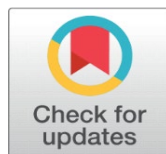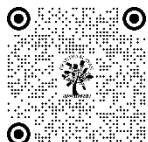# SOCIAL MEDIA ADVERTISING FACTORS AND ITS IMPACT ON CONSUMER PURCHASE DECISIONS

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## ABSTRACT

Social media advertising gives companies the ability to connect with customers, target particular audiences, and personalize ads. It offers real-time customer feedback, enabling data-driven marketing decisions. In the digital age, this study looks at how social media marketing affects consumer purchasing decisions. This study aims to analyze the influence of factors such as brand reputation, product reviews, and visual appeal on consumer purchase decisions. The research uses a structured questionnaire and a sample size of 250 respondents from the Tirupattur district of Tamil Nadu. The findings show that a young, male-dominated population with moderate to high income levels engages with social media ads by liking or sharing them, but deeper interactions are less common. Brand reputation is the most critical factor influencing purchasing decisions in social media advertisements, followed by visual appeal and product reviews. Content quality and brand trust are less influential, suggesting that enhancing these areas can drive sales.

**Keywords:** Social Media Marketing, Social Media Advertising, Brand Reputation, Product Reviews, Visual Appeal, Consumer Purchase Decisions

## 1. INTRODUCTION

Social media advertising is a powerful tool for boosting brand awareness due to its targeted reach, engaging content, two-way communication, and measurable results. It allows brands to reach specific demographics, interests, and behaviors, fostering direct interaction and increased engagement rates. Engaging content, such as videos, images, and infographics, captures attention and encourages sharing. Social media advertising facilitates direct interaction between brands and consumers, leading to higher engagement rates. Engagement through likes, shares, and comments can increase brand visibility and enhance brand perception

(Marques et al., 2020). It provides real-time consumer input, allowing for data-driven marketing opinions. Effective social media marketing boosts trust, credibility, and authenticity, impacting consumer views and buying intentions. However, challenges include information overload, patronized material, and fraud. However, privacy concerns and data protection issues can impact consumer attitudes. Transparent data practices and clear policies are essential for maintaining consumer trust (Martin & Murphy, 2017). Key strategies include consistent branding, quality content, prompt engagement, paid advertising options, and data-driven decision-making.

1) **Facebook Ads:** One well-liked digital marketing tool that helps companies reach their target demographic is Facebook advertising, through various ad types, including image, video, carousel, slideshow, collection, lead, and messenger ads. Barnes (2016) highlights the need for proper planning before launching campaigns. Monitoring and optimizing performance are crucial for success Businesses should leverage Facebook's detailed targeting options to reach relevant customers (Weintraub, 2011). Testing different ad formats and using clear call-to-actions can improve engagement (Dunay et al., 2010). Ads can be displayed in various platforms and budgeting and bidding can be set daily or lifetime Targeting options include demographics, location, interests, behavior, custom audiences, lookalike audiences, and connections. Weintraub (2011) emphasizes the importance of demographic targeting and using various ad elements effectively, High-quality visuals and compelling ad copy are essential for effective campaigns (Dunay et al., 2010). Coca-Cola's campaigns frequently use emotional storytelling, often centered around themes of togetherness and happiness, with vibrant imagery that resonates with their global audience. Best practices for Facebook advertising include understanding the audience, using high-quality visuals, testing different ad formats, monitoring performance, and using clear call-to-actions. Understanding audience needs and behaviors allows businesses to create compelling ads, drive growth, and effectively utilize Facebook advertising to achieve objectives and develop brand equity. (Celeste See Pui Ng & Wang, 2013). Regular analysis of campaign metrics and reporting is necessary for continuous improvement (Weintraub, 2011; Dunay et al.,2010)

