversion to a product. In addition, the impact of social media advertising on consumer behaviour is dependent on the ability of consumers to generate suitable behavioural states (Kabarwala 2019). Thus, regardless of the quality of the goods, consumers' purchasing decisions are fully influenced by advertising (Duralia 2018). Therefore, the product might remain on the market for a long. However, the effects of continuous product advertising have been challenged (Kabarwala 2019). Frequently, social media advertisements contain overvalued information about the attributes and advantages of products, which is a complicated method of prompting psychological responses for optimal influence. Sociological and psychological perspectives have deemed social media advertising to be detrimental. From a sociological standpoint, advertising is questioned for its negative impacts on consumers' behaviour. Existing research makes a strong case for advertising on social media and how it changes how customers to act (El-Adly, 2019).

2.5 Social Media Marketing's Impact on Consumer Purchase Intentions

Advertising through social media raises awareness of the company's products and services so that a brand can also influence a consumer's dependence on that brand (Cheung et al., 2020). According to Ebrahim (2020), the impact of social media extends far beyond marketing and sales to areas like politics and even legal cases. Defendants in commercial lawsuits, for instance, can use the Internet to gather information that can aid in debate and decision-making. According to Algharabat et al. (2020), Twitter is the optimal online media medium for exchanging information and analysis since it allows consumers to receive regular updates. Several earlier studies agree that an individual's choices can be influenced by various ideas of social influence (Seo and Park, 2018). According to the researchers, those who take part in social media activities are part of social networks and seem to be influenced by the activities taking place within these groups (Kumar and Mokha, 2022). Realising the social impacts of one's actions requires an awareness of this type of behaviour. Every consumer's decision to buy a product is impacted by social media, which directly relates to the concept of social media (Jun et al. 2017). Managers are typically tasked with implementing cutting-edge technology in their companies to give themselves a competitive edge in the marketplace.

People who spend a lot of money on luxury products are often looked up to as role models, and as a result, consumers take pride in owning these similar items. Kamboj et al. (2018) state that organisations need to perform research on specific segments of customers for social media marketers to understand why consumers prefer different brands. These elements, known as the "marketing mix," are considered alongside price, product, placement, and advertising when developing a business strategy (Tasci 2018). Therefore, marketing managers should be aware of and make use of these factors when developing CSR strategies for market segmentation (Sanny et al., 2020). A business's potential clients can be better understood by looking at demographic information, such as age, gender, education level, and household income. All of these factors play a role in shaping consumers' decision-making behaviours while making purchases.

2.6 Changes in social media advertisement methods

Companies can tailor their marketing to adapt to specific customer bases. According to Duralia (2018), there are numerous types of advertising, including radio, television, and magazine commercials. However, significant sites like Facebook, Google, and YouTube have

been at the forefront of social media marketing regulation and have spent billions on consumer advertising. Due to its real-time information on its many users, Twitter has also been called a more responsive website. Emerging online businesses, such as TikTok, are aiming to enter social media networks to compete with the aforementioned social media groups (Sanny et al., 2020). As a result of the Internet's prominence in today's globalised society, social media also facilitates effective online advertising (Kumar and Mokha, 2022). Due to technological advancements, advertisements are becoming more persuasive and productive (Alalwan 2018). Cost, accessibility, and target audience all play a factor in determining which advertising platforms to use (Guitart, Gonzalez, and Stremersch, 2018). Companies no longer use billboards because social media advertising is more cost-effective than other forms of media, such as television (Appel et al., 2020). Advertisements on social media have been modified to have as little of a negative impact on consumer behaviours as possible.

2.7 Strategy for social media marketing the products

A marketing mix plan has been considered particularly helpful in achieving engaging and product performance goals. According to Duralia (2018), the marketing mix is a method that helps companies receive the responses they need from their ideal customers. Demand for a company's goods or services can be ensured by strategic use of pricing, place, product, personnel, and marketing (Shin and Yu 2021). However, advertising is a powerful marketing strategy since it can persuade target consumers to make a purchase. Guitart et al. (2018) argue that social media advertising plays a crucial role in businesses' financial success when the market is highly competitive. Increased advertising efficiency is a direct result of the proliferation of social media and digital tools. In the early 20th century, print and radio were the primary mediums for advertising (El-Adly 2019). However, technological development has allowed for the advent of television advertising, which has enhanced the impact of advertising on consumer behaviour (Kumar and Mokha, 2022). Advertising is an important part of a company's marketing strategy because of the benefits it brings. According to Dewi et al. (2022), the conventional "4Ps" of marketing are insufficient to ensure the satisfaction of today's demanding consumers, and processes and people are, instead, indispensable ingredients in the production of high-quality products and services. The marketing strategy is developed by people for people, and it is these people who are the plan's driving force (Raewf et al. 2021).

