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The Impact of Social Media Advertising on Consumer Buying Behavior

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Abstract: For the majority of businesses, social media marketing is now the standard. Through social media platforms like Twitter, Facebook, and YouTube, the marketing technique is applied. Social media marketing is able to engage and interact on a much more customised and dynamic level than traditional marketing because it makes use of the social component of the web. This research looks at possible aspects that might affect customers' purchasing decisions on social media. The influence of social media advertisements on consumer purchasing behaviour was examined using data on social media usage from 400 customers using multiple regression analysis. The findings demonstrate that a number of social media advertising characteristics significantly influenced customers' purchasing decisions. These findings offer important new information with important theoretical and applied ramifications for both social media marketers and scholars working in the field. **Keywords:** Social media advertising; Consumer buying Behaviour.

I. INTRODUCTION

Since its inception, social media has gained widespread user approval, which has prompted many businesses to update their communication methods. Some business owners have begun focusing their efforts on social media marketing (Chi, 2011). A standout feature of social media advertising is its capacity to track consumers' behavioural responses and engage in discourse (Rodgers and Thorson, 2000). Advertising on social media has the power to establish a powerful brand (Briggs and Hollis, 1997). Consumers' attitudes toward social media advertising (ASMAD), according to research on social media advertising and online advertising in general, are a key factor in determining how effective it is (Li et al., 2002; Chu et al., 2013). Once more, research has demonstrated the connection between consumers' attitudes regarding advertising and their behavioural responses (Karson et al., 2006; Li et al., 2002). Positively inclined consumers have responded favourably to advertising, whereas negatively inclined consumers have responded unfavourably (Durvasula et al., 2001). One may argue that in this instance, customers who have a favourable attitude toward social media advertising would exhibit a favourable response, and vice versa (Wolin et al., 2002). However, the reputation of the business employing social media advertising might help to temper the result in some cases. Consumers' reactions to a company's marketing initiatives have been correlated with their perceptions of the company and its reputation (Zinkhan et al., 2003; Roberts and Dowling, 2002). According to Algesheimer et al. (2005), brand relationship quality has an impact on how customers interact with a brand community. According to Gupta et al. (2010), buyers respond favourably to brands that they feel positively about.

II. LITERATURE REVIEW

Advertising, as defined by Armstrong and Kotler (2000), is any type of compensated non-personal presentation and promotion of ideas, products, or services by a designated sponsor. The conventional methods of advertising included broadcasting on television, radio, newspapers, and billboards, to name a few. According to the criteria above, advertising

through conventional media has several drawbacks, such as the fact that it is expensive and only allows for one-way communication. Consequently, because of several aspects that allow marketers to get beyond the constraints of conventional mass media, advertising is increasingly shifting from traditional media to the World Wide Web (Mulhern, 2009). Previous research has demonstrated that consumers' responses to advertising, particularly their purchase intentions, are influenced by their behaviour toward advertising (Mitchell and Olson, 1981). According to Li et al. (2002), consumers' avoidance of internet advertising is a result of their unfavourable sentiments toward advertising. The obtrusive and unsettling nature of online advertising may be to blame for this unfavourable attitude (Li et al., 2002). Similar findings were made by Zeng et al. (2009), who discovered that when an online advertising is pertinent to the recipient, that person responds favourably and has a positive attitude toward it. Once more, Sun and Wang's (2010) research demonstrates a substantial connection between consumers' responses to internet advertising and their propensity to be persuaded in both China and the USA. Chu et al. (2013) also looked at the behaviour of young consumers and their views about social media advertising. They found that brand consciousness influences users' attitudes toward social media advertising, which in turn influences users' behaviour. These results demonstrate that social media advertising and consumer behavioural reactions are significantly correlated.

III. RESEARCH METHODOLOGY

The geographic region of NCR and Haryana served as the target audience. 400 respondents who were the principal buyers in the homes of Delhi/NCR residents—11 Delhi districts and 4 Haryana districts—provided the information (Faridabad, Gurgaon, Rohtak, and Panipat). Data were gathered using a questionnaire and a practical sampling technique. Two sections made up the questionnaire. With the aid of the first segment, demographic data was gathered, while the second section focused mostly on factors related to social media advertising and customers' purchasing habits as measured using a five-point Likert scale. The statements are rated by the responders on a scale of strongly agree to strongly disagree.

