



SOCIAL MEDIA ADVERTISING AND CONSUMER BEHAVIOUR

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ABSTRACT

Social media has now become a platform that individuals are using everyday some with more than seven hours. There are different things that go on, on these platforms, for example, news, entertainment advertisements and so many other materials depending on the likes of the individual. The study now emphasizes on advertising using social media and how the behavior of the individuals can affect the advertising campaign. The aim of this study is to find out how social media advertising affects the consumers' attitudes. It adopted a qualitative approach to explain in detail how social media platforms have really affected how consumers think about a certain product. A survey was taken and the findings show that using the social media platforms to advertise for a product is a way simpler and faster to reach a wide variety of people.

Key Words: Social media, Behavior and Advertising

INTRODUCTION

In order to achieve targeted outcomes like enhanced brand awareness, increased sales, and improved communication within a particular market, an advertising campaign is a planned strategy that is implemented across several media (Parincu, 2022). An outgrowth of digital marketing is social media advertising, in which target audiences are reached by running paid ad campaigns on social media sites. Through the popular social networks like Facebook, Twitter, Instagram, and WhatsApp, marketers and advertisers may raise awareness of their businesses and encourage purchases.

A poorly executed social media advertising campaign might be worse than having none at all, so be aware of your campaign's goals and target demographic and make sure you are allocating enough resources to the endeavors. The reason for this is that consumers decide what to view, what to buy, when to buy, and how to buy. A behavior is described as an organism's overall reaction to its surroundings and its internal tension as manifested in a series of movements that are noteworthy in their direction Popescu, G. (2014).

Research Problem



The goal of defining your social media audience is to locate and comprehend it so you can control it. The right messaging, advertisements, and content will be created for you with the aid of audience research. With a well put out social media advertising strategy, how can the behavior of the targeted audience affect the results of the expected outcome? How long does an audience stay on a particular social media application?

Research Objectives

- To know how the demography of audience can also affect the social media advertising.
- To explore the influence of social media advertising on the consumer behavior.
- The researcher will assess and explain the behavior of the user in different social media networks.
- The research will determine the accessibility of which social media outlet is most effective for advertising.

Review of Literature

On exploring more of social media campaigns, The Influencer Forum (2020), defined social media campaigns to a marketing team's coordinated efforts to assist brands or businesses in achieving their goals through varied social media platforms.

Social media campaigns are successful because a considerable percentage of all the people worldwide spend more time on social media than on traditional TV and radio. There are different social media sites such as: Facebook, Instagram, Snapchat, Twitter and LinkedIn are just a few of the social media platforms with a sizable following that can be utilized by marketers. Both the marketer and the audience must communicate effectively. The essential fixing in a fruitful online entertainment showcasing effort is a thoroughly examined procedure. Developing a marketing strategy is helpful and advantageous when a marketer wants to enhance a social media marketer or improve the brand through social media marketing. Choose a platform and know when to push, define your goal (why), identify your target audience (who), and identify the theme (what). Finally, effective planning and passion are necessary for social media advertising. If you want your products and brands to be noticed and to succeed in an advertising campaign, this is what you need.

In this study, Wani, Pawar, and Gupta (2016) look at the facts and the need to use digital social media. The availability of inexpensive internet services made possible by advancements in technology has encouraged the general public to use the services.

Businesses are using a growing number of internet users as a target population to advertise their goods and services through digital media. It is simple business sense that business have to market their product wherever the consumers are and that too effectively.

A short survey was done in the study with thirty consumers of internet users and about 90% respondents use the internet for current affairs, deals, new things in the market and reviews.



The study also observed which social media outlet is mostly used by consumers which was targeted in India mostly. Facebook and Twitter have potential to reach the consumers due to ever increasing user base.

Understanding a theory behind or theory that will help the research to succeed is also important. The dissertation of Shaheen (2010), The purpose of the study was to clarify the motivations, attitudes, and pleasures attained from commercial websites, which are the most significant form of online advertising. It also looked at the relationship that emerged between uses and gratification theory and online marketing to better understand the marketing limitations and benefits provided by interactive computer-mediated communication technology.

Users and Gratification Theory is defined as an approach used to understand why and how people actively seek out specific media to satisfy their particular needs.