The marketing strategy of a business is its plan for becoming fully integrated into the

target market. A "push strategy" is employed when marketers use forceful ways to encourage customers to buy a company's goods and services. A "pull strategy" is used when a company's marketing activities are concentrated on increasing positive customer feedback. As a result, there is now more demand for goods. Accordingly, marketing is considered a vital tool in building and maintaining a reputable brand (Shin et al. 2021). Zhao et al. (2021) state that the most influential factor in establishing brand equity is the company's marketing strategy. Brand equity is the strength of the emotional bond between the brand and the consumer. Figure 1 below presents the interaction between brand equity components such as brand recognition, brand associations, brand perception, and brand loyalty. Brand equity refers to the market value of a product or service in the marketplace about its reputation from the perspective of buyers.

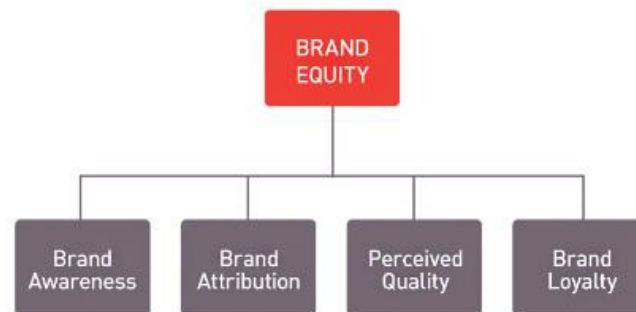


Figure 1 - Brand Equity Strategy (Source: Renderbranding, 2022)

2.8 Theoretical framework

2.8.1 The Social Feedback Loop

According to this theory, there is a connection between social media influence and monetary transactions. According to Eller et al. (2022), a marketer can influence a customer's choice to buy at any of the three stages of the traditional road to purchase: awareness, evaluation, and action. On the other hand, the modern purchase process presumes the consumer has no such assumptions (Wyatt et al., 2022). A consumer will purchase the service or good, evaluate it, and give feedback on it. Once the review is complete, it will be posted online, where it can be read by other customers and used to inform their purchasing decisions. This feedback cycle is driven by the headline and influenced by consumer use, testing, and sampling (Kabarwala et al., 2018). This is significant for our research as it demonstrates how social media discussion can influence

consumers' ultimate purchasing decisions.

2.9 Literature gap

This research helps address a gap in understanding how social media marketing influences consumers' behaviours. Even though there have been a large number of studies on social media marketing, the vast majority of them have been either experimental or theoretical. Therefore, the potential benefits to firms adopting this technique have not been described in great depth (Foroudi 2019). From a survey of the extensive multidisciplinary literature, it is clear that the majority of current research is concerned with defining social media marketing and analysing the factors that influence customer behaviour in connection to social networking (Garanti and Kissi 2019).

Despite the initial advancements achieved by scholars, this field of study has only made some significant development. More research is needed to further comprehend the long-term marketing benefits received by businesses adopting social media marketing (Guitart et al., 2018). Additional well-planned research is needed to move beyond theoretical or predicted outcomes and acquire expertise in real-world applications. This literature review emphasises the need for recent research to study the advantages of marketing on social media platforms for local markets, as well as the gaps in the current research in social media marketing.

2.10 Chapter Summary

An overview of the existing and updated literature is provided, with an emphasis on the underlying ideas, theories, and empirical research. Social media as a concept has developed greatly, as evidenced by the existing literature. Similarly, social media marketing has evolved through time, growing in importance for businesses as its scale and scope increase. Although the effects of social media advertising on consumers' behaviours have been studied, further investigation is needed to determine how it affects retailers in particular.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

The following chapter identifies the research methodology used in the study. It introduces the research design, research philosophy and research approach used by the study to address the research questions and interpret the study findings. The chapter also highlights the data collection methods used by the research to collect evidence from primary and secondary sources. In light of this, the methodology further identifies the used data analysis method to analyse the collected data and draw accurate results. The chapter also provides the ethical considerations integrated in the study by the researcher to ensure the validity, reliability and authenticity of the research.

3.2 Research Design

The following study has used mixed methods research design to determine answers to the research questions. According to Morse (2016), mixed methods studies use a research design which has both philosophical themes and methods of statistical investigation. In this study, mixed-method research involved the development of assumptions led by research philosophy which has helped the research in data collection and analysis. It also helped the study combine both qualitative and quantitative data in a particular research. Mixed method provides a research design known as the Triangulation Design which is a widely-used and recognised approach in this category of research (Sahin and Öztürk, 2019). The researcher used this research design because mixed methods studies include both quantitative and qualitative methods in mixture to create an improved understanding of the research objectives. Therefore, mixed methods offer the best research methodology to gather comprehensive information about the impact of long-term advertising on individuals' busing behavior. The rationale for using mixed method research design is that it helps obtain different perspectives which help increase the validity of the research (Morse, 2016). According to Smajic et al. (2022), mixed method research also helps develop comprehensive understanding of the collected literature and explains the numerical results in depth.

3.3 Research Philosophy

In order to interpret the research findings in this study, the research used the philosophy of pragmatism. According to Mitchell and Education (2018), pragmatism is an developing

research paradigm where truth is determined from practical concerns and the impacts of theories and behaviours. The use of this research paradigm was made because it supports the corresponding application of both qualitative and quantitative methods of research to produce evidence and support best research practices. In light of this phenomenon, the research will use pragmatism to interpret both secondary qualitative and primary quantitative data. Moreover, pragmatism is an ideal approach for this study because it rejects skepticism and fully accepts fallibilism (Allmark and Machaczek, 2018). Therefore, it is justified as a practical and realistic approach which can fully support the accurate interpretation the research findings in this study.

