

## **Impact of Social Media Advertisement on Buying Behavior**

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### **Abstract**

In this world, Life is hard to consider without mass media. It entertains, inform, aware and invade us. Media are one of the vital factors of social change. New media has its effect on society and culture. Media evolution has strongly modify the communication landscape picture. Social media is the title of the social networking sites such as Facebook, Instagram, blogs, Instagram, twitter etc. These websites are the crucial web pages for firms so that they can keep straight relationships with their consumers. Organizations have raised complete divisions in which the persons control and design social media according to their organization require and branding activities. Social media is disparate from old media because it is initiate by users of these web page and give platforms to audiences to expand their sales, to enhance the brand identity and to launch a new brand. This study aims to examine the steps of social media users towards straight advertising on their internet sites. Which will calculate the actions conversion and switch in user's attitude towards the products advertised. This study spotlight that user's healthy attitude towards ads in social media has definite effect on their behavioral change Organizer while establishing their ads on social media mediums products can contrive their information to their specific audience. They can point individuals on basis of collective interests and demography facts.

Keywords: Social media, Identity, Audience behavior, attitude.

### **INTRODUCTION**

#### **Social media**

New media is growing so fast now a days. as social media is the new media it has become a popular tool .as this is user friendly anyone can use it from younger to elder generation can access it. There are no barriers on its use. Through the social media the large number of people relate to each other.

There are no geographical boundaries. social media platforms are face book twitter Instagram and more are giving people to stay connected with each other. As social media aware, inform and entertain us. Fifty years ago, no one heard about the social media. but now, everyone is quite familiar with it. this term has become quite famous in society especially among youth. it is a new form of entertainment infotainment where people can exchange their ideas, personal views, pictures, and videos. This media is growing at huge level everyday number of publics is using it, registering new accounts for business, study or for many other purposes. The people can attain any kind of information they want to. social media is the audio-visual media both pictures and audio are available on this medium. social media allow us to communicate any time anywhere we want to the person gets informed more about the social matters of the world. Social media plays a vital role there are no limitation to the knowledge. any person can share any information through various social mediums to apprise others. The people get to know the instant happening around the world through this they get updated. It is the major key of media in foreign countries i.e. foreign countries news .it performs a task of broad platform for sales and purchase .in today's world social media a wide role for ads. for online promotion like Facebook twitter YouTube etc. are leading these days. social media attracted several people and today's there are millions of social media users are there which take advantage of social media. Has given number people platform to showcase their talents raise their voice.

Social media advert to web page, apps which enables persons to allocation gratify hastily, aptly. Most people use these apps on phones or tablets, though it inters connection appliance started with pc. This misinterpretation came out from the truth social media users use these through applications. it is not only used to enrapture only people or acquaintance and ancestry. earlier last years, it has become spot where, administration and company can communicate with each other. The widening of new media allowed transmutation the buying decision of customer. it has totally changed the buying decision of the people. Instance, that strengthened the views of number of people where people can choice the various products it has re shape the events because we can we live on social networking sites. and we can connect with so many people as there are so many live

apps which gave platform to many people. the prominent personalities can come live on these apps and can share their views of people instantly without any interruption.

## REVIEW OF LITERATURE

G. Siva Kumar (2010) study concentrated on procedure of online shopping. In today's world it has become famous among the people from younger to elder generation like this because it saves time of the consumer. has a great impact on the users. There is web shop, e store, internet shops, online stores which helps to purchase the things online. it has made easy for the clients. they can buy anything at any time. Just with the help of the internet people can easily purchase things on online there are no limitations on anyone. each person can take advantage of this. Nature is flexible. They can order stuff in just seconds. this has attracted people with their advancement techniques and with the innovative content.

sihla rajput (2011) considered the advertisements which are shown on social networking sites are creative and that attracts more to the younger generation as they are highly influenced by seeing these ads on social platform this study evaluated that it has become easy for the marketers to attract youth with innovative content and at last, they make the purchase decision. Manpreet singh (2012) described in study that people now social media more rather than old media. as people are extremely impressed with the features and the advantages of social media. that is reason there are billions of users of social media networking sites. Anubha (2014), 'Study survey the sudden changes in customer shopping attitude and behavioural in shopping further opinion for purchasing cheap products high rate i.e grocery utensils, digital appliances, machinery items or ornaments etc. has been transformed . social networking consumers are inspired from different factors like fashion and design, creative showcase of product, mixture, convenient etc. study concentrated to know their behavior towards the array. Study evaluated that online array gives more options and varieties at the same time. persons are extremely influenced by fashion and the online array. Online

users vacillate to buy array with incentives i.e., less gratification of quality, size, and color etc. but at the same point cheap rate clothes on internet looks fashionable and trendy. Study evaluated that purchasing online array are highly influenced by internet creativeness than by clothing creativeness.