The study made the recommendation that there should be more training for customers and business personnel on how to engage with commercial websites and the services/products offered to improve online marketing and online advertising, particularly in Egypt. Additionally, designers of commercial websites need to take the initiative to thoroughly determine what draws or deters users from utilising the Internet for business. This will be helpful in creating commercial websites and offering Internet services and resources that can be used for online marketing.

Hazaparu's (2014) According to this research, ethics is not only about unquestionable standards that professionals in the field must abide by or about 'black and white' moral judgements made by ethicists or philosophers. Ethics is also about the study of contextual factors that influence the moral decisions made by advertisers based on interactions between three interested agendas - corporate, policy, and media - in an effort to control the public agenda.

Due to its pervasiveness and persuasiveness, advertising is regarded as one of the most potent forms of communication (Pollay, 1986). As a result, regulations aimed at making advertising companies socially responsible are frequently associated with it, forcing them to review, correct, and even self-censor messages that are deemed harmful to society.

RESEARCH METHODOLOGY

Research method

The qualitative research method is the one that will be utilized for this study. Because this method is about what people think and why they think it is not based on statistical methods. We will be able to get a comprehensive view of the social media platforms and how advertising campaigns perform when used in social media, assuming they achieved the agenda-setting theory for which they were designed. Additionally, it will provide an explanation of the customers' reactions or attitudes. When selecting a sample, a smaller group of units or elements from a population is selected.

A sample is a selected smaller collection of units or elements from a population that is used to select a sample. The selected population is Sharda University students and a few out of town

candidates. Sharda University is a place where almost 90% of the students use social media which is likely that they have come across different advertisements and they have bought several items due to that. The sample will be 80 to 100 people in the area and out of town.

Data Collection

This is the collecting of information in a research. In qualitative research method the data is descriptive and it usually involves direct involvement or interaction. The approach that is going to be used is through survey which will involve a questionnaire with a goal of collecting information and it is going to use a structured questionnaire with mixed ended questions. This is to also hear the thoughts and suggestions of the consumers.

1. How the demography of audience can also affect the social media advertising.

From the graph (Figure 1) below we see how the demography can also affect the social media advertising campaigns. From the age we see that almost 90% of the respondents are from 18 years old to 40 years. These are taken as the youth and are those that are on most social media and follow the ongoing trends. The qualification and occupation we see that most of them are students in graduate and post graduate studies. This is because mainly the survey was mostly distributed to students and a few of other outsiders. On the gender it is almost the same meaning all genders have access to social media advertising and are also affected by it. Lastly is the residence, most of the users are from the urban area which can also determine that they have easy access to social media platforms and their purchases can be influenced by what they see on the social media.

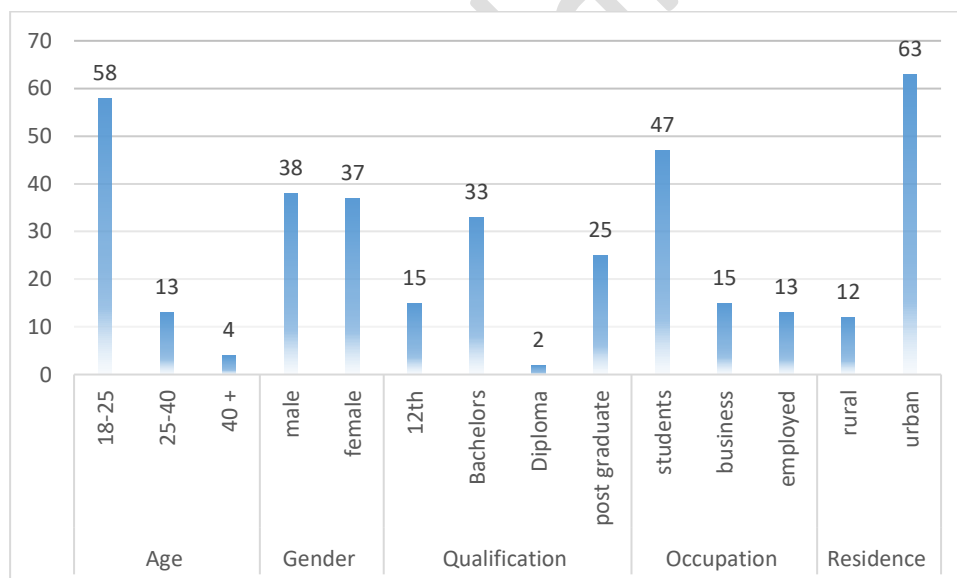


Figure. 1.0: Demography of respondents

2. The research will determine the accessibility of which social media outlet is most effective for advertising.

About 68 respondents use the social media platforms every day and four uses it weekly and 3 respondents monthly. From the respondents 32 uses the social media platform for three to six hours