3.4 Research Approach

According to Morse (2016), mixed methods research is the kind of research where an academic scholar or group of scholars integrate the features of qualitative and quantitative research methods. According to the National Institutes of Health, mixed methods tactically combine complex quantitative and qualitative research approaches to extract and use the strengths of both methods (Smajic et al., 2022). In light of this rationale, the present study has used both inductive and deductive approaches to collect research data and draw findings. This study has employed mixed method approaches to generate a strong explanation and interpretation of the collected information, increase the understandability of quantitative findings, and apply the small-sample of qualitative results on a wider broader spectrum.

3.5 Data Collection Method

This study will carry out the collection of both open and closed-ended data (qualitative and quantitative data) in response to research question. The researcher collects numerical data from survey questionnaire and qualitative data from previous literature. The sources used for the collection of qualitative evidence i.e., previous literature includes books, journals, articles, internet-based publications and websites. The statistical data was drawn from survey questionnaire is based on participant responses to close-ended questions. This method of data collection is preferred because it requires lesser time to collect this data in comparison to sequential techniques (Bazeley, 2017). Moreover, another reason for using these methods is that; the use of both qualitative and quantitative data collection balances the weaknesses intrinsic to one design by using both (Sahin and Öztürk, 2019). The research has developed in-depth findings through the integration of both qualitative and quantitative data.

3.6 Data Analysis Technique

The study conducted quantitative analysis using SPSS software to determine frequency, regression, and correlation analysis. In addition to this, the research also uses thematic analysis to interpret the previous literature and develop themes relevant to objectives. Therefore, mixed-method is also used within the data analysis of this research because it helps increase the validity of the research and as both quantitative and qualitative are used, reliability cancelled out potential disadvantages from the study (McKim, 2017). The use of mixed methods research in this study has demonstrated that this research design and data analysis technique offers a wider range of approaches to understand complicated research problems and challenges in an improved manner through various perspectives that normally could not be addressed by using either quantitative or qualitative research design (Halcomb and Hickman, 2015). The use of both qualitative and quantitative data analysis has improved the study's understanding regarding the research questions through accurate integration of different interpretation methods.

3.7 Ethical Considerations

The ethical considerations are a set of research rules, codes, regulations and principles of practice used during the research to guide the researcher to remain focused on the research topic and create deep understanding of the knowledge to increase the academic integrity. According to McNabb (2015), the quantitative research design requires the application of ethical principles such as requirements for honesty, informed consent and protected storage of data, the right of access to data for participants and duty of confidentiality for those involved in the research. Before their participation in the research, a complete consent proposal was provided to the participants. After the inclusion of consent form, the participants were given complete authority to become a part of research or leave the research at any time as per their own will. One major consideration followed in the research was respect to privacy such that the personal information of participants must not be shared with third-party. Moreover, in order to address the issue of plagiarism and fabrication in secondary qualitative data, the researcher ensured to properly cite all authors or sources which were used for data collection. In addition to this, the research does not include any fake or fabricated data source. Lastly, the research provides unbiased results which have not been altered or falsified in any way to meet any personal agenda of the academic researcher. The discussed ethical considerations have helped increase the academic integrity of this study.

CHAPTER 4: FINDINGS AND DISCUSSION

4.1 Introduction

This chapter elaborates on the findings of the survey conducted in the current study. The chapter mainly analyses the frequency analysis results regarding customers' choices, their perception of social media-based brand advertisements, and the influence of social media advertisements on their buying decisions, including purchase intention. Moreover, the chapter also includes a critical discussion to contextualise the current findings concerning the literature examined in the previous chapter.

4.2 Quantitative findings

4.2.1 Demographic analysis

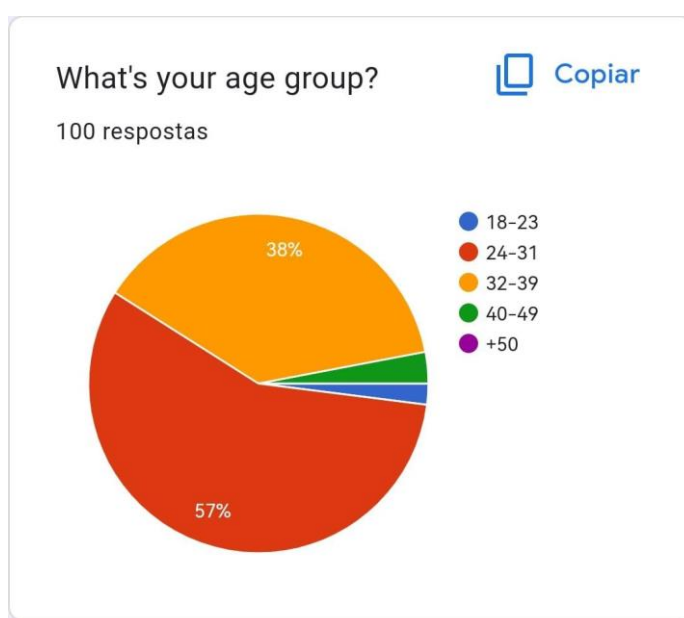


Figure 2. Age group composition

Figure 1 shows the age of respondents that were part of the study. It can be observed that 57% were part of the 24-31 age range and 38% were part of the 32-39 age range. This shows that people with various group of age ranges were part of the study who used social media marketing to make purchasing decisions. Despite a mixed composition, the majority of respondents belonged to the young age group, expectedly showing a higher inclination toward social media usage in this age group.