**OBJECTIVES:**

- To ascertain the utilization of multimedia.
- To study the effect of online sites on purchasing behavior.
- To know the extent of awareness about SNS among people.
- To analyze the attitude after watching online ads.

**Research methodology**

Research methodology is method, or the process used to resolve a hypothesis or research problem. It consists of sequence of steps which are taken to provide a viable solution to the given research problem. A method involving techniques, survey, interview which are used for collecting data and information which in turn provides a solution to the research problem.

Experimentation and surveys are the most widely used methods of conducting research. To this research, survey method used to resolve research problem. A descriptive study has been conducted on the social media and online purchasing behavior of number of people. The studios is conducted among the persons who are active on online sites to see the effect of online ads to know buying decision after watching a ad. The study has been conducted among the youth and elders. The two ways to collect data namely Primary and Secondary for the whole research data. As here survey has been conducted so researcher used the primary data and for review of literature the primary data was considered. For the primary data collection survey has been conducted and questionnaire and google form has been used for the data collection. the questionnaire has been distributed among 70 respondents out of which 50 respondents submitted the questionnaire. And google form

were send to 50 respondents. The questionnaire contains number of questions to know their effect of social media on purchasing behavior and attitude.

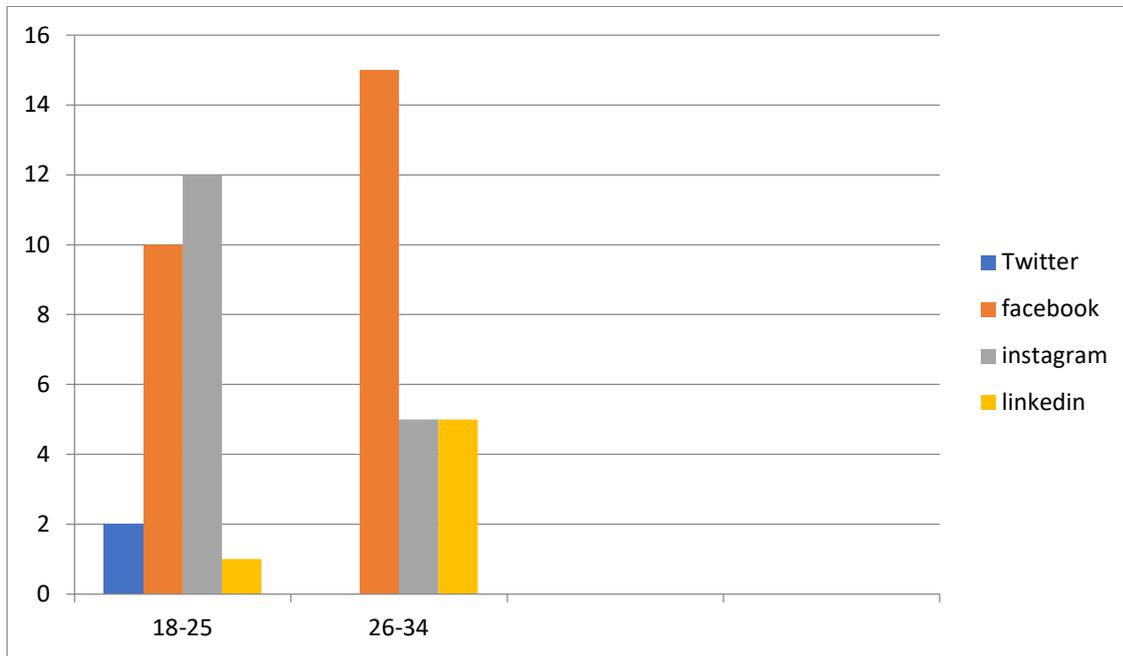
### **SAMPLING METHOD:**

A total of 70 questionnaire were taken to the even some collages and shops for their distribution among the people youngsters and elders. In this study random sampling method has been used. in random sampling method each and every item of the people gets an equal chance to fill the questionnaire. Each respondent was given assurance their views will kept confidential.