a day, thirty respondents use it for more than seven hours while thirteen respondents' use it for only one to two hours daily. With the amount of time they spend on social media, every platform is used but WhatsApp and Instagram take the lead with about 80% and 65%. Followed by Facebook (41.3%), twitter (22.7%) and linkledn (12%).

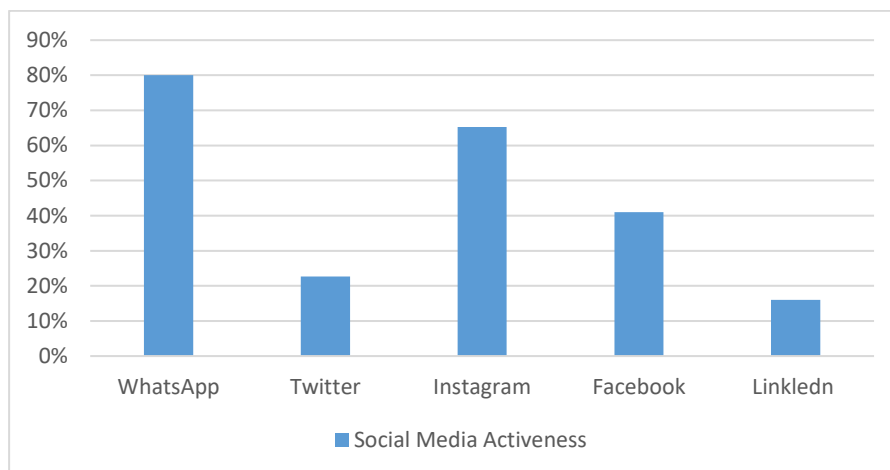


Figure 1.1: Social Media Activeness

3. To explore the influence of social media advertising on the consumer behavior.

With the amount of time spent on the social media platform about 50.7% of the individuals are influenced by the adverts they see of a certain product, 18% of the individuals are not influenced and 30.7% are sometimes influence and sometimes are not influenced by it. From this 45.3% of the individuals are likely to buy the product, 18% very likely to buy, while 28% it may take some time and 8% they do not buy a product recommended online.