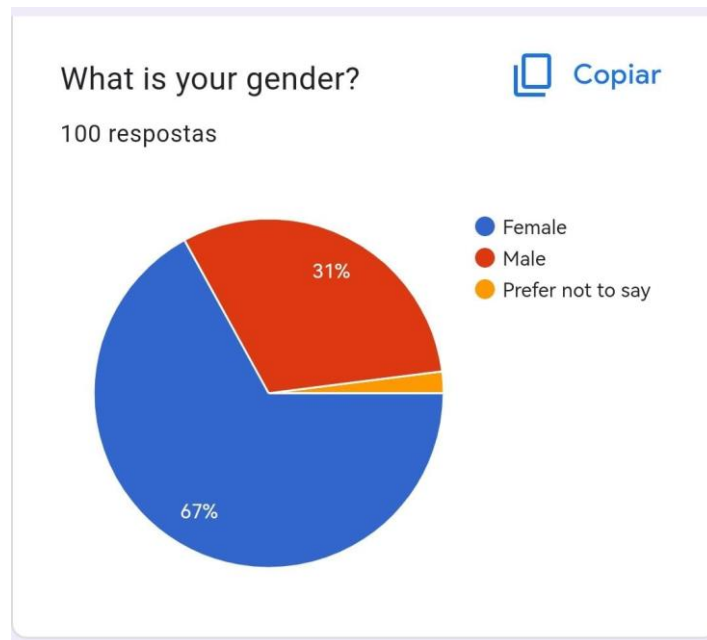


Figure 3. Gender composition

Figure 2 shows the gender results of respondents that were part of the study. It can be observed that 67% of respondents were females, and 31% of respondents were male. This shows that majority of respondents were females who made their purchasing decisions by using social media platforms regarding products and services. Although this gender disparity may not indicate gender bias in social media-based decisions, it does show that females are more likely to be influenced by social media advertisements.

4.2.2 Frequency analysis of responses

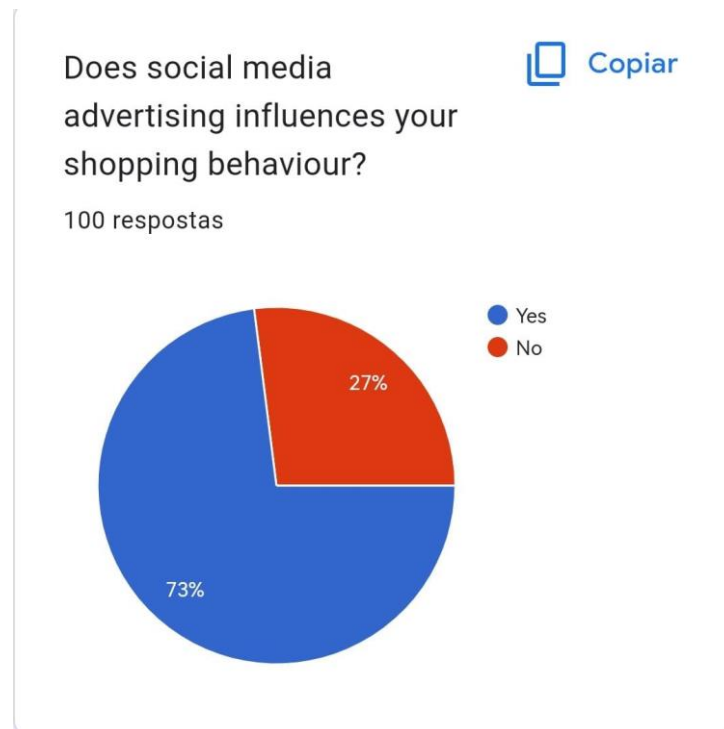


Figure 4. Influence of social media ads on shopping behaviour

Figure 3 shows the responses to the question of whether social media advertising influences shopping behaviour. The 73% of responses revealed that the shopping behaviour of the majority of respondents was influenced by social media. This is in accordance with the study of Kabarwala (2019) that social media advertising impacts consumer behaviour in the sense that it is dependent on the ability of consumers to generate suitable behavioural states. At this point, consumers do not even consider the quality of the goods if they have been affected by advertising.

