

The Influence of Social Media Advertising on Consumer Behaviour: A Quantitative Analysis of Intent to Purchase, Advertisement Click Behaviour, and Engagement

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Abstract

This research paper employs an effective method to examine how exposure to social media advertisements influences consumer behaviour. To ensure massive coverage, the initial stage required a survey on 739 participants over a range of age and demographic categories, with a particular focus on those who were economically active. Using the use of five-point Likert scales and structured surveys, participants shared information about how they were influenced by social media advertising and how that exposure impacted their purchase intent. An important part of this research paper consists of questions for survey concerning the extent of exposure to influencer-based advertising, the importance of social media reviews for consumer purchasing decisions, and the tendency of scrolling advertisements to be clicked. These questionnaires were intended to find out more about participants' views and behaviours concerning the effectiveness of social media advertising. Trustworthiness and reliability have been guaranteed via a strict commitment to research ethics throughout data collection. Comprehensive recording of data and documentation improved to the methodology's resilience and made it easier for analysis and interpretation in the future. Three hypotheses on the associations between advertising exposure to consumer on social media, clicking on advertisements, consumer purchasing intent, and influence of social media reviews have been developed and examined with the help of Pearson correlation analysis using SPSS. The findings of the research highlight the important functions that social media plays in influencing consumer behaviour and the necessity for brands to carefully handle their social media presence in order to maximize consumer engagement and conversion rates.

Keywords- *Social Media, Advertisement, Social Media Marketing,, Electronic Word of Mouth (eWOM), Consumer Buying Behaviour, Purchase Intent*

Introduction

Social media has an important effect on the challenging choice regarding what to purchase. Over the past ten years, platforms including social platforms, blogs, and media-sharing platforms have grown swiftly, establishing a global community in which individuals feel free to communicate their opinions (Kaplan & Haenlein, 2010). Prominent social media platforms like Instagram, Twitter, Facebook, and YouTube have become essential for networking individuals and exchanging material.

Based on Mangold and Faulds (2009), social media has changed the way consumers review products and services through encouraging brief conversations among users, which frequently have an immediate effect on offline behaviour. Compared to traditional marketing, social media offers consumers an opportunity to impact online conversations and how consumers view brands (Kietzmann et al., 2011).

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The COVID-19 pandemic, based on research conducted by Voorveld et al. (2018), has accelerated the trend of using social media platforms for gathering information through offering users a variety of perspectives and accurate feedback from users. Online shopping is now more convenient and accessible thanks to this development.

Despite considering social media's growing importance, little we know how it impacts consumers' decision-making while making purchases via social media. Few studies investigate the impact of social media on various stages of the process of making decisions, despite the fact that many focused on the choices of online shoppers. Aim of the study conducted is to get an insight on how social media user make their decision-making process for purchases impacted by the vast amount of information accessible through social media.

Social Media Marketing

Consumers spend an average of 145 minutes a day on social media platforms in the digital age, while social media plays an essential role in daily life (Statista, 2023). The average is somewhat lower in India, at 141.6 minutes every day (Statista, 2023). This corresponds to roughly 5.7 years spent on social media over an average lifespan of 73 years, indicating an enormous chance for marketers to communicate with consumers through these channels.

Featuring a concentration on authenticity and typically lasting less than a minute, short-form videos have grown into the most engaging content type on social media, attracting in 66% of viewers and surpassing 2.5 times more lengthy videos (Wyzowl, 2022). Access to social media is primarily provided by mobile devices; 78% of users merely utilize them for this reason, and 99% of users use tablets or smartphones (We Are Social, 2023). The insignificant 1.32% desktop usage, in contrast, highlights the importance for social media methods optimized for smartphones and tablets.

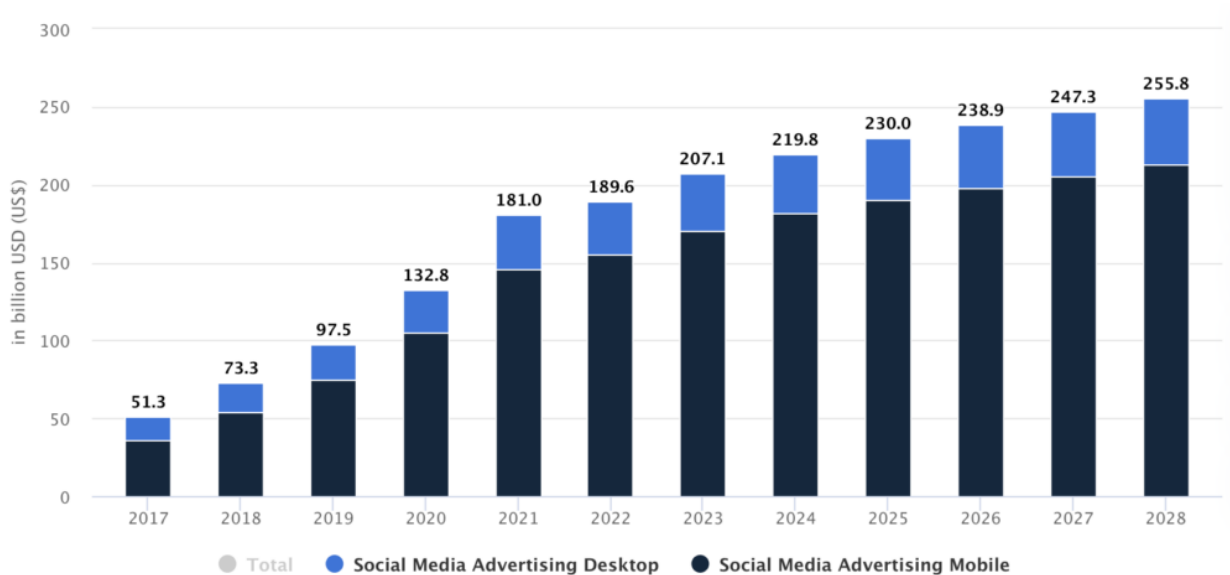
77% of businesses use social media platforms to engage consumers, highlighting how important these platforms play in current company activities (Small Business Trends, 2023). Social media is the primary source of revenue for 41% of small businesses, highlighting its significance beyond simply raising awareness of the company (Small Business Trends, 2023). Furthermore, 90% of social media users communicate with at least a single company, indicating an evolution in direction in terms of more direct and interactive connections among consumers and brands (Sprout Social, 2023).

