

**Does Consumer Behavior affected by Social Media Advertising.**

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**Abstract**

*The paper aims at to identify the impact of advertising on consumer behavior through social media. The study has been conducted with objectives, to find out the impact of advertising campaigns on social media,, affects of advertising campaigns on the target audience and to examine the various advertising strategies used to influence mass. The sample size of 54 respondents from Chandigarh was collected. Primary data has been collected through a questionnaire and secondary data has been gathered through journals, research papers, internet, books and publications. The responses of respondents were compiled through a Google form created by me and the answers were analyzed by me. A total of 12 questions were there and all of them were directed towards understanding the influence of advertising campaigns on target audience and the part social media plays in reaching the target audience.*

*Findings of study reveals that there is positive impact of many variables on consumer buying behavior whether it is popularity, online traffic for a certain product or Advertising campaign on social media. Customers are increasingly spurred to purchase an item when they see a promotion via web-based networking media stages; they likewise feel safe to purchase an item that they have seen commercial of. Buyer builds up a dimension of reliability for a brand they have seen ad of. They were even noted to gather data of items from ad, become more acquainted with about the use and advantages of item and after that settle on a buy choice dependent on that.*

**Key words:** Social media, advertising, consumer behavior, new products/ services.

**Introduction**

Social networking has made a deep impact on our lives and we can't dream a day without the use of social media. Social media has often allowed for mass cultural exchange and inter-cultural communication. The emergence of social media platforms has fused together different cultures and their communication methods, blending together various cultural thinking patterns and expression styles. Social media is computer oriented technology that facilitates the collaboration of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is internet based and gives many users quick electronic communication of content. The Content usually includes personal information, documents, videos, and photos. Users are seen engaging with social media via computer, tablet or smartphone via web-based software or web application, often utilizing it for messaging. Social media which had originated as a way to interact with friends and family but was later adopted by businesses which wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is defined as the ability to connect and share information with anyone on Earth, or with many people simultaneously. Where Social media has connected millions, it has also been the platform for various advertising campaigns and their influence on the mass audience. An advertising campaign is described as the succession of notice messages that share thought and topic which make up a coordinated showcasing correspondence (IMC). An IMC is a stage in which a gathering of individuals can amass their thoughts, and convictions, ideas into one substantial media base. Advertising campaigns are seen use various media channels over a specific time span and target distinguished gatherings of people.

Advertising campaign are worked to accomplish a specific goal or a lot of destinations. These targets for the most part incorporate building up a brand, raising the brand mindfulness, glorifying the rate of changes/deals. The rate of achievement or disappointment in achieving these objectives is figured through viability measures. There are the famous five key points at which an advertising campaign must consider to make sure an effective campaign. These few points are integrate able marketing communications or media channels, channel positioning, the communications process diagram and touch points.

An advertising campaign requires quite a consideration of its cost benefit ratio. If the money one spends to reach the customers exceeds the value those customers brought in, one may be wasting his investment unless he simply wants to achieve greater awareness for his brand. Whether we choose and negotiate the cost of media placements ourselves or use a professional media buyer, we must validate the likely results of the campaign as much as one can before we take the plunge and review the results thoroughly after the fact so one can refine the choices one makes for the next campaign. It is not only the company but also the society that is benefitted by the advertising campaigns. Advertising campaign give work to individuals drew in who are recorded as a hard copy, planning and issuing advertisements. Increasing business openings brings extra pay and thus it invigorates more interest. Additionally, Employment is additionally created to fulfill the expanded need. Publicizing efforts advance the way of life of the general population by expanding their assortment and quality in utilization because of continued innovative work exercises by the every one of the makers. Promoting efforts teach the general

population about the different employments of various items and in this way increment their insight. Publicizing additionally helps in findingsuitable customers in the international market which is essential for earning all foreign exchange a company needs. Advertising campaigns continues the press, and other media shapes. It regularly gives exceptionally significant wellspring of pay to the press, radio and broadcasting company. The clients are additionally profited in light of the fact that they get papers and magazines at extremely less expensive rate. The distributers a few of papers and magazines are profited on account of expanded dissemination of their production;. Ultimately, the advertising campaigns also encourage the commercial art and culture.