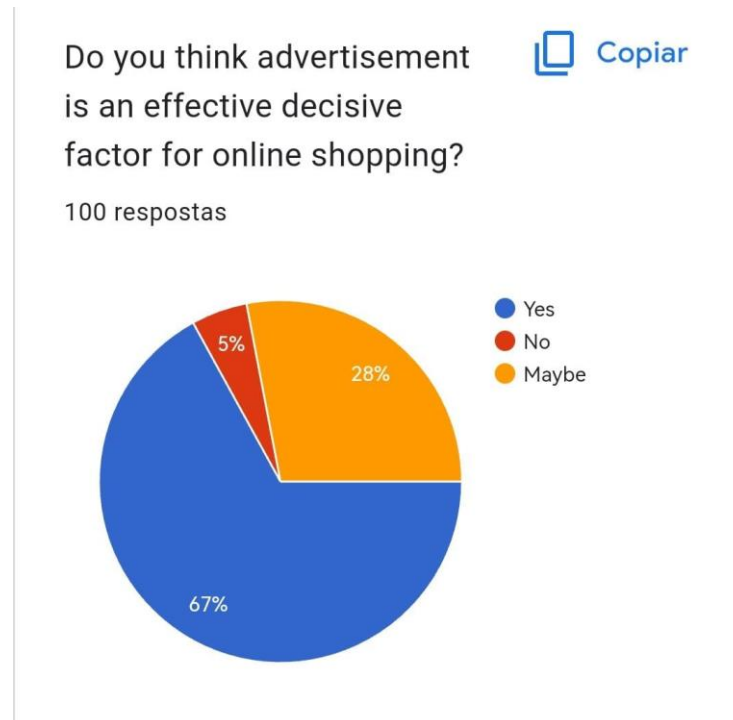


Figure 5. Role of the ad as a decisive factor for online shopping

Figure 4 shows the response to the statement advertisement is an effective decisive factor for online shopping. 67% of responses have revealed that they agree with it. The results are in line with the previous findings, which depicted that, in general, social media advertisements have an encouraging effect on viewers to try online shopping for a certain brand. However, a significant 28% population also expressed mixed views regarding this. This may be attributable to a lack of understanding of people regarding the actual effect of social media on their day-to-day life choices. Since most people tend to downplay the effect of external elements on their subconscious, it is the highly likely impact of social media advertising is also mainly subconscious.

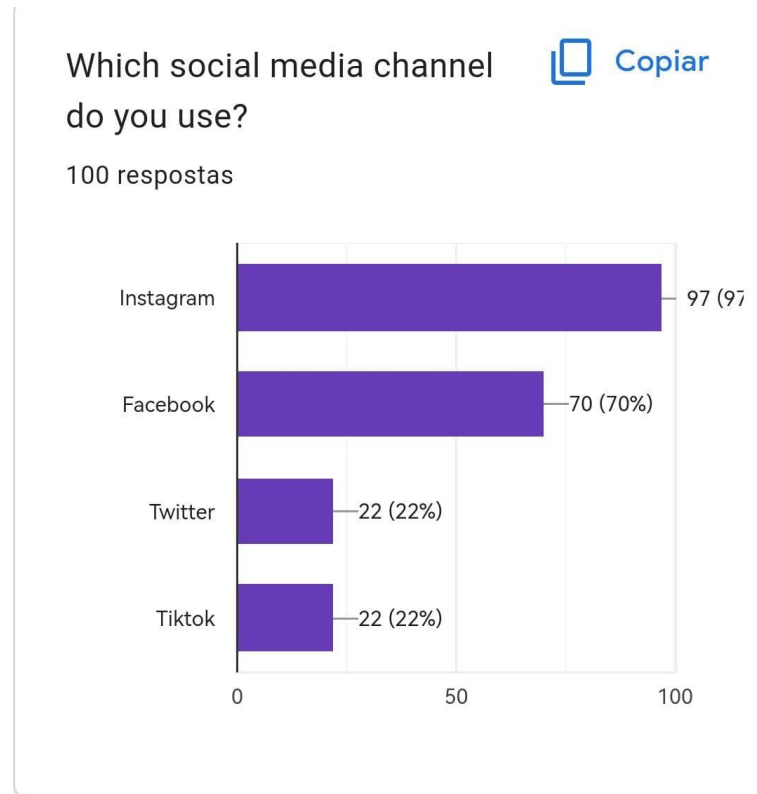


Figure 6. Preference of social media channels

In order to attain a rough idea about the extent of social media usage within the study population, the study inquired about the exact social media platform that people mostly use. As shown in Fig 5, A significant 97% admitted to using Instagram on a daily basis, followed by 70% who also used Facebook. Usage of Twitter and TikTok was lowest at 22% each. Since Instagram and Facebook are also major sites for social media marketing, it could be the case that people who consume these sites the most are also most affected by branding on these platforms.