Social media has an important influence on consumer purchasing intent, evidenced by the 66% of users which rely on social media information when making choices (GlobalWebIndex, 2023). This trend highlights how social media has changed the retail sector in recent years. Additionally, after doing extensive online research, 21% of consumers prefer making their purchases in-store, and 44% of consumers put aside purchases in order to purchase online later (GlobalWebIndex, 2023).

The worldwide expenditure on social media advertising is projected to exceed \$255.8 billion by 2028, after increasing by more than \$219.8 billion in 2021 (Statista, 2023). It is anticipated that global ad spending is expected to rise by 6.1% by 2024, with social media advertisements accounting up 28.8% of all digital

advertising expenditures. Businesses generally spend 8.7% of their earnings on advertising, showing the value of social media to their advertising strategies (Statista, 2023).

Figure 1: Growth of Social Media Advertising (Statista, 2023)



Source: *Autor's Calculations*

Literature Review

Social Media and Electronic Word of Mouth (eWOM): Any online opinions, either positive or negative, from potential, up-to-date or past customers about a brand or product that gets shared with many people is referred to as electronic word-of-mouth (eWOM). (Hennig-Thurau et al., 2004). eWOM differentiates itself from conventional word-of-mouth through its wide dispersion, which has rapid reach, and source anonymity, all of which may increase both favorable and adverse feedback.

Popular social media platforms like YouTube, Instagram, Twitter, Facebook, and Twitter offer an abundance of opportunities for eWOM strategies. Such social media platforms allow the consumers to share their experiences, and reviews with a larger number of people. Social media platforms provide a 2-way channel for immediate interaction between consumers and brands, increasing the credibility and influence of eWOM (Kaplan and Haenlein, 2010).

eWOM has a powerful impact on how consumers behave. Based on certain research, eWOM has a greater chance of impacting and gaining trust over consumers than traditional advertising (Cheung & Thadani, 2012). eWOM's trust, relevance, and timeliness significantly boost its persuasive power. For example, consumers' purchasing intent are significantly affected by online reviews and ratings (Park, Lee, & Han, 2007).

Considering the influence of electronic word-of-mouth (eWOM), advertisers are employing social media extensively to magnify positive consumer feedback. Amongst the methods used include encouraging satisfied consumers to share information about their positive experiences online, engaging with consumers directly on social media, and contracting influencers to create real eWOM. For instance, the utilisation of

micro- influencers have become increasingly common owing to their evident honesty and strong connection to their followers (De Veirman, Cauberghe, & Hudders, 2017).

Understanding Consumer Buying Behaviour: Developing an effective marketing approach demands understanding of consumer purchasing patterns. This behaviour refers to the process's individuals go through, affected by a range of cultural, social, psychological in nature and financial factors, while choosing which goods and services to purchase.

Significant functions are provided by psychological factors such as perception, motivation, learning, beliefs, and attitudes. Consumers' perception of information based on senses and previous encounters is known as perception (Kotler & Keller, 2016). Maslow's hierarchy of needs, that ranges from essential physiological requirements to self-actualization, is employed for analyzing motivation (Maslow, 1943). Based to learning theories, consumers get information that impacts their decisions about what to purchase (Schiffman & Kanuk, 2007). Beliefs and attitudes have an important part in buying behaviour; brand loyalty is encouraged by favourable perceptions (Ajzen, 1991).

Consumer behaviour is additionally impacted by social factors like status in society, family, and groups of friends. Decisions are affected by family members owing to their commitments and influences (Assael, 1998). Benchmarks and information sources are provided by surveyed groups (Bearden & Etzel, 1982). Consumer decisions are influenced by social class, with those in higher socioeconomic strata typically preferring expensive goods (Solomon, 2018).

Consumer purchasing behaviour is significantly affected by cultural elements, including beliefs, values, and behaviours that receive instruction from society (Hofstede, 2001). In the words of Schiffman and Kanuk (2007), subcultures feature distinctive consumption patterns, and tastes and preferences are impacted by their status in society (Kotler & Keller, 2016).

Economic circumstances that directly impact consumer behaviour includes personal income and the state of the economy. Economic downturns result in more careful spending, even though increasing income levels are frequently linked with higher consumption (Kotler & Armstrong, 2018). (Nistorescu & Puiu, 2009). Consumers' decisions to buy products are thus affected by price sensitivity as they look for the most affordable deal (Monroe, 2003).

Consumer buying behaviour is evolving as a consequence of emerging trends like the digital transformation, environmentally friendly consumption, and practical purchasing (Chaffey & Ellis-Chadwick, 2019; White, Habib, & Hardisty, 2019; Pine & Gilmore, 1998). This shows the importance for the research and strategy adapted by the brands on social media.

Social Media Impact on Consumer Behaviour: Social media has made a very big impact on consumer behaviour, influencing how consumers communicate with brands, purchase products, and share their experiences. In addition to its vast user base and user-generated content, social media sites like Facebook,

Instagram, Twitter, and YouTube have become prominent in influencing consumer behaviour (Jhajharia & Sharma 2024).

Increasing impact of electronic word of mouth (eWOM) is one of the significant consequences of social media. Consumers are becoming increasingly dependent on the ideas (Agrawal, Ota & Ray 2024), comments, and reviews made by previous consumers on social media platforms to guide their decisions. Consumer opinions on items and their willingness for buying are greatly affected by eWOM on various social media platforms (Cheung & Thadani, 2012). Since users are typically more reliable and trustworthy than traditional advertisers, reviews left by friends and family have more of an impact on consumer behaviour.

Social media platforms offer direct interaction, personalized marketing, and engaging material, which improves brand engagement and consumer loyalty. Brands that communicate with their target consumers on social media leads to strengthening their social connections and connections with them, which increases brand loyalty (Hollebeek, Glynn, & Brodie, 2014). Studies indicate that increased brand engagement on social media is associated with increased brand loyalty and retention of customers (Gamboa & Gonçalves, 2014).

Social media platforms serve as platforms for consumer review and expressions and market comparison. Consumers often use these platforms to show their identities through their brand and product decisions and to compare themselves to others (Tiggemann & Slater, 2014). Consumers' decisions to purchase are influenced by this social comparison because they seek to mix in with perceived social norms or aspirational groups.