2) **Instagram Ads:** Instagram Marketing has evolved as a useful tool for digital marketing not just as social networking hobby website, offering various ad formats and features that effectively engage audiences (Prahita Sri Rahayuningrat et al., 2024; M. Terskikh, 2020). Because of the platform's emphasis on visual content—pictures, videos, and stories—brands are able to present their products and tell engaging stories. (M. Terskikh, 2020). It offers various ad types, targeting options, and placements like Instagram Feed, Stories, Explore, Reels, Collection Ads, and IGTV ads to create effective ads, businesses should understand their audience, create high-quality visuals, write engaging captions, use relevant hashtags, and use Instagram Insights for performance tracking. Nike often uses powerful, inspirational imagery paired with motivational copy that aligns with their "Just Do It" mantra, encouraging users to push their limits Research has shown that audiences are most responsive to posts featuring products and logos together, with social content in captions (Oluseyi Adegbola et al., 2018). Instagram Reels, in particular, have become a potent instrument for brands to increase exposure, engagement, and conversions (Indu.V, 2024). The platform's algorithm prioritizes engaging Reels, potentially increasing

organic reach (Ms. V. Indu, 2024). Additionally, Instagram's integration with Facebook's advertising tools enhances campaign management and optimization (Prahita Sri Rahayuningrat et al., 2024). Overall, Instagram advertising proves highly effective in helping businesses connect with a younger, highly engaged audience and achieve their marketing goals

3) **Twitter Ads:** Twitter has evolved as a powerful platform for businesses to advertise and engage with a wide audience (Curran et al., 2011). Among the advertising opportunities available on the network are promoted tweets, accounts, and trends., along with targeting capabilities based on keywords, interests, and location (Eftekhar & Koudas, 2013). It offers various ad types, targeting demographics, interests, keywords, and event targeting. Ads can appear in timelines, search results, profiles, and in-stream videos. Campaign objectives include awareness, tweet engagements, followers, website clicks, app installs, and lead generation. Research suggests that promoted tweets generate higher positive sentiment compared to promoted trends, although the latter yields greater response volume (Dacres et al., 2013). Engagement levels for promoted content are typically highest on the first day of a campaign and decrease thereafter (Dacres et al., 2013). Budgeting and bidding options allow businesses to set daily or total campaign budgets. Creative tools like Twitter Ad Manager, Twitter Media Studio, and Promote Mode are used. To create effective ads, businesses must define their goals, know their audience, create compelling content, use relevant hashtags, and leverage Twitter analytics. To accurately measure campaign performance, robust machine learning and natural language processing techniques are essential for gathering relevant data and gauging sentiment, rather than relying on simple keyword-based metrics (Dacres et al., 2013). To create effective Twitter advertising campaigns, businesses should analyze follower data and apply social media analytics techniques (Lou, 2017). Coca-Cola India promoted their "Share a Coke" campaign, which included Coke bottles with well-known names written on them, using Twitter advertisements. With the hashtag #ShareACoke, they invited users to share their own Coke stories in promoted tweets that featured the customized bottles.

4) **LinkedIn Ads:** LinkedIn with its base as meeting place for business and working professional social networking and has also emerged as advertising offers powerful tools for businesses, especially in B2B industries, to reach professional audiences. It provides various ad types, including sponsored content, message ads, and dynamic ads (Jenifer et al., 2023). Response prediction, format selection, and budget pacing are all automated by machine learning and optimization components of LinkedIn's self-serve display advertising system. (Agarwal, 2013). The platform allows marketers to specify targeting options for desired demographics, with Audience Expansion techniques simplifying targeting and identifying new audiences with similar attributes (Liu et al., 2016) LinkedIn advertising is a powerful tool for businesses and students to reach a professional audience, promoting B2B services, and connecting with decision-makers. It offers various ad types, targeting options, and placements in various areas. Budgeting and bidding options are available, and the Campaign Manager provides performance tracking and analytics. Best practices include understanding the audience, creating value-driven content, using strong CTAs, and leveraging Lead Gen Forms. LinkedIn's advertising capabilities are particularly effective for B2B companies

looking to promote their brands and reach professionals through ad campaigns (İsmayılov, 1996; Jenifer et al., 2023). The platform's rich profile and behavioral data enable advertisers to target users effectively, making it a valuable tool for content marketing and brand promotion in the professional sphere (Jenifer et al., 2023; Agarwal, 2013). Students can also use LinkedIn advertising to connect with industry professionals, build relationships, and showcase their skills. To create effective ads, students should optimize their profiles, define goals, target their audience, create engaging content, and track results using analytics. Airbnb's professional ads focus on case studies, testimonials, and business insights, appealing to hosts and business travelers, emphasizing trust and community.