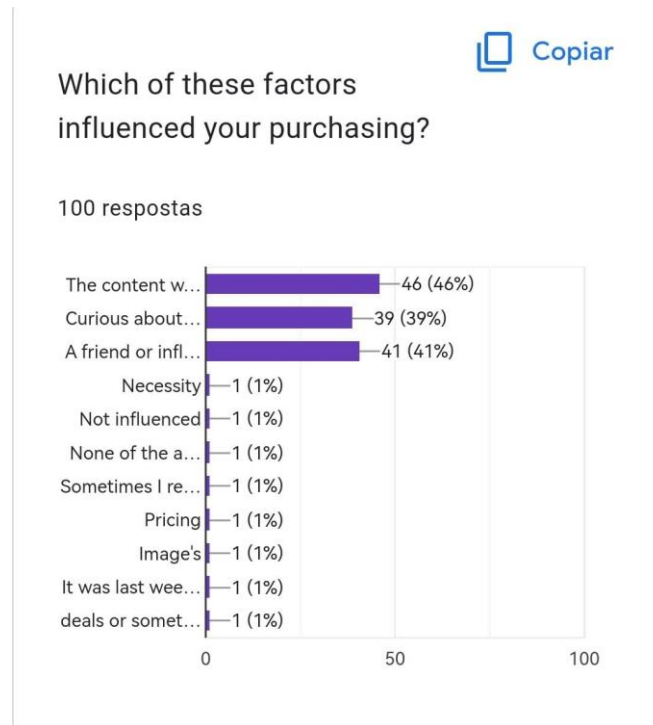


Figure 7. Factors influencing the purchasing decision

The previous assertion of social media usage is evidenced in this statement. As shown in Fig 6, around 46% of respondents expressed that the content within the advertisements encouraged them in purchasing decisions. Contents within the advertisements may include the language and style of writing in which a written post-ad is uploaded by the brand. In the video domain, it also includes the kind of creativity in animation that captivates the attention of a social media user. Since the attention span on social media is generally short, ad content is needed to be brief and highly attractive, somewhat in contrast to traditional television-based ads.

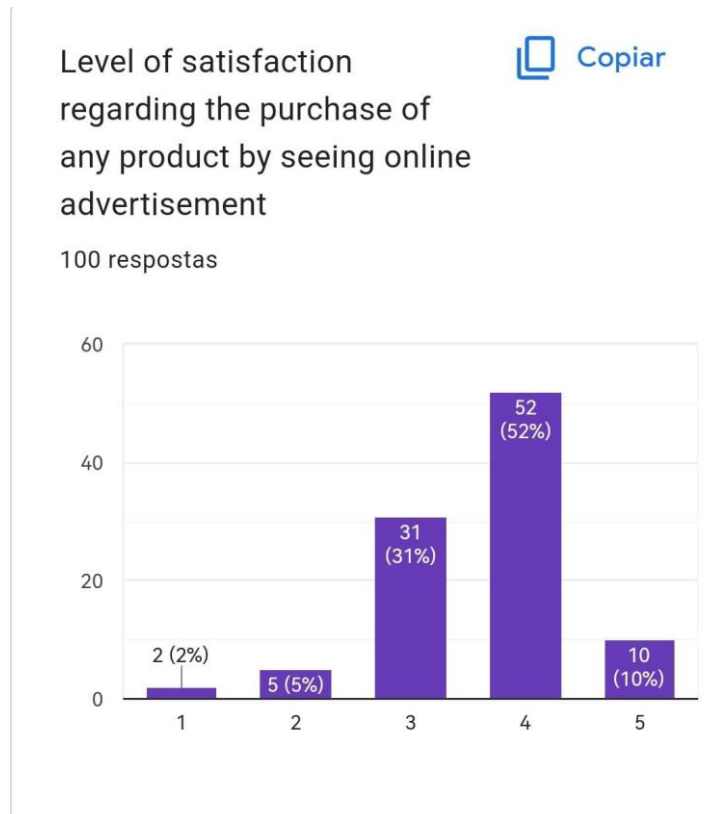


Figure 8. Level of satisfaction on purchasing an online-available product after watching its advertisement

In the next phase, the study inquired about the level of satisfaction that the user feels after making an online purchase. As explicated in Fig 7, a significant 52% majority agreed that they feel a noticeable level of higher satisfaction in online purchase of a product after watching its social media ad. This result was unanticipated since the researcher expected that social media purchases would have a similar level of feelings as offline purchases. However, the results depict that social media advertisements have a more prompting effect which influences people. It encourages people to seek satisfaction by making the purchase of the product whose ad they watch online. However, the longevity of the satisfaction is not indicated in these responses. Duration of satisfaction could also be a key to determining whether such online purchases are viable as a long-term customer attractiveness. However, measuring long-term satisfaction is an arduous task beyond the scope of the current study.