Conclusion About Literature Review: To wrap things up, social media has a major effect on customer behaviour and is therefore an effective platform for electronic word of mouth (eWOM). Social media users get a platform to freely express their opinions, experiences, and reviews on social networking sites like Facebook, Instagram, Twitter, and YouTube, leading to electronic word-of-mouth (eWOM), a significant driver in influencing consumer purchase intent. Consumer attitudes and purchase intentions are highly influenced by electronic word-of-mouth (eWOM), which shows more credibility, relevance, and timeliness than traditional advertising (Cheung & Thadani, 2012).

Social media also creates a stronger connection between consumers and brands by improving brand engagement as well as loyalty through media, customised marketing, and direct contact (Hollebeek, Glynn, & Brodie, 2014). Increased customer withholding and brand loyalty tend to be outcomes of this engagement (Gamboa & Gonçalves, 2014).

Consumers may use social media as a platform for expression of identity and social comparison, comparing themselves to others and communicating their identities through the brands and products they choose (Tiggemann & Slater, 2014). Consumers aim to fit in with perceived norms in society or aspirational groups, which influences their buying decisions.

Further, social media plays a major role in the growing trend of impulsive buying. These platforms' immediate access to product features and easy purchasing processes increases the risk of impulsive purchases (Zhang,

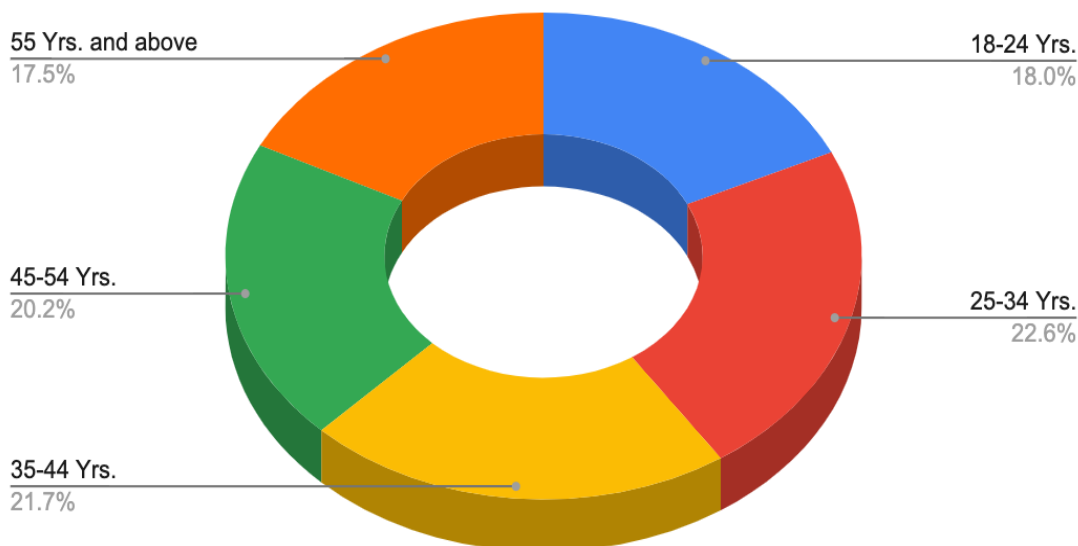
Zhao, & Gupta, 2018). Influencer marketing and targeted ads, among visual and interactive social media content, promotes an instant choice concerning the consumers purchase intent.

Brands and advertisers need to recognise the impact of social media on consumer behaviour. As social media continues to evolve, they can develop effective advertising strategies that adapt to the evolving needs and preferences of the target audience (Kumar & Jain 2013).

Methodology Stage 1

Sample Collection: Our methodology's first step in this study is to gain an in-depth knowledge of how social media advertisement exposure affects consumers' behaviour. In order to ensure coverage of a wide range of people categories, we carefully stratified the 739 participants in our structured survey across age groups and demographic categories. We paid particular attention to those who were economically active.

Figure 2: Figures from Sample Collection



Source: *Autor's Calculations*

Instrument for Gathering Data: In order to find out the surveyed participants' exposure to advertisements influenced by social media platforms, we created a series of questionnaires. The survey had been split into different parts that recorded significant information on consumer views, preferences, and experiences with advertising on social media, as well as if these ads influenced their intentions to make purchases.

Scale of Measurement: The responses of the participants were carefully evaluated utilising a five-point Likert scale. There were five alternatives on this scale: "Strongly Agree," "Agree," "Neutral," "Disagree," and "Strongly Disagree." With this method, participants were able to convey with which extent they agreed or disagreed.

Questionnaires: The major issue of the survey was to understand how frequently samples were exposed to influencers based advertisements on social media platforms. All the samples were specifically asked the following question:

Q.1: How much of your time do you spend on social media?

Q.2: Which social media platforms do you use most frequently?

Q.3: You rely on social media reviews or ratings to make a purchase decision.

Q.4: Social Media is evolving as a business platform

Q.5: Frequently you come across advertisements in the form of paid, sponsored, reels or through influencers on Social Media.

Q.6: You often click advertisements while scrolling through Social Media.

Q.7: You tend to purchase a product or service that you saw on social media.

This carefully thought-out question sought to elicit participants' first-hand accounts and opinions about the prominence and frequency of adverts by influencers, trust on those and finally the purchase intent on different social media platforms.

Data Collection: With the well planned questionnaire at the same direction, the data gathering processes were meticulously planned, ensuring 100% compliance to recognised research ethics and procedural integrity. Participants were provided with the questionnaire items, and then they were asked for their responses. The question concerning the frequency of exposure to social media advertisements deserved special attention. The study project's scholarly importance and methodological strength were further established by the well-documented and coded replies, which provided a framework for additional analyses and conclusions.