### **DATA ANALYSIS:**

Q-2 Which social Platform do you prefer most?

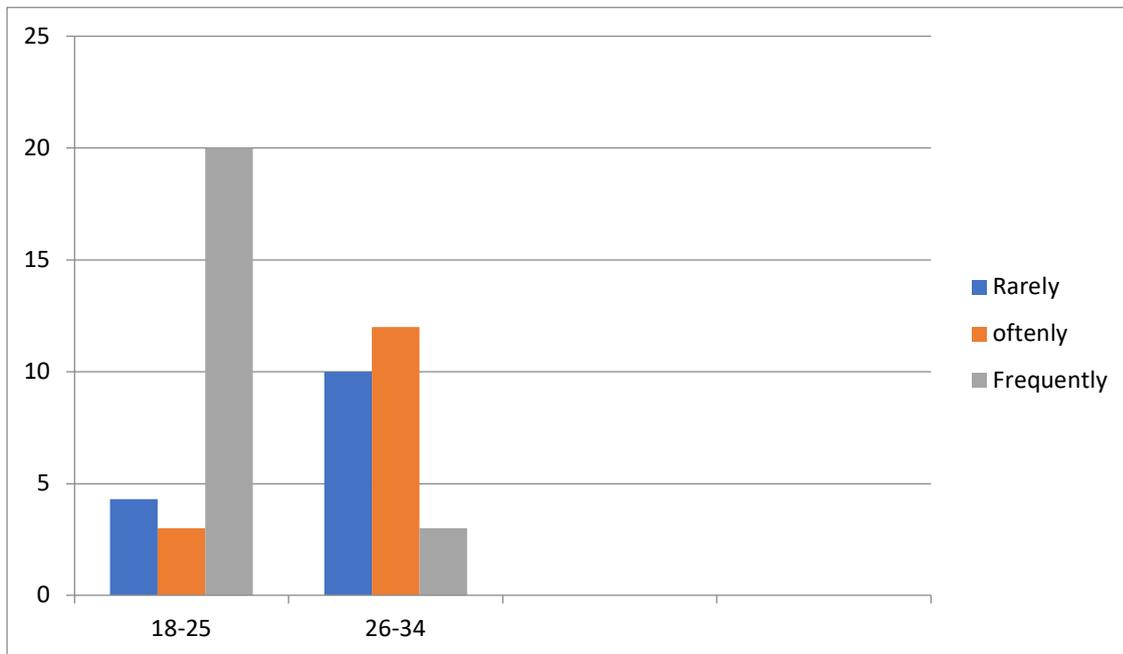
| Serial Number | Age Group | Twitter | Facebook | Instagram | Linkedin |
|---------------|-----------|---------|----------|-----------|----------|
| 1             | 18-25     | 2       | 10       | 12        | 1        |
| 2             | 26-34     | 0       | 15       | 5         | 5        |



In this graph People of age Group 18-25 Mostly use Instagram and Facebook i.e., 12 out of 25 people and 10 out of 25 understand less users of twitter and a LinkedIn 2 and 1 out of 25. Whereas Age group of 26-34 Did not use Twitter but mostly users of Facebook almost 60% use Facebook and equal 20-20% portion use LinkedIn and Instagram.

Q-3 How frequently you use social media?