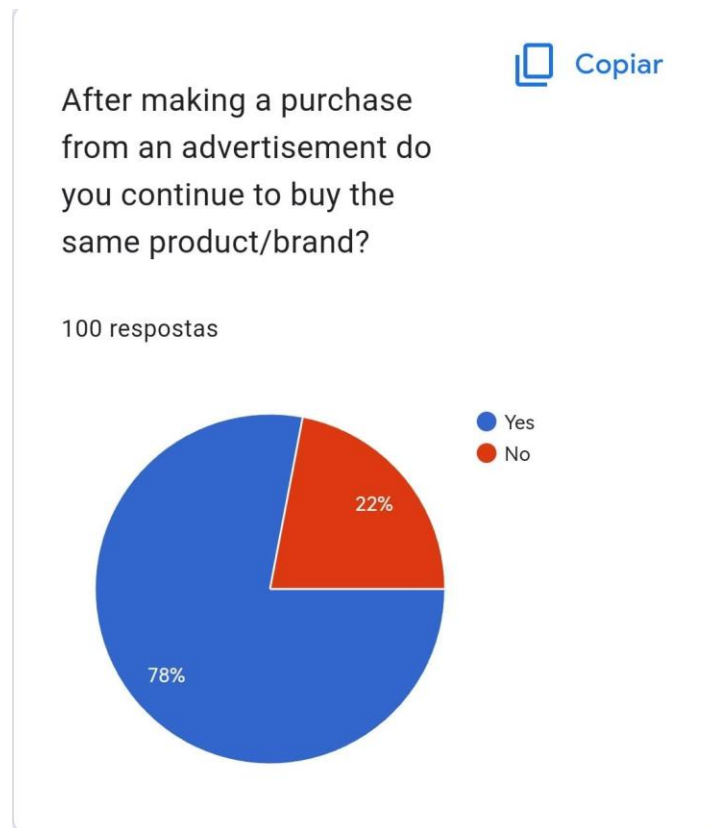


Figure 9. Long-term customer dealing (customer loyalty) from social media advertisement

Fig 8 above demonstrates population responses regarding long-term buying decisions. As expressed in the previous Fig 7 analysis, determining the long-term satisfaction level of online purchases is difficult to measure directly. However, one method to do this is by assessing whether one online purchase encourages consumers for further purchases or not. In this regard, Fig 8 showed that for a significant 78% of respondents, one online purchase through social media prompts them to continue to buy the same product in future purchases as well. Although this could be dependent upon their purchase and usage experience, it does show that social media ads have a positive role to play in making returning customers for an online brand.

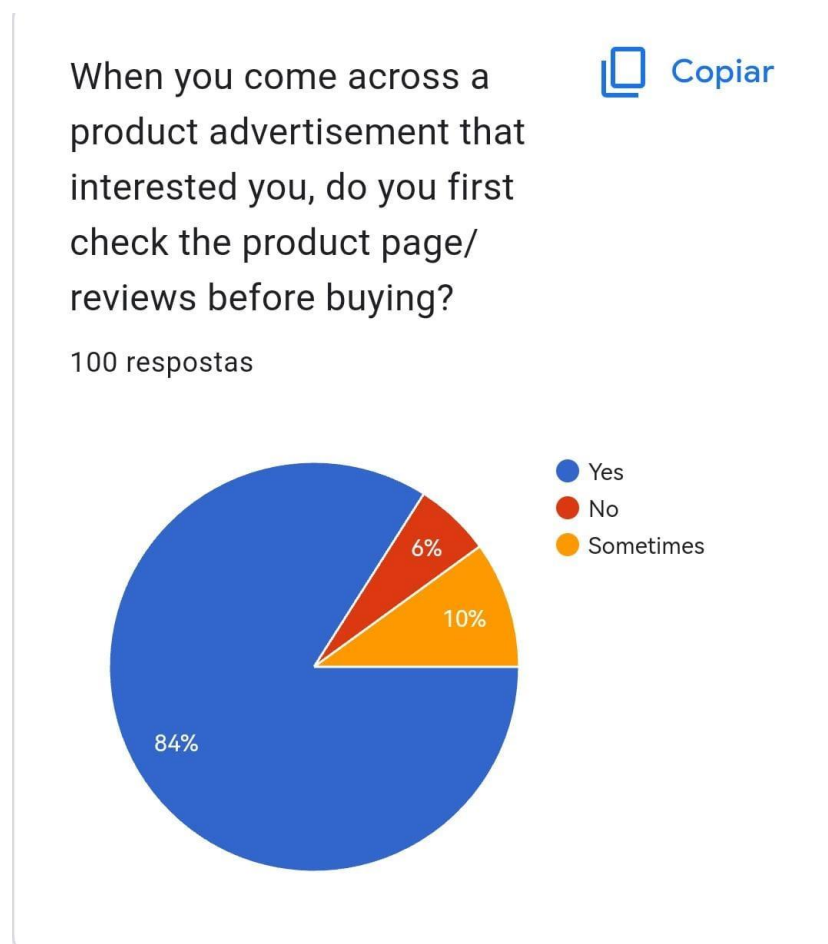


Figure 10. Verification of product and brand through public reviews on social media

In terms of the authenticity consciousness of the online selling brand, the study attempted to inquire whether the respondents check product and brand reviews before making the purchasing decision. 84% of respondents agreed that they check the reviews of previous buyers to ascertain the authenticity of the brand and the quality of the product.

The current findings of thorough survey analysis show a myriad of implications for social media advertisements on consumer behaviour. Firstly, the survey noticed a highly disproportionate extent of young age group participants being consumers of social media-based product offerings. Although social media has become largely ubiquitous in all age groups in today's era, a heavy inclination of young people towards social media-based purchases shows that this continues to remain the target market for social media brands. With regards to the influence of social media on buying behaviour, the current study found that as much as 78% of people admitted having been influenced by social media marketing in their product purchase decisions. However, the current research did not dive into details regarding the reasons for psychological or social factors that may lead people to make purchase

decisions by watching ads on social media. In this case, findings from the literature indicate that social media marketing increases customer knowledge of a company's goods and services, which allows a brand to have an impact on a consumer's reliance on that brand (Cheung et al., 2020). Through the analysis of Ebrahim (2020), it was found that social media has a significant influence on fields like politics and even judicial proceedings, in addition to marketing and sales. For example, defendants in business disputes can utilise the Internet to acquire data that will be useful in discussion and decision-making. Twitter is the best online media platform for exchanging information and analysis since it enables users to receive regular updates (Algharabat et al., 2020).