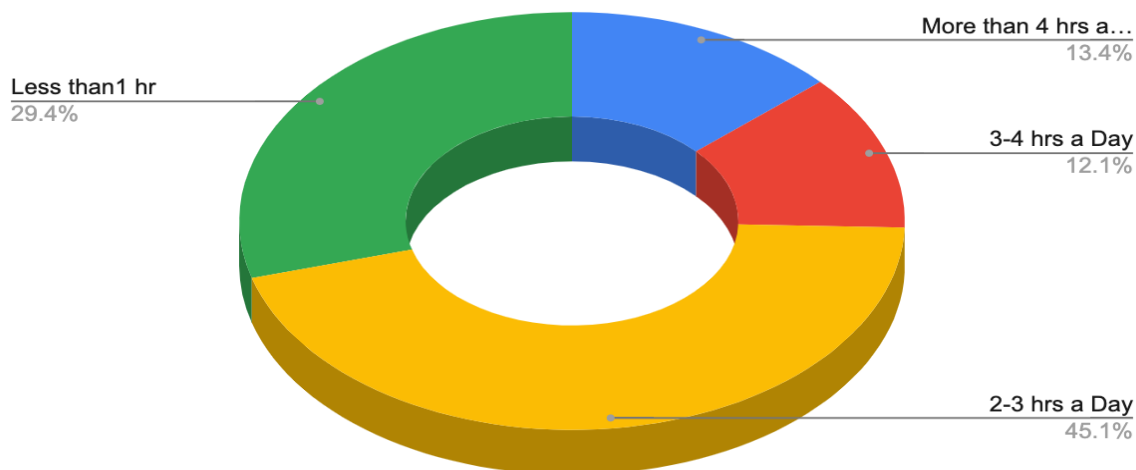
Research Hypotheses:

1. Hypothesis 1: Exposure to Social Media Advertisements and Click Behavior
2. Hypothesis 2: Advertisement Clicking Behavior and Purchase Intent
3. Hypothesis 3: Influence of Social Media Reviews on Purchase Intent

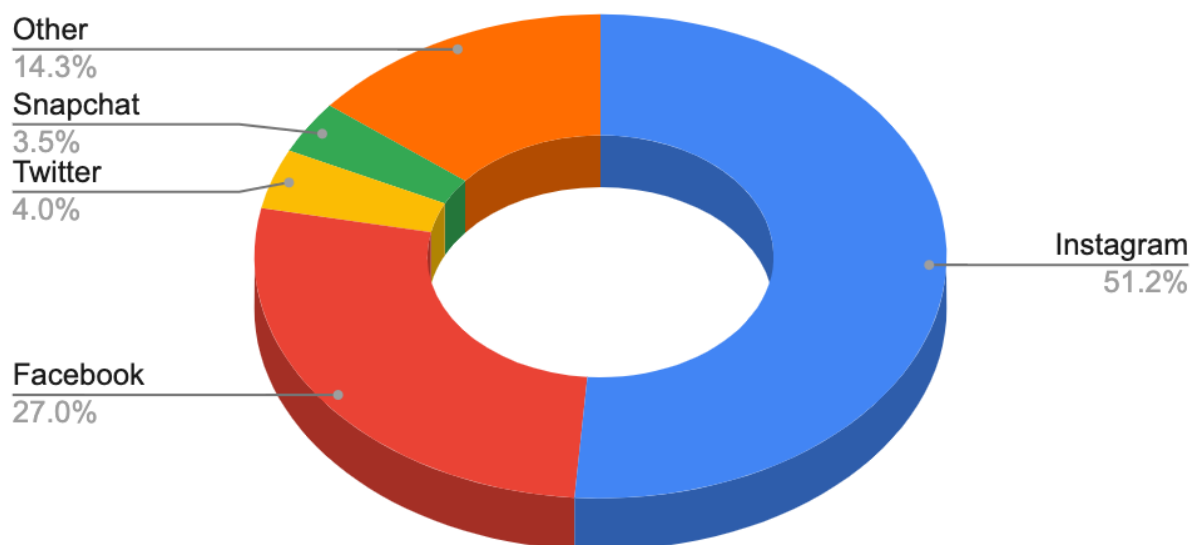
Results

Research Question 1: How much time do you spend on social media?

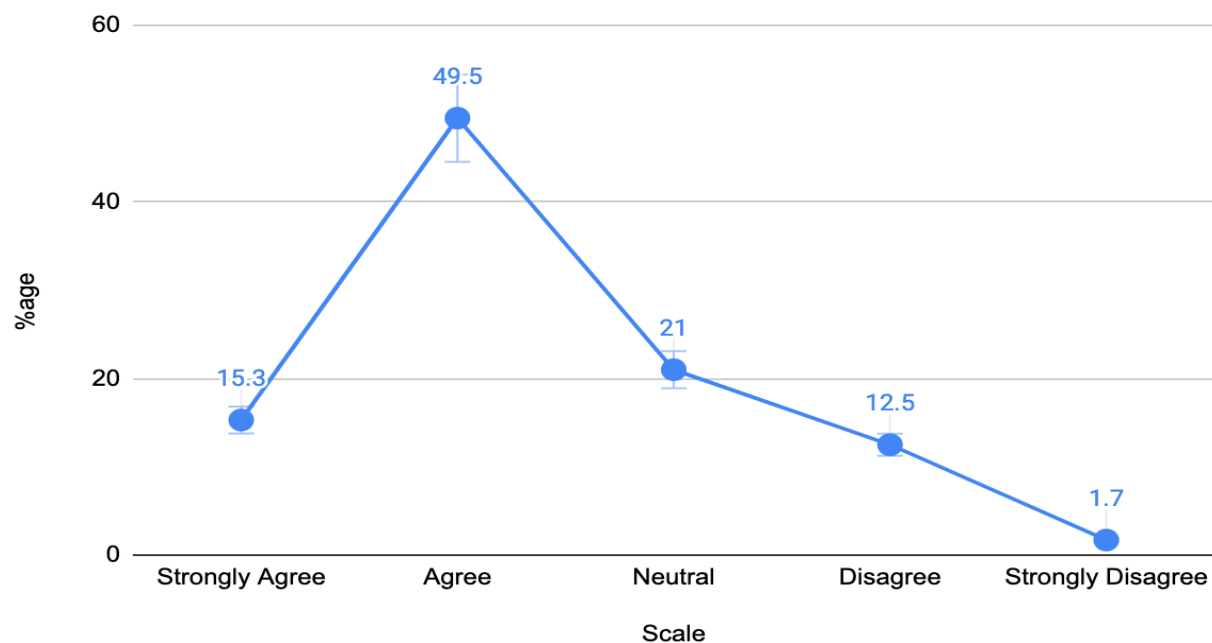
Figure 3: Time spent by individuals on social media



Source: *Autor's Calculations*

Research Question 2: Which social media platforms do you use most frequently?**Figure 4:** Frequently used Social Media Platforms

Source: *Autor's Calculations*

Research Question 3: You rely on social media reviews or ratings to make a purchase decision.**Figure 5:** Data collections of samples on “Consumer dependency on social media reviews or ratings to make a purchase decision”