5) **YouTube Ads:** YouTube with its core fundamentals as a video and media streaming web portal with a paradigm shift as major advertising tool for businesses to reach and engage audiences through video content. Studies have shown that YouTube is an effective medium for advertising, with a strong correlation between advertising budgets and sales (Zhou et al., 2021). The platform offers various ad types and targeting options, allowing marketers to create interactive and engaging video advertisements (Djafarova & Kramer, 2019). YouTube advertising is a powerful tool for businesses to reach a large audience through video content. It offers various ad types, targeting options, and integration with Google Ads. Ads can be placed in various locations, and objectives include awareness, consideration, and conversions. Budgeting and bidding options are available, and performance tracking and analytics are available through YouTube Analytics and Google Ads Dashboard. Research has explored the effectiveness of YouTube advertising by analyzing audience preferences, demographic factors, and the impact of different cues in video content (Rodríguez, 2017). The platform's ability to provide multiple cues and feedback channels contributes to its effectiveness, although the importance of feedback options for brand engagement may vary (Rodríguez, 2017). YouTube has also been recognized as a cost-effective guerrilla marketing strategy, enabling businesses to reach a global audience with minimal spending (Gupta & Singh, 2017). Overall, YouTube advertising offers significant potential for businesses to connect with their target audience and drive sales. Creative tools like YouTube Video Builder, YouTube Director Onsite, and YouTube Studio are used. YouTube's integration with Google Ads makes it easy to manage campaigns, track performance, and optimize for better results. Apple's ads often feature high-quality visuals and minimalist design, focusing on product features and benefits with a strong, straightforward narrative.

6) **WhatsApp Ads:** WhatsApp advertising is a marketing strategy that emphasizes direct communication and engagement over display ads. WhatsApp Business API has emerged as a powerful marketing tool for small businesses, offering features that enhance customer engagement, streamline operations, and improve sales conversion rates (Hassan Mustafa et al., 2023). The platform provides various functionalities, including contact lists, automated messages, special promotions, and customer support, which contribute to increased sales and consistent communication with customers (Raodatul Jannah, 2023). Key components of WhatsApp Business for effective marketing strategies include customizable business profiles, product catalogs, and instant messaging options (Francisco Javier Campines Barría, 2023). Businesses can use the WhatsApp Business API to

send messages, broadcast lists, and engage in personalized conversations. This platform is ideal for large enterprises that need to automate customer interactions or handle large volumes of messages. Engagement strategies include personalized messaging, creating groups, and sharing interactive content. WhatsApp Business offers valuable features for marketing and customer engagement, enabling businesses to enhance their communication strategies. Key functionalities include product catalogs, automated messages, quick replies, and labeling systems, which can optimize customer service and streamline interactions (Asmayanti et al., 2022). These tools allow businesses to send promotional content, offer special deals, and provide timely support (Raodatul Jannah, 2023). Best practices include respecting user privacy, being concise, timing messages appropriately, humanizing the brand, and optimizing campaigns. WhatsApp Business can be particularly beneficial for small and medium enterprises (UMKMs) seeking to expand their reach and increase sales (Handijono et al., 2024). The platform's widespread adoption, with approximately 6 million monthly users in Indonesia since 2018, presents significant opportunities for businesses (Asmayanti et al., 2022). Additionally, WhatsApp can be leveraged for automated surveys, offering a cost-effective method for data collection and maintaining engagement with mobile populations (Fei et al., 2020). Overall, WhatsApp Business serves as a versatile tool for marketing, sales promotion, and customer relationship management. WhatsApp advertising can improve customer service, drive sales, and enhance business performance. WhatsApp Business significantly increases consumer engagement, positively influencing consumer perceptions and enhancing satisfaction and loyalty (Sayudin et al., 2024). Despite its benefits, businesses must address challenges like data privacy concerns and potential customer fatigue to optimize their use of the platform (Hassan Mustafa et al., 2023). BookMyShow, India's leading online ticketing platform, uses WhatsApp to send movie or event tickets directly to customers. After booking, customers receive a message on WhatsApp with the ticket details, including a QR code that can be scanned at the venue.

## 2. PROBLEM STATEMENT

With the increasing use of social media for marketing, businesses can target specific groups, customize their advertisements, and create deep connections with implicit customers. Businesses may collect real-time consumer feedback, analyze consumer behavior, and form data-driven marketing opinions thanks to social media's interactive elements. Customers are more receptive to viewpoints since they frequently consult their social media networks for advice and feedback. Effective use of social media by brands can boost authenticity, credibility, and trust, which influences consumer opinions and purchase intentions. Nevertheless, there are certain drawbacks to the impact of social media advertising on consumer purchasing decisions, including the abundance of available data, the regularity of sponsored content, and the potential for deception or manipulation. This study aims to provide perceptive information for businesses, marketers, and academics by exploring the complexity of social media marketing and its impact on consumer purchase choices. This research examines the impact of social media advertising on consumer buyer choices, focusing on the underlying factors that shape customer behavior in the digital technology era, as platforms like Facebook, Instagram,

Twitter, and YouTube emerge. This study explores the impact of social media advertising on consumer buying decisions in the digital age.