Buying decisions are one element in the much wider framework of shopping behaviour. From the current study responses, it was realised that for a majority of participants, the social media ecosystem is an influential factor in overall shopping behaviour. It means that social media elements also influence the overall behaviour of online shoppers rather than being limited to their purchase decision. From the literature, the study further sheds light on this phenomenon. Consumers take delight in possessing comparable things since those who spend exuberant capital on them are frequently viewed as role models. According to Kamboj et al. (2018), organisations must do research on specific customer groups in order for social media marketers to understand why customers favour certain brands. When creating a company strategy, these components—collectively referred to as the "marketing mix" are taken into account alongside pricing, product, location, and advertising (Tasci 2018). Therefore, while creating CSR strategies for market segmentation, marketing managers should be aware of and leverage these criteria (Sanny et al., 2020).

Consumer behaviour is typically influenced by a person's liking for or aversion to a product, claim Guitart et al. (2018). Through analysis of secondary literature, it was also found that, Additionally, individuals' capacity to produce appropriate behavioural states affects how social media advertising affects consumer behaviour (Kabarwala 2019). Advertising, therefore, completely influences consumers' purchase decisions, regardless of the quality of the products (Duralia 2018). As a result, the product may stay on the market for a long time. However, the results of persistent product promotion have been questioned (Kabarwala 2019). Social media commercials frequently include exaggerated information about the qualities and benefits of things, which is a tricky way to elicit psychological reactions for maximum effect.

4.3 Discussion

From the quantitative and qualitative findings of the current study, the case for social media-based advertisement has become strong. The study provided evidence to the initial question of social media advertisement influences customer loyalty through the element of instant gratification in which the buyer does not have to go to a brick-and-mortar store to fulfil their need for purchase. Moreover, this has also resulted in an increment of hyper-consumerist tendencies, especially among the young generation below the age of 35, as evident from the analysis of the current study. Due to this scenario, businesses can adjust their marketing to fit different client bases. There are many different kinds of advertising, including radio, television, and magazine adverts, claim Duralia (2018). Significant websites like Facebook, Google, and YouTube, on the other hand, have led the way in social media marketing regulation and have invested billions in consumer advertising. Twitter has also been referred to be a more responsive website because of its real-time information on its numerous users. To compete with the aforementioned social media groups, new internet firms, like TikTok, strive to join social media networks (Sanny et al., 2020). Due to the prevalence of the Internet in today's globalised culture, social media also makes it possible for online advertising to be effective (Kumar and Mokha, 2022).

Various influences of social media advertisements are contingent upon market factors, market competition, as well as the underlying technological framework in a given society. In a highly competitive industry, social media advertising, according to Guitart et al. (2018), is essential to a company's financial success. However, no such evidence was found in the current research, s most participants indicated social media-based purchases as based on their desire for fulfilment and satisfaction. The widespread use of social media and digital tools directly contributes to increased advertising effectiveness. The main advertising mediums in the early 20th century were print and radio (El-Adly 2019). However, technical advancement has made television advertising possible, which has increased the effect of advertising on consumer behaviour (Kumar and Mokha, 2022). A company's marketing plan should include advertising because of the advantages it offers.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1 Recommendations

In accordance to the findings and discussion, several recommendations have been developed which are provided below:

- It is suggested for the marketing managers should be aware of marketing mix and make use of these factors when developing CSR strategies for market segmentation. It is due to the reason that all of these factors play a role in shaping consumers' decision-making behaviours while making purchases.
- It is also suggested that a company's marketing plan should include advertising because of the advantages it offers. It is due to the reason that technical advancement has made television advertising possible, which has increased the effect of advertising on consumer behaviour.

5.2 Future Implications

This study has used the survey questionnaire for the purpose of determining how social media advertising impact on consumer behaviour. In this manner, the study has only focused on quantifying the impact instead of providing detail or comprehending the problem. Therefore, it is suggested for the future researchers to include interviews which will help them to provide comprehension of the problem being addressed.

5.3 Conclusion

Social media has revolutionised the concept of research and exploration for the wide variety of products and services widely available. Therefore, the process of social media advertising and communicating information about a company's products and services is becoming more challenging these days. It is due to the reason that customers now have access to a more diverse selection of products and services due to technological advancement, resulting in increased competition. In this manner, this study aims to examine how social media advertising impacts consumer behaviour. The study is quantitative in nature and positivism philosophy has been adopted. In addition, the deductive approach was adopted while the data was gathered with the help of survey questionnaire. The analysis in this study was carried out using the frequency analysis and demographics analysis. The results determined that there is a significant impact of the advertising on consumer behaviour and

companies should focus more on the young generation due to their increased usage of the social networking sites.

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