### **Objectives of Study**

The main objective of the study is as follows:

1. To find out the impact of advertising campaigns on social media.
2. To find out the effect of advertising campaigns on the target audience.
- 3.To find out the various advertising strategies used to influence mass

### **Research Methodology**

The sample size of data 54 respondents from Chandigarh. Primary data has been collected through a questionnaire and secondary data has been gathered through journals, research papers, internet, books and publications.

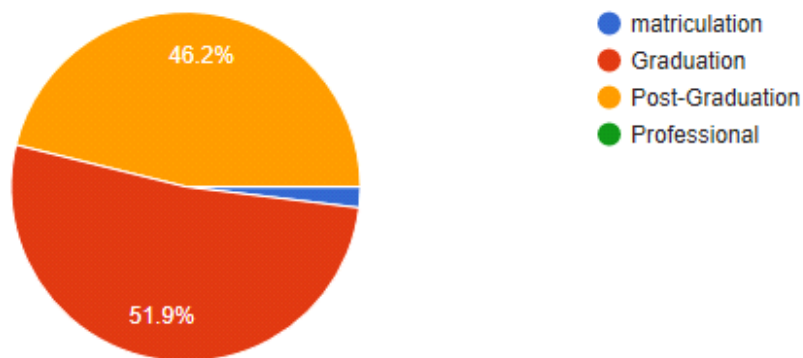
### **Data Analysis**

The responses of respondents were compiled through a Google form created by me and the answers were analyzed by me. A total of 12 questions were there and all of them were

directed towards understanding the influence of advertising campaigns on target audience and the part social media plays in reaching the target audience. The responses from several subjects were to the point and many specified the reason for selecting that option. The subjects whose responses were evaluated belonged to the age group of 18 -30 which mainly comprised of the younger generation studying or working in the private sector and have a great influence of social networking sites and social media.

### QUALIFICATION

52 responses



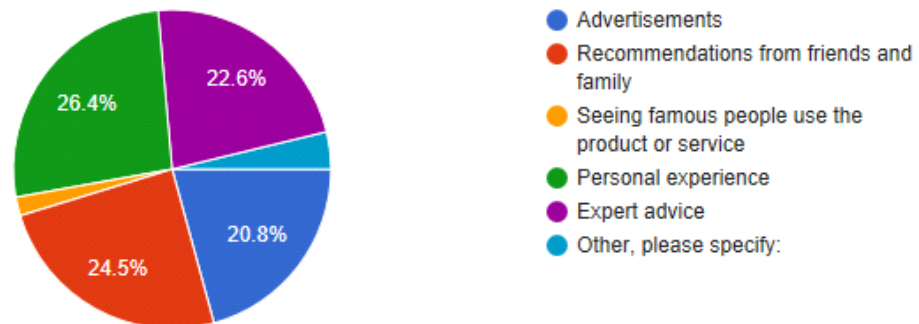
On the basis of the analysis of the data provided ,it was seen that most of over 52% of the sample taken were graduates and 46% of them did their post graduations too. This clearly shows that the target audience taken for the survey are highly literate and were capable of understanding the technical advancements in today's modern world.

The analyses below comprises of pie charts which were made after evaluating the responses from the individuals .Now,we would be taking one question at a time and deeply analyzing

the responses given by the individuals regarding the impact of advertising campaigns on the people through social media.

### 1. What influences you the most to try a new product or service?

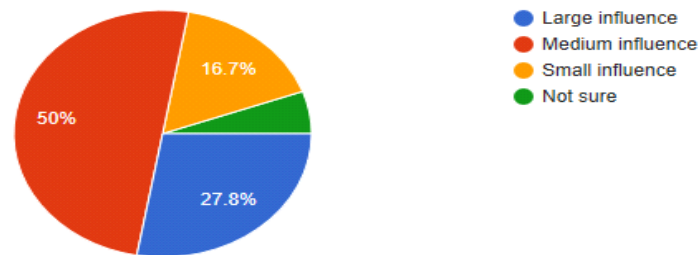
53 responses



On the basis of the pie chart, it shows that advertisements have an impact on the target audience and only 20% were influenced by advertising campaigns but majority of them still preferred considering the personal experience only i.e 26%. Also 24% of them considered recommendations by friends and family. But the main thing to notice was that our generation also gave preference to expert advice I.e over 23% of the target audience which clearly shows that the people nowadays are well aware of their good or bad.