## 3. OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To analyze the influence of social media advertisement factors such as brand reputation, product reviews, and visual appeal on consumer purchase decisions.
- To evaluate the significance of different engagement patterns (likes, shares, comments, clicks) in driving consumer purchase behavior on social media platforms.
- To assess the role of brand awareness in enhancing the effectiveness of social media advertisements in influencing purchase decisions.

## 4. HYPOTHESES OF THE STUDY

Based on the objectives, the following hypotheses are formulated

- **H1:** Brand reputation has a significant positive impact on consumer purchase decisions in social media advertising.
- **H2:** Product reviews significantly influence consumer purchase decisions in social media advertising.
- **H3:** Visual appeal of social media advertisements is a significant predictor of consumer purchase decisions.

## 5. RESEARCH METHODOLOGY

The research design is exploratory and descriptive in nature. The study aims to discover why, when, and how social media has affected consumer decisions. The exploratory phase explores new insights and trends, while the descriptive phase will analyze the impact of social media advertising and marketing on patron purchase choices. Primary data is collected in the form of Structured questionnaire which enables the researcher to assess the influences on social media on consumer purchase decision The sample size is 250 respondents using social media marketing from Tirupattur district of Tamilnadu .The data is analysed with the help of Percentage analysis, Mean, Standard Deviation and Muultiple regression analysis.

**Table 1**

| Table 1 Demographic Profile of the Respondents | | |
|---|---|---|
| | Frequency | Percent |
| **Age** | | |
| 18 years -24 years | 62 | 24.8 |
| 25 years -40 years | 106 | 42.4 |
| 41 years- 56 years | 58 | 23.2 |
| Above 57 years | 24 | 9.6 |
| Total | 250 | 100 |
| **Gender** | | |
| Male | 187 | 74.8 |
| Female | 63 | 25.2 |
| Total | 250 | 100 |
| **Monthly Income** | | |

| | | |
|---|---|---|
| Rs.3 lakhs to Rs.5 lakhs per year | 60 | 24 |
| Rs.5 lakhs to Rs. 30 lakhs per year | 118 | 47.2 |
| Above Rs. 30 lakhs per year | 72 | 28.8 |
| **Total** | 250 | 100 |

The data shows a demographic breakdown of a sample population based on age, gender, and monthly income. The sample includes a diverse age distribution, with 24.8% of respondents aged 18-24 years, 42.4% aged 25-40 years, 23.2% aged 41-56 years, and 9.6% aged above 57 years. Young adults make up 24.8%, while those aged 25-40 years make up 42.4%. The remaining age groups are likely in their prime working years, mid-career stages, or near retirement. The majority of the sample is male, with 74.8% of respondents being male. Females make up 25.2% of the sample, which could impact the generalizability of findings across genders. The monthly income distribution is 24.0% for lower-middle income, 47.2% for middle to upper-middle income, and 28.8% for high-income individuals. The sample is predominantly male and consists mostly of individuals aged 25 to 40 years, with a significant representation of those in higher income brackets. This demographic profile suggests that the findings may be most relevant to a relatively young, male-dominated population with moderate to high income levels.

**Table 2**

| Table 2 Social Media Advertising Factors Influencing Purchasing Decision | | |
|---|---|---|
| **Which factors in a social media advertisement most influence your purchasing decision?** | **Mean (M)** | **S. D** |
| Visual appeal including images, videos, and design. | 4.05 | 0.905 |
| Influencer endorsements | 3.89 | 0.958 |
| Discounts or promotions | 3.97 | 0.991 |
| Brand reputation | 4.13 | 0.986 |
| Product reviews | 4.04 | 0.921 |
| Call to Action | 3.95 | 1.025 |
| Platform Choice like facebook, Twitter, LinkedIn, Whatsapp | 3.86 | 1.07 |
| individual user's preferences, behavior, or past interactions | 3.79 | 0.99 |