Source: *Autor's Calculations*

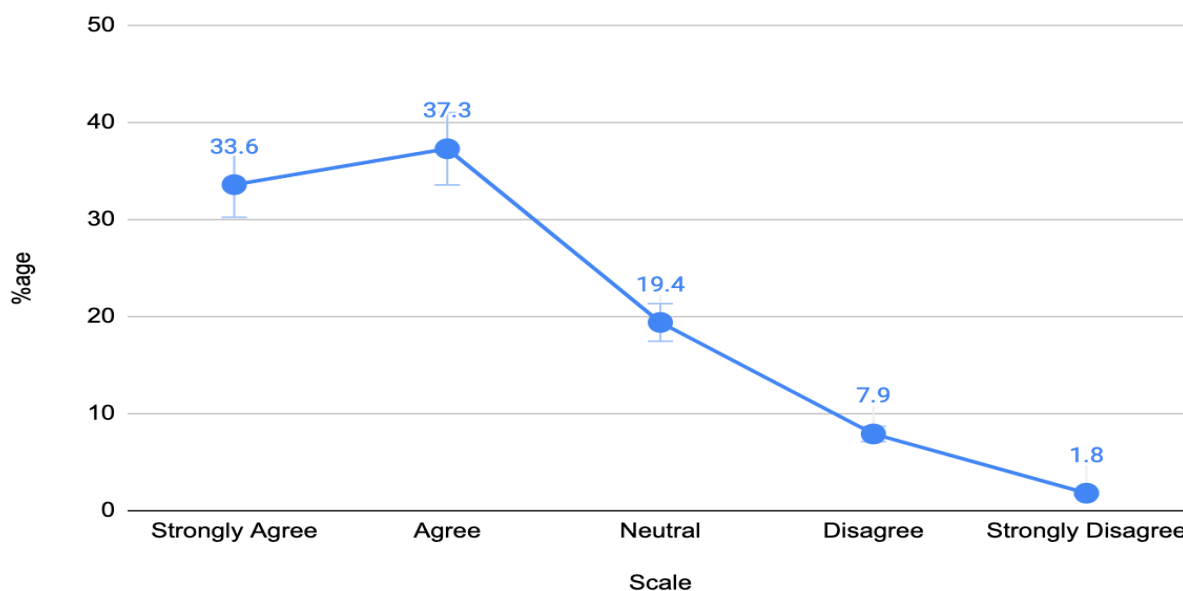
The findings from the survey show how social media, particularly reviews and ratings, has an important effect on consumer behaviour. A notable percentage of participants (64.8%) significantly depend on social media reviews by experienced or past buyers to make their purchasing choices, highlighting the important influence these mediums play in shaping consumer preferences. However, 21% of participants indicated that they were neutral, indicating that while many people are impacted by social media, a significant number are still wondering or calls for more information before deciding.

Additionally, 14.2% of respondents expressed suspicion about depending on social media reviews, disapproving or strongly disagreeing with it. The difference in views shows that while social media reviews can have an important effect on consumer behaviour, not all consumers are at ease, with some preferring to doubt the truthfulness of online reviews.

Overall, the result of the surveyed questionnaire shows how important it is for brands to have a credible and trustworthy online presence on social media, because these platforms have a big impact on how consumers make their purchase decisions.

Research Question 4: social media is evolving as a business platform.

Figure 6: Data collections of samples on “Social Media is evolving as a business platform.”



Source: *Autor's Calculations*

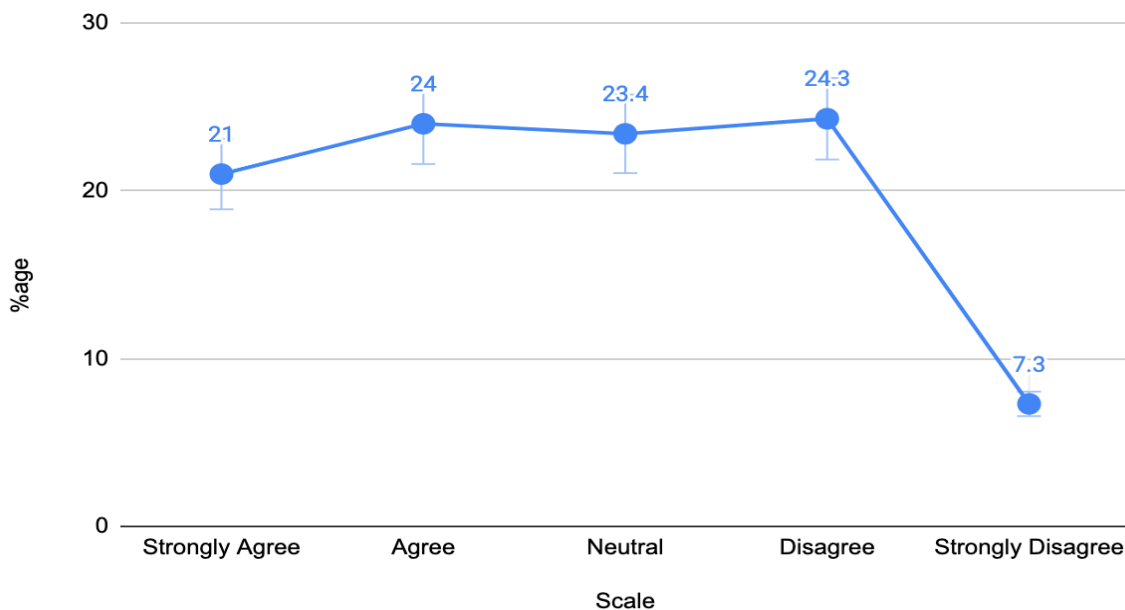
There is an acceptance, based on the study results, concerning the growing importance of social media as a platform for business or brands. A profound 70.9% of those surveyed strongly agreed that social media has grown into an essential instrument for brands and businesses, highlighting social media's increasing importance in the business world. However, 19.4% of those surveyed said they were neutral, showing that some portion of the public is still unsure and might need more information before deciding.

Furthermore, the lack of trust is shown by 9.7% of surveyed participants—who either strongly disagree or disagree—about social media's status as an essential business platform shows the range of perspectives within the group. The wide range of responses shows just how essential it is for businesses to acknowledge and take into consideration all of these points of view.

In summary, though the majority recognizes the growing impact of social media on business, the fact that there are impartial and uncertain opinions implies that additional effort is still needed to prove the importance and efficiency of social media as a tool for businesses.

Research Question 5: Frequently you come across advertisements in the form of paid, sponsored, reels or through influencers on Social Media.