IV. SURVEY RESULTS

Multiple regression analysis was utilised to assess the influence of social media marketing on customers' purchasing patterns. Four input factors—Attraction, Avoidance, Active Engagement, and Affiliation—were used in the multiple regression analysis as independent variables, while consumer purchasing behaviour was used as the dependent variable.

Table 4.66: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.553 ^a	.306	.299	.43390

a. Predictors: (Constant), Affiliation, Attraction, Avoidance, Active Engagement

b. Dependent Variable: BB

According to the regression model, the R value is 0.553, R Square is 0.306, and the modified R Square is 0.299. The Attraction, Avoidance, Active Engagement, Affiliation, and Consumer Purchase Behavior are somewhat correlated, according to R value. According to R-square, independent variables in the dependent variables account for 31% of the variation, while unidentified factors account for the remaining 69%.

Table 4.67: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.729	4	8.182	43.460	.000 ^b
	Residual	74.367	395	.188		
	Total	107.096	399			

a. Dependent Variable: BB

b. Predictors: (Constant), Affiliation, Attraction, Avoidance, ActiveEngagement

The ANOVA test findings showed that the f-value, or 43.460, was significant at a 99 percent level of confidence. As a result, a significant relationship was established in the regression model between the independent variables of attraction, avoidance, active engagement, affiliation, and consumer purchasing behaviour and the dependent variable of consumer buying behaviour.

Table 4.68: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.686	.153		10.999	.000
1 Avoidance	.041	.029	.063	1.395	.164
Attraction	.139	.023	.262	6.016	.000
Active Engagement	.167	.022	.332	7.459	.000
Affiliation	.140	.021	.289	6.679	.000

a. Dependent Variable: BB

Regression coefficient of the “Avoidance” variable was .063 (standardized) and .041 (unstandardized), with a t-value of 1.395, and corresponding p-value of .164. Hence, it can be said that Avoidance has no significant impact on the consumers buying behavior. Regression coefficient of the “Attraction” variable was 0.262 (standardized) and 0.139 (unstandardized), with a t-value of 6.016, and corresponding p-value of 0.000. Hence, it can be said that Attraction has a positive and significant impact on the Consumers buying behavior. According to Mukul et al. (2019), a consumer's decision to buy a product is influenced by their attraction to it (Mason & Giampiccoli, 2019). Most of the time, trust makes customers more steadfast and serves as an effective tool for lowering initial vulnerability about a product. Regression coefficient of the “Active Engagement” variable was 0.332 (standardized) and 0.167 (unstandardized), with a t-value of 7.459, and corresponding p-value of 0.000. Hence, it can be said that Active Engagement has a positive and significant impact on the Consumers buying behavior. The level of each consumer's participation in the purchasing process greatly influences the purchase decisions made for certain items (Poushneh, 2018). Similarly, Regression coefficient of the “Affiliation” variable was 0.289 (standardized) and 0.140 (unstandardized), with a t-value of 6.679, and corresponding p-value of 0.000. Hence, it can be said that Affiliation has a positive and significant impact on the Consumers buying behavior. The Consumer Perceived Value (CPV) concept takes into account the emotional value as a component (Bizjak & Hristov, 2018). According to the literature, a consumer's emotional state will have a big impact on their decision to buy.

V. CONCLUSION

The study's findings suggest that social media platforms are being actively used by New Delhi, India, customers as a tool for verifying their purchasing selections. Most respondents consider social media to be electronic word-of-mouth. The decisions of prospective clients are influenced by the opinions and preferences of previous customers on social media sites. Online advertising has a substantial influence on social network users' purchasing decisions. People were more content overall when they believed that the material on social media was of higher quality and bigger quantity than they had anticipated. Overall, the findings indicate that social media has a significant influence on consumers' purchasing decisions.

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