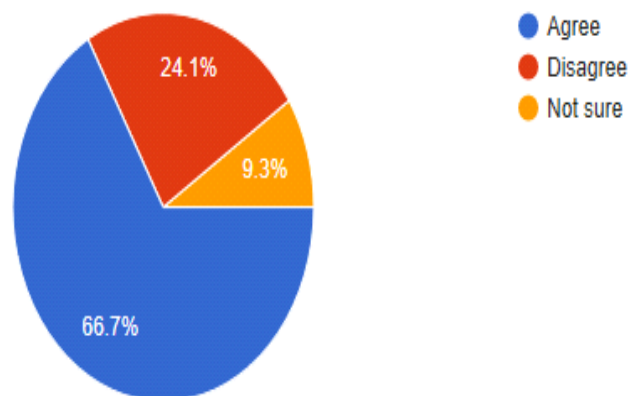
2. How much influence do you feel advertisements have over your buying behavior?

54 responses



3. 'Advertising is beneficial to consumers because it provides important information about goods and services.' To what extent do you agree with this statement?

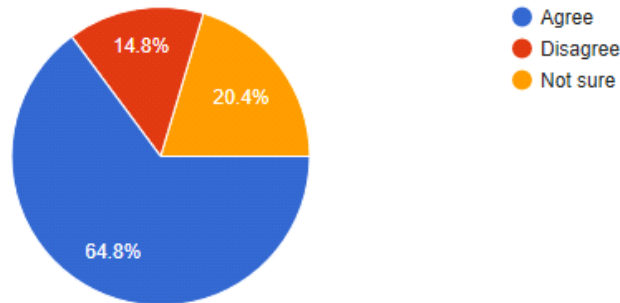
54 responses



From the above pie charts, we can clearly see that the influence of advertising campaigns on the people is moderate and such campaigns have been beneficial for the consumers to know about the products and then the target audience themselves monitor the features of the goods and services they want to avail. But to state that only the advertising campaigns are important to sway the target audience would be wrong as the people would just consider and then avail after looking at several options.

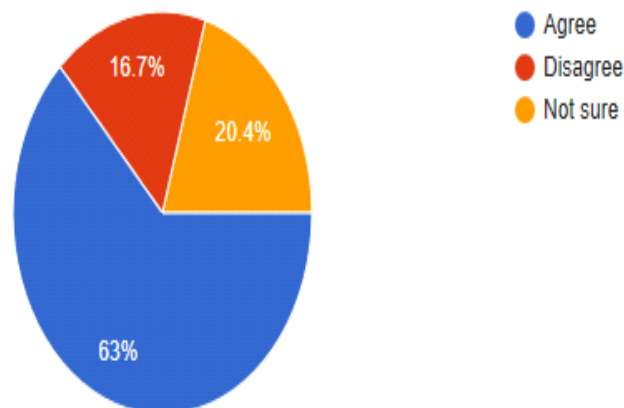
4. 'Consumers can often become victims to advertising through the purchase of unnecessary items'. To what extent do you agree with this statement?

54 responses



5. The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product.' To what extent do you agree with this statement?

54 responses

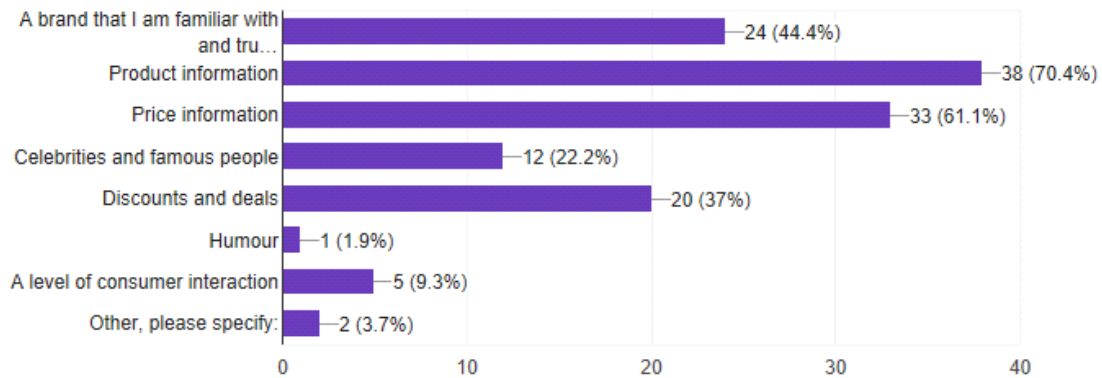


The above pie charts show that due to so many advertising campaigns there is likely to be a possibility that the people can be misled by false claims and may make the product seem very catchy and good but it does not deliver to the expectations of the consumers. Also, Over 60%

of the sample population believed that more on sees the such advertising campaigns, more likely he is to buy the said product which may be the cause of being misled in some cases.