Figure 7: Data collections of samples on “Frequency of advertisements you come across in the form of paid, sponsored, reels or through influencers on Social Media



Source: *Autor's Calculations*

The result of the survey provides an insight on what respondents think about the frequency of advertisements on social media networks. According to the survey conducted, a significant portion of social media users frequently come across paid or sponsored content, videos, or commercials from influencers; 21% of respondents strongly agreed with this trend, and another 24% agreed.

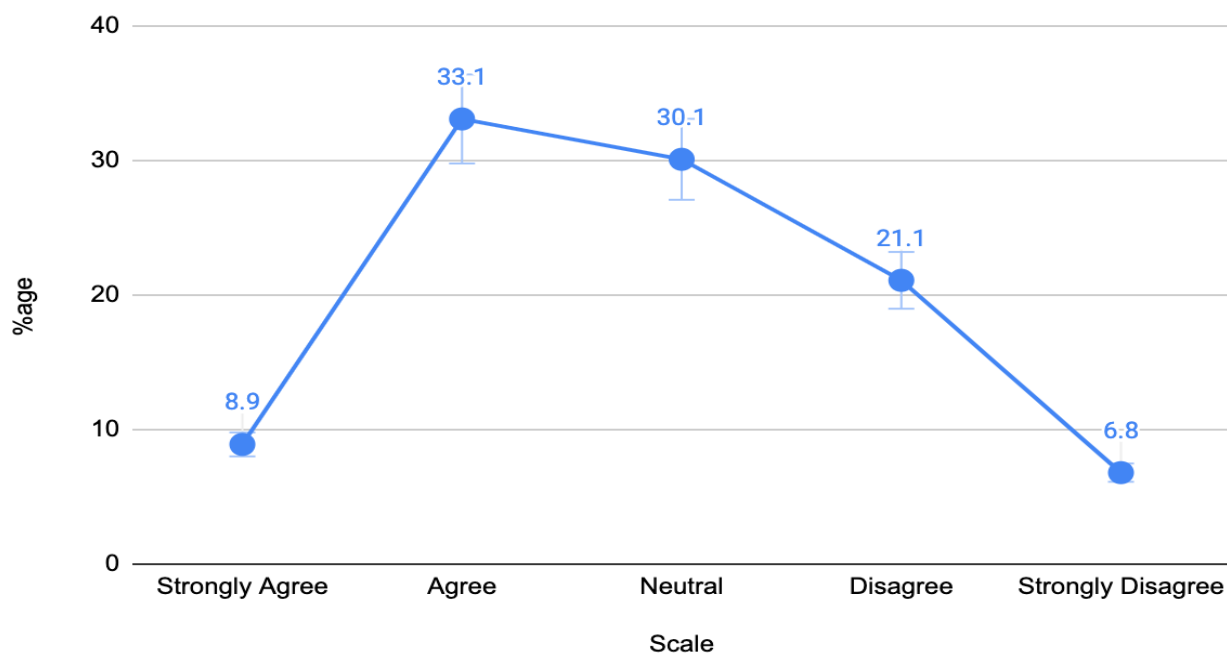
On the contrary, 23.4% of respondents' neutrality points to a range of perspectives or the need for more research on this issue. In contrast, a total of 31.6% of participants express doubt regarding the regularity of these advertisements, with 7.3% strongly disagreeing and 24.3% disagreeing.

When everything is considered, the responses highlight a variety of viewpoints on the existence of advertising on social media, showing a variety of user awareness and acceptance. The spread of opinions indicates that although social media ads are well-known, people's views of their visibility and influence differ.

Research Question 6: You often click advertisements while scrolling through social media.

Results from the survey conducted show a range of viewpoints: 33.1% of respondents and 8.9% of responders strongly agree that they often click on ads while scrolling social media. A significant 30.1% hold no opinion, indicating a range of viewpoints or a need for more thought. On the contrary, 21.1% disapprove and 6.8% strongly disagree with interacting with advertisements, showing different points of view.

Figure 8: Data collections of samples on “How often consumer click advertisements while scrolling through Social Media.”

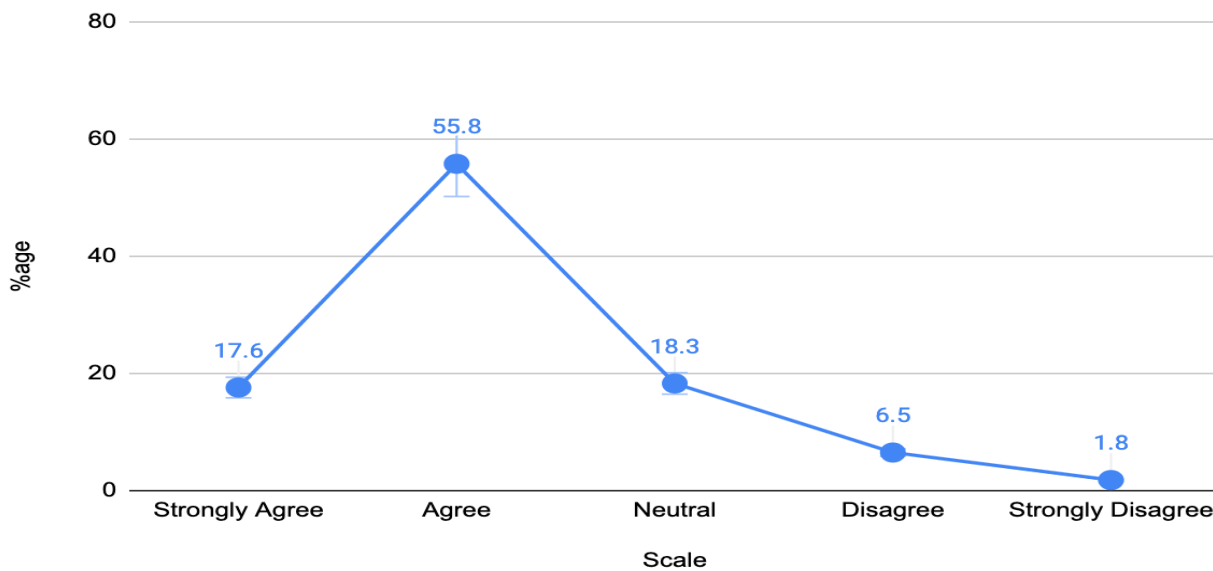


Source: Autor's Calculations

The complexity of opinion on consumer behaviour on social media platforms is highlighted by this nuanced portrayal. It brings attention to the variety of willingness and trust towards advertisements, underlining the necessity for targeted and accessible advertising strategies for effectively reaching different categories of audiences.