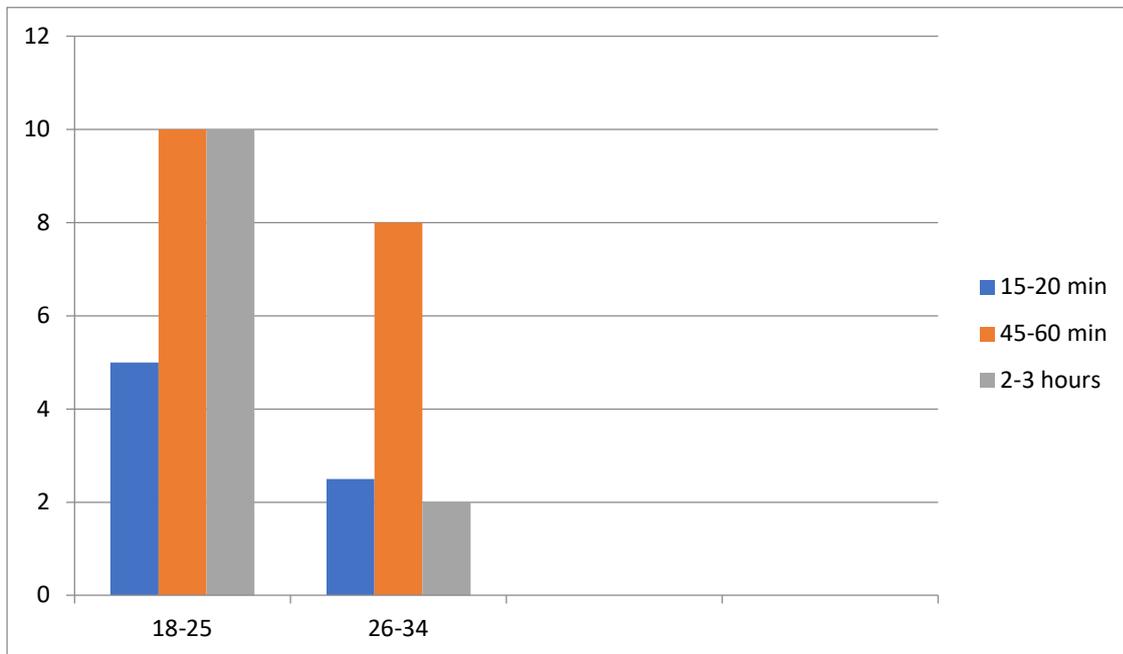
| Serial number | Age group | Rarely | Oftenly | Frequently |
|---------------|-----------|--------|---------|------------|
| 1             | 18-25     | 2      | 3       | 20         |
| 2             | 26-34     | 10     | 12      | 3          |



In this Table age group of 18-25 are frequent users of social media i.e., 80% of them use frequently and 12% are often used the social media and 8% only use social media very rarely Whereas the age group of 26-34 are totally opposite i.e. 48% of respondents are users of social media and 40% are rarely users and only 12% are frequently users.

Q-4 On typical days how much hours spend on social media?

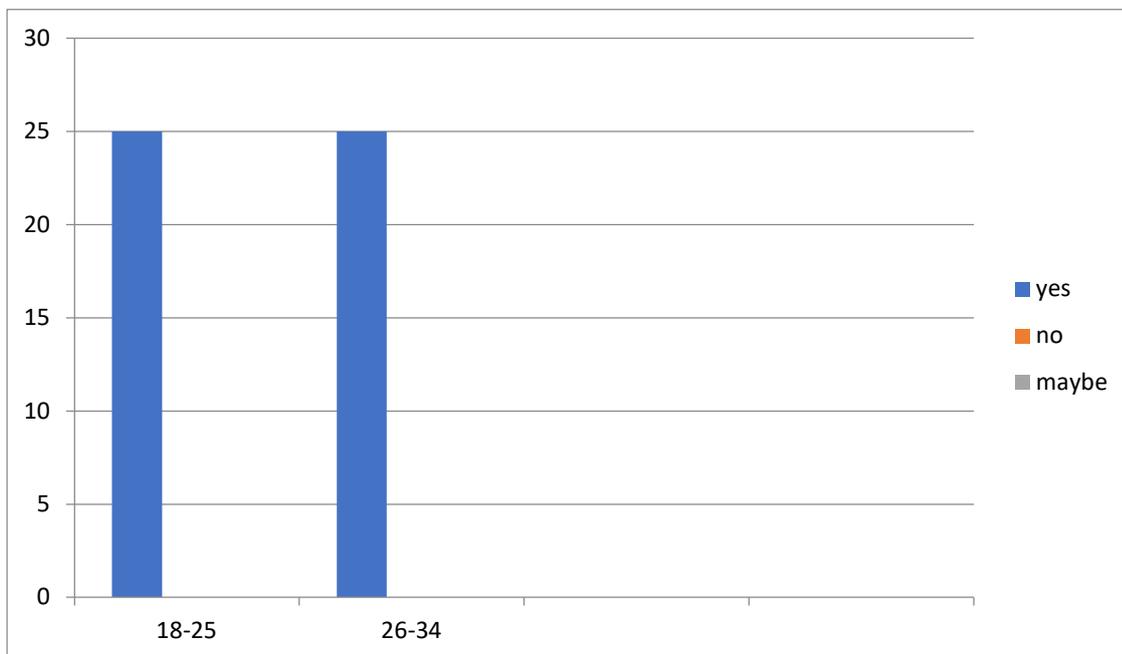
| Serial number | Age   | 15-20 min | 45-60 min | 3-4 hours |
|---------------|-------|-----------|-----------|-----------|
| 1             | 18-25 | 5         | 10        | 10        |
| 2             | 26-34 | 15        | 8         | 2         |