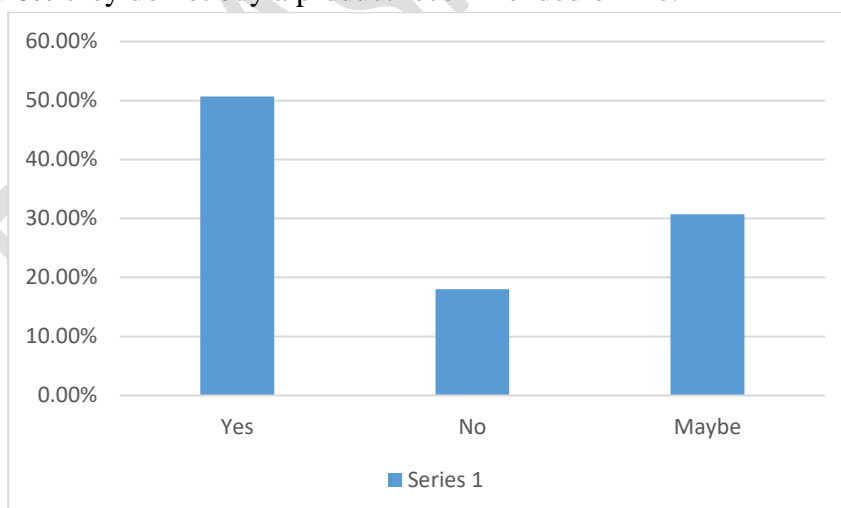
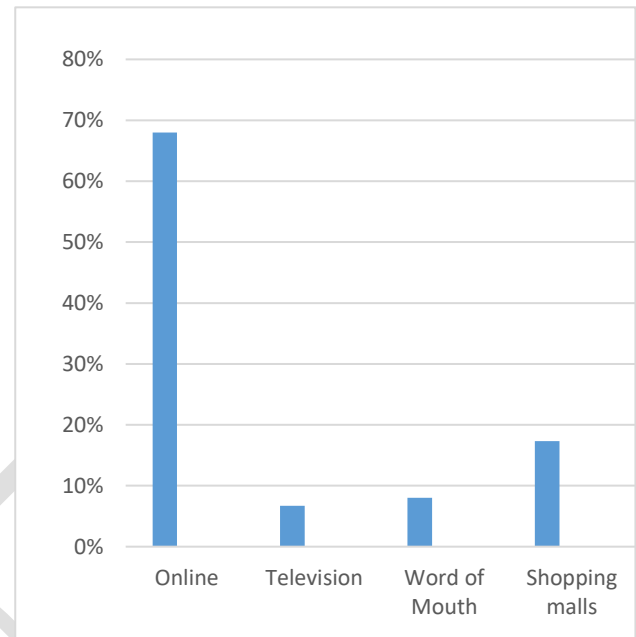
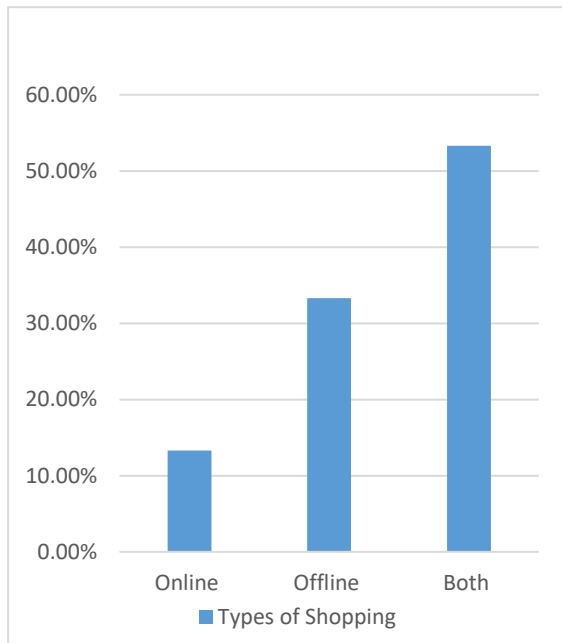


Figure 1.3: Influence of Social Media

4. The researcher will assess and explain the behavior of the user in different social media networks.



The respondent's behavior is also determined by the amount of time and what social media platforms are being used by the respondents. There are different mediums of advertising a brand

Figure 1.4: Types of Shopping

Figure 1.5: Types of Advertising

or product and from the respondents about 68% of find out about brands from online commercials, 17.3% from the shopping malls or stores, 8% word of mouth and the rest from the television. Social media is used to advertise different item so that they can be bought either on line (13.3% respondents), offline (33.3% respondents) or both (53.3%).

Results or Findings

As general advertising tries to engage with clients and prospects to persuade them that your goods or services are superior to what your rivals have to offer, they should pick your business first and foremost. Based on the data collections, we have seen how important social media advertising is in this process.

In order to establish your credibility as a resource or the worth of your products as a merchant, this type of advertising may require more adverts over a longer period of time. You might discover that direct mail campaigns, local broadcast ads, or online advertising are effective in increasing your clientele, depending on whether what you provide primarily appeals to consumers in your local market or you can effectively communicate with prospects through your website.

It is necessary to decide how to advertise a new product which includes an in-depth study of the demographics of your target market, and a well-chosen selection of media that can place your



ads in front of those customers. How you position your ads also depends on the type of product you sell.

Conclusions and Suggestions

The purpose of the study was to know how social media advertising affects the consumer behaviour. And from the data we have seen how advertising through the social media platforms is the fastest way of reaching out to the people especially those we consider the youth from the ages of 18 – 40.

The use of less edit and lying because at the end of the day, what you order is not what you get.

Limitations

For this research almost everything was going smoothly the only limitation was that not a lot of people wanted to go through the questionnaire. Data collection was very difficult, other possible respondents were busy or some did not want to answer it.

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