Research Question 7: You tend to purchase a product or service that you saw on social media.

The results show a wide variety of perspectives concerning the way social media influences consumer decisions. For instance, 55.8% of respondents and 17.6% of respondents strongly believe that consumers are likely to base their decisions on the content they see on social media platforms. In accordance with the majority of respondents, social media has an important effect on consumer behaviour, and there may be a lot of room for focused advertising campaigns.

Figure 9: Data collections of samples on “purchase intent of a consumer to buy a product or service that they see on social media”

Source: *Autor's Calculations*

However, the analysis additionally reveals that 18.3% of those surveyed have a neutral point of view. Those who might need more details or thought belong in this group.

On the other hand, 1.8% strongly disagree and 6.5% believe that consumers should trust the advertisements they see on social media prior to purchasing a purchase.

Methodology Stage 2

As for the analysis of the sample data gathered from the survey, it was done by forming pairs from the questions into threes and this was further analyzed by employing the Pearson correlation method using the SPSS software.

Pearson's correlation coefficient or Pearson's r is a widely used statistical tool for determining the direction and strength of the relationship between both variables. It varies from -1 to +1 and exposes one to very significant understanding regarding the nature of the relationship established between the two variables as follows:

1. A value of +1 indicates a perfect positive linear relationship where both variables increase proportionally.
2. A value of -1 indicates a perfect negative linear relationship where one variable increases whereas the other decreases proportionally.
3. A value of 0 indicates that there is no linear relationship at all; the changes are not related with regard to the changes induced in one of the variables.

It is by this method understood by a researcher to demonstrate the nature of relationships visible among variables and the strength and direction of their interaction under the collected data.

Image 1: Pearson Correlation Calculation Method

$$r = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$

r = correlation coefficient

x_i = values of the x-variable in a sample

$\bar{x}$ = mean of the values of the x-variable

y_i = values of the y-variable in a sample

$\bar{y}$ = mean of the values of the y-variable

The Pearson Correlation method was applied on the questionnaires using the SPSS tool.

Consumer Advertisement Exposure and Engagement on Social Media

Q1- Frequently you come across advertisements in the form of paid, sponsored, reels or through influencers on Social Media.

Q2- You often click advertisements while scrolling through Social Media.

Table 1: Descriptive Stats for Q1 & Q2

Descriptive Statistics			
	Mean	Std. Deviation	N
Frequently you come across advertisements in the form of paid, sponsored, reels or through influencers on Social Media.	2.73	1.243	739
You often click advertisements while scrolling through Social Media.	2.84	1.07	739

Source: Autor's Calculations

Table 2: Correlation between Q1 & Q2

Correlations			
		Frequently you come across advertisements in the form of paid, sponsored, reels or through influencers on Social Media.	You often click advertisements while scrolling through Social Media.
Frequently you come across advertisements in the form of paid, sponsored, reels or through influencers on Social Media.	Pearson Correlation	1	.593**
	Sig. (2-tailed)		<.001
	N	739	739
You often click advertisements while scrolling through Social Media.	Pearson Correlation	.593**	1
	Sig. (2-tailed)	<.001	
	N	739	739
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: *Autor's Calculations*

A Pearson Correlation was conducted to examine the relationship between Q1 and Q2 and found that there is moderate positive correlation between them $r[n(739)] = .593, p < .001$.

To figure out if there is a statistically significant correlation between people's tendency to click on advertisements on social media and depending upon how frequently they encounter such advertisements, a Pearson Correlation analysis was performed.

Further the analysis revealed a moderate positive correlation ($r[739] = .593, p < .001$) between the frequency of encountering advertisements on social media platforms and the tendency of the user to click on these advertisements. The p-value was used to assess the correlation's statistical significance. The p-value that was calculated came out to be less than .001 ($p < .001$). This suggested that the observed correlation is significantly statistical and is highly unlikely to have occurred by chance.

There is important inference for the moderately positive association found between the frequency of seeing advertisements on social media platforms and the probability to click on them. It results from the analysis that a higher probability of user interaction in the form of clicks has to do with more exposure to advertisements, irrespective of whether they are sponsored, paid, reel-style, or distributed through influencers. The impact of frequency of advertisements on user behaviour on social media platforms is emphasized by this finding.

For marketers it makes sense that regardless of the type of ad (sponsored content, influencer content, or reels), more frequent exposure will increase the probability of some interaction occurring within the ads. These findings provide important insight for optimizing social media advertising strategy, as well as optimizing frequency for retargeting efforts.

Relationship Between Advertisement Clicking Behavior and Purchase Intent on Social Media Platforms

Q2. You often click advertisements while scrolling through Social Media.

Q3. You tend to purchase a product or service that you saw on social media.

Table 3: Descriptive Stats for Q2 & Q3

Descriptive Statistics			
	Mean	Std. Deviation	N
You often click advertisements while scrolling through Social Media.	2.84	1.07	739
You tend to purchase a product or service that you saw on social media.	2.19	0.861	739

Source: *Autor's Calculations*

Table 4: Correlation between Q2 & Q3

Correlations			
		You often click advertisements while scrolling through Social Media.	You tend to purchase a product or service that you saw on social media.
You often click advertisements while scrolling through Social Media.	Pearson Correlation	1	.414**
	Sig. (2-tailed)		<.001
	N	739	739
You tend to purchase a product or service that you saw on social media.	Pearson Correlation	.414**	1
	Sig. (2-tailed)	<.001	
	N	739	739
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: *Autor's Calculations*

A Pearson Correlation was conducted to examine the relationship between Q2 and Q5 and found that there is positive correlation between them $r[n(739)] = .414, p < .001$.

A Pearson Correlation study has been carried out to examine the relationship between the tendency of customers for purchasing goods or services through social media and the frequency with which they click on advertising observed while browsing social media platforms. The objective of this analysis is to determine whether these two variables have a statistically significant link.

The Pearson relationship Coefficient of .414 in the information showed a moderately strong correlation. This suggests that there is a modest yet significant relationship between the frequency of advertisement clicking and the likelihood of making a purchase. The statistically significant nature of the correlation ($p < .001$) suggests the observed relationship is unlikely to be the result of chance. The results obtained show that though there is a

correlation between clicking on advertisements and making purchases, purchasing behaviour is probably influenced by other factors as well. Brands looking to maximize click-through and conversion rates in social media advertising campaigns will find this insight to be beneficial.