In this table the younger Generation spend 2-3 hours on social media and 45-60 min are in equal proportion i.e. 40-40% but only 20% said that they spend only 15-20 min on social media Whereas In case of 26-34 age group people 60% said they spend only 15-20 min on social media and 32% said they use 45-60 min social media apps and only 8% are those who spend 2-3 hours on social media

Q-5 Do you find social media easy to operate?

| Serial number | Age group | Yes | No | Maybe |
|---------------|-----------|-----|----|-------|
| 1             | 18-25     | 25  | 0  | 0     |
| 2             | 26-34     | 25  | 0  | 0     |



In this graph as we know the youth is more smarter in use of technology so 100% of respondents of both the age group said the it is so easy they did not find any difficulty to operate it.

## FINDINGS AND RESULTS

In this study the researcher has represented findings of study by using tables and pie charts, so that the findings could be understood easily. According to each question results has been displayed in the table. To understand the results in a better form. These charts are applicable. As mentioned above, the researcher used the survey method with the help of a comprehensive questionnaire. The sample consists of 50 respondents (youth and elders) from Fatehgarh sahib (punjab). A description of the CONCLUSION is presented below. Outcome of study reveals social media being used on a large scale by almost every person in the world. No doubt social media is leading media today as it is easy to use provide information immediately, helps in communicating effectively and has a wide reach. the user's number are more and whenever they online the sites ads reflects which makes people to see .in context of purchasing products online social networking sites are considered as boon by the 90% of the people. The 85% of people thinks it act as an effective tool for shopping and seeking information. Through the results of the study 70% youngsters were found more active users and shoppers online. the important as elders finds its unique to purchase anything online just in a few seconds. 30 % of elders were influenced through the online ad and make the buying decisions because some of them don't trust these sites that's why don't buy anything online. Whereas 20 % of people did not found it an effective tool due to the online payments and online security system and the quality, prize and fraud by social networking company that is the reason they have fear to purchase online. The youngsters found it more attractive this is the reason they are highly purchasers on online because the extremely innovate ads of products influence them to shop and have a variety of products which is great for them. this study also shows that the marketers found a great platform to advertise and sale their products with them innovate contents so social media is beneficial for the marketers to number of people. According to me due to great content and innovative ideas of ad the youth get attracted and make purchase decision so it oneself vital on buying. The ads strike in peoples mind then with availability of fashionable products online they are highly influenced by the slogans and celebs that why they prefer to buy online. So, a huge number of persons purchase online after seeing the ads.

**SUGGESTIONS:**

If marketer will create the good quality of products and extremely great ads the increment of online buyer will automatically increase. The online seller should also gain the trust of elders so that they also start buy products online and make aware them about the products their credibility. As social media is great platform for mass media. which has widespread dimensions. as nothing can be perfect but social media is impeccable but only if used properly .it can be a great tool to communicate and dissemination information, education, knowledge, entertainment, and for businesses. so, the marketers should also connect with the elder people by showing them the reliability in the stuff .so that they can easily trust and make their purchasing decisions. The online sellers should provide the information to the people who are not aware about the security system. So that vast amount of people starts their shopping online. which will be helpful for marketers to increase of sales.

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