The study reveals that brand reputation (M= 4.12, SD=0.986) is the most influential factor in purchasing decisions in social media advertising factors, followed by visual appeal (M=4.05, SD=0.905) l and product reviews (M= 4.04, SD=0.921). Consumers value credibility and trustworthiness of a brand, while discounts or promotions are less important. A clear and compelling call to action (M=3.95, sd=1.025) influences consumers' decisions to a significant extent, slightly less than discounts and promotions. Influencer endorsements (M= 3.89, SD=0.958) are the sixth most influential factor, suggesting consumers may be more discerning about the credibility of influencers compared to the brand itself or the content's visual appeal. Personalization based on user preferences, behavior, or past interactions (M=3.79, SD=0.99) has a moderate influence on purchasing decisions. Platform choice is less important than brand reputation (m=4.13, SD= 0.986) or visual appeal, suggesting that consumers may prioritize content quality and brand trust over specific platforms or personalized targeting.

**Table 3**

| Table 3 Interaction with Social Media Advertisement | | |
|---|---|---|
| **Interaction mode** | **Frequency** | **Percent** |
| Like | 92 | 36.8 |
| Share | 64 | 25.6 |
| Comment | 32 | 12.8 |
| Click on links | 38 | 15.2 |
| Ignore | 24 | 9.6 |
| Total | 250 | 100 |

The majority of interactions with social media advertisements are passive, with "Like" being the most frequent response, followed by "Share." Active engagement, such as commenting and clicking on links, is less common but more meaningful in terms of user intent and potential conversions. A small but notable percentage of users ignore advertisements, which emphasizes the need for compelling and relevant content to capture the audience's attention.

**Table 4**

| Table 4 Impact of | | | | | |
|---|---|---|---|---|---|
| **Factors** | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t-value** | |
| | **B** | **Std. Error** | **Beta** | | **Sig** |
| (Constant) | 0.634 | 0.29 | | 2.189 | 0.30 |
| Brand Awareness | 0.301 | 0.066 | 0.275 | 4.568 | .000* |
| Product Reviews | 0.215 | 0.063 | 0.199 | 3.41 | .001* |
| Content quality and Brand trust | -0.072 | 0.066 | -0.074 | -1.099 | 0.273 |
| Platform Choice | -0.023 | 0.067 | -0.024 | -0.392 | 0.732 |
| Brand Reputation | 0.392 | 0.056 | 0.39 | 7.008 | .000* |
| R - value | 0.714 | | | | |
| R² - value | 0.509 | | | | |
| F - value | 50.481(P<.000) | | | | |

## 6. DEPENDENT VARIABLE: CONSUMER PURCHASE DECISION

The data provided represents the results of a multiple regression analysis, where the dependent variable is likely related to some outcome of interest (such as purchasing decisions), and the independent variables include factors like brand awareness, product reviews, content quality, platform choice, and brand reputation. The R-value of 0.714 indicates a strong positive correlation between the independent variables (factors) and the consumer purchase decision. The regression analysis reveals that brand awareness, product reviews, and brand reputation are significant predictors of consumer purchase decisions, with brand reputation having the strongest influence. In contrast, content quality, brand trust, and platform choice do not significantly influence consumer purchase decisions within this model. The model explains about 50.9% of the variance in consumer purchase decisions, and the overall fit is statistically significant, suggesting that the

predictors used are meaningful in understanding what drives consumers to make purchasing decisions.

## 7. IMPLICATION FOR THE STUDY

The study reveals that a young, male-dominated population with moderate to high income levels engages with social media ads by liking or sharing them, but deeper interactions are less common. Most people find value in ads, and understanding these interaction patterns can help marketers optimize engagement strategies. Brand reputation is the most critical factor influencing purchasing decisions in social media advertisements, followed by visual appeal and product reviews. Content quality and brand trust are less influential, suggesting that enhancing these areas can drive sales.

## 8. CONCLUSION

Social media advertising significantly influences consumer purchase decisions by enhancing brand awareness, reputation, and leveraging positive product reviews. Among the factors analyzed, brand reputation emerges as the most critical determinant of purchasing behavior, followed by visual appeal and product reviews. While content quality and brand trust are important, they do not significantly impact purchase decisions within this model, nor do factors like platform choice or personalization. The data also indicates that most user interactions with social media ads are passive, such as "likes" and "shares," but active engagement, like commenting and clicking on links, is more indicative of purchase intent.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

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