For marketers, this signifies that users who actively click on ads are generally more likely to convert into paying customers. While additional factors also influence purchasing behavior, the association between engagement and the act of buying leads themselves to believe maximizing ads to drive click-through would help increase sales and simultaneously help brands to improve their click-through rates after both click-through rates and conversion rates; if enough engage this way across their consumer base, the volume of increased sales should greatly overshadow the grounded cost of clicks.

Consumer Purchasing Behavior Based on Social Media Reviews

Q4. You rely on social media reviews or ratings to make a purchase decision.

Q3. You tend to purchase a product or service that you saw on social media.

Table 5: Descriptive Stats for Q4 & Q3

Descriptive Statistics			
	Mean	Std. Deviation	N
You rely on social media reviews or ratings to make a purchase decision.	2.36	0.944	739
You tend to purchase a product or service that you saw on social media.	2.19	0.861	739

Source: *Autor's Calculations*

Table 6: Correlation between Q4 & Q3

Correlations			
		You rely on social media reviews or ratings to make a purchase decision.	You tend to purchase a product or service that you saw on social media.
You rely on social media reviews or ratings to make a purchase decision.	Pearson Correlation	1	.656**
	Sig. (2-tailed)		<.001
	N	739	739
You tend to purchase a product or service that you saw on social media.	Pearson Correlation	.656**	1
	Sig. (2-tailed)	<.001	
	N	739	739
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: *Autor's Calculations*

A Pearson Correlation was conducted to examine the relationship between Q4 and Q5 and found that there is moderate positive correlation between them $r[n(739)] = .656, p < .01$.

The relationship between a willingness to actually buy goods or services that one finds on social media and the dependence on reviews or ratings on these social media platforms was examined using the Pearson Correlation method. The degree and direction of the linear relationship between these two variables were determined using the Pearson Correlation Coefficient (r).

With Pearson Correlation Coefficient of 0.656, the analysis showed a moderately positive correlation, indicating that individuals are more likely to follow through and purchase goods or services that they come across on social media as they have more faith in the reviews or ratings they see there. The statistical significance of the correlation ($p < .01$) suggests the observed link is unlikely to have happened by chance.

These results highlight how important it is for marketers and advertisers to use social media ratings and reviews effectively in order to increase customer engagement and enhance conversions through digital marketing methods.

For marketers, this amplifies the need to positively support users engaging with positive reviews and ratings to spike a key trust metric in influencing buying decisions. By using customer reviews, testimonials, and high ratings, brands can elevate consumer's confidence, spark purchase intention, and in the long run, positively influence the conversion rate of social media marketing.

Conclusion

A thorough examination was carried out to understand the effects of social media advertising on consumer behaviour, with a focus on exposure, engagement, and the consumer's ultimately purchase intentions. Carefully selecting a sample of 739 individuals from a range of age groups and demographics was the first stage in the method.

Relevant information about consumers' social media activities, their exposure to different forms of advertising, and the impact of these advertisements on their purchasing decisions through the use of structured surveys with a five-point Likert scale was acquired.

The primary results emphasized how important it is for businesses to maintain trustworthy digital presences, given the considerable amount of dependency on social media analyses and ratings (45% agreement) in making purchasing decisions. Also, majority (70.9%) agreed that social media is an essential instrument for brands.

The results confirmed the study's hypotheses, which had to do with exposure to social media advertisements, clicking on ads, and the impact of social media reviews on purchase intent. The first hypothesis was supported by the results, which showed a moderately beneficial correlation ($r = .593, p < .001$) between exposure to advertisements on social media platforms and the chance of the user clicking on them. Additionally, a significant correlation ($r = .414, p < .001$) was found between the intent to make a purchase by the consumer and the act of clicking on advertisements, confirming Hypothesis 2 and indicating that users of social media who engage with ads more frequently are more likely to make purchases. Furthermore, it was found that there was a

moderately positive correlation ($r = .656$, $p < .01$) between the decision to buy a product or service through social media and the dependence of the consumer on social media reviews by experienced buyers. This finding supports Hypothesis 3, which states that individuals who trust social media reviews are more likely to base their decisions on positive feedback they come across on these platforms. These results highlight how social media plays an essential part in influencing consumer behaviour and how brands should carefully manage their online presence in order to maximize the number of conversions and customer engagement.

Having been taken into account, these findings show how important it is for brands looking to maximise customer engagement and conversion rates to have focused and trustworthy social media strategy. Marketers can efficiently employ social media to influence consumer behaviour and enhance brand success in the digital age by understanding and utilizing these insights.

Future Study and Implications

To expand on the existing research, a number of avenues for further investigation can be explored to gain a better understanding of the influence of social media advertising on consumer behavior. One such useful avenue is carrying out longitudinal studies to investigate how exposure to social media advertising affects consumer attitudes and behaviors in the long term. In contrast to cross-sectional studies, longitudinal research can reveal if repeated ad exposure results in sustained engagement, heightened trust, or even ad fatigue. Another promising avenue is a cross-industry comparison, since the impact of social media advertising may significantly differ across sectors like fashion, electronics, food and beverages, and beauty. This could help establish whether some industries are more responsive to social media advertising and which types of advertising are most effective in each.

This might help to identify which industries were more amenable to social media advertising and what types of advertising are likely to be more effective for each. In addition, analysis of demographic or geographical differences might provide a greater understanding how factors such as age, gender, culture or place, can influence consumer responses to social media advertising. For example, Gen Z as a younger age group may be more influenced by influencer marketing and/or interactive content while older groups are more susceptible to educational reviews, or brand reputation. Psychological drivers are also worthy of study, as knowledge of which emotional drivers such as humor, urgency, or social proof are the most influential in clicks and sales could optimize an advertisement strategy. Additionally, measuring the effectiveness of the various social media platforms (Instagram vs TikTok vs LinkedIn...) and content forms (reels/posts/stories) could indicate which platforms and content bring the most value to marketing.

Finally, integrating behavioral information and real sales data with survey information will make for a more comprehensive picture of consumer behavior. Self-reported data reflects intent, but looking at real purchasing behavior and buying patterns could help confirm the survey information and provide more compelling evidence of causality. As a whole, all three areas present opportunities for expanding the research and better refining digital marketing efforts in an increasingly social media-based market.

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