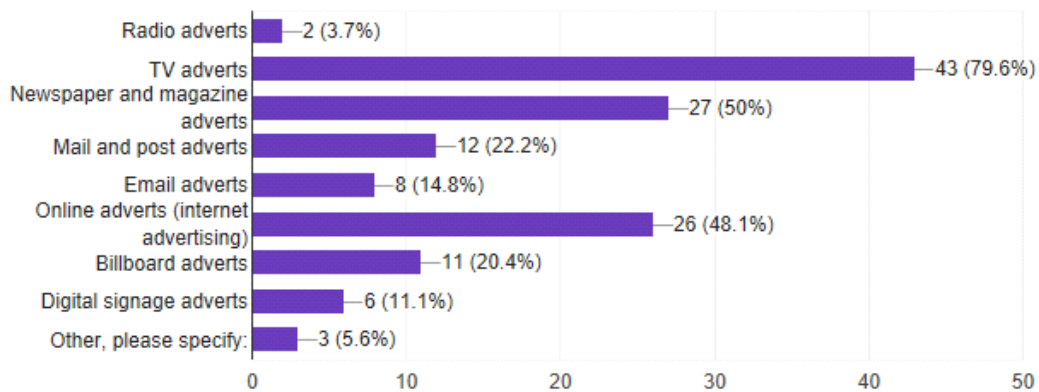
**6. What do you look out for in an advertisement? Please select 3 answers**

54 responses



**7. What types of advertisements are most influential over your buying behavior? Please select 3 answers**

54 responses

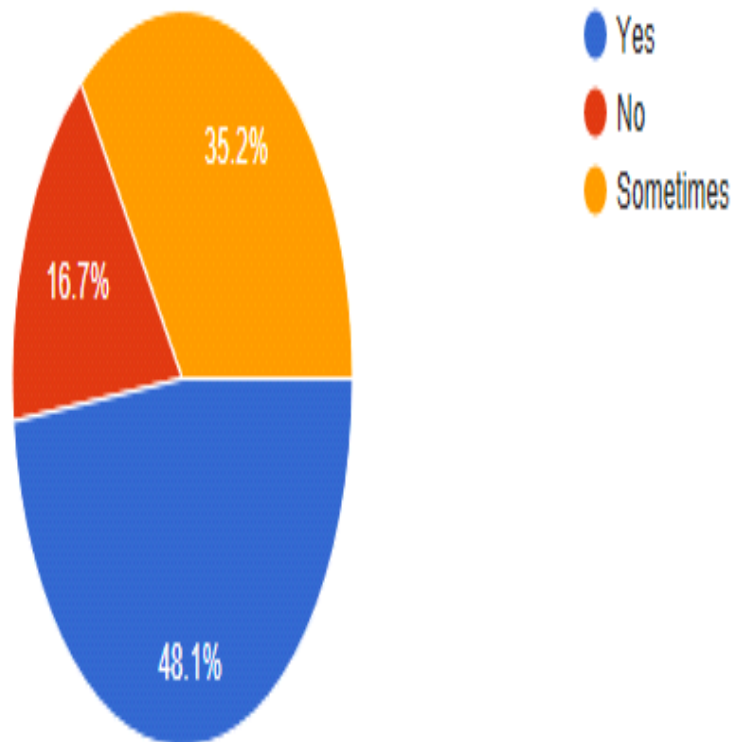


The above given graphical representations show that the sample population mainly considered the product information first before looking at the price of the product. This shows that the people nowadays seek what is best for them. Also people are more inclined towards discounts and offers which the advertising campaigns offer. It is also seen that the

people mostly buy those products which are advertised through TV, magazines and newspapers. But the social media platforms also have a greater influence over the target audience.

## 8. Do you pay attention to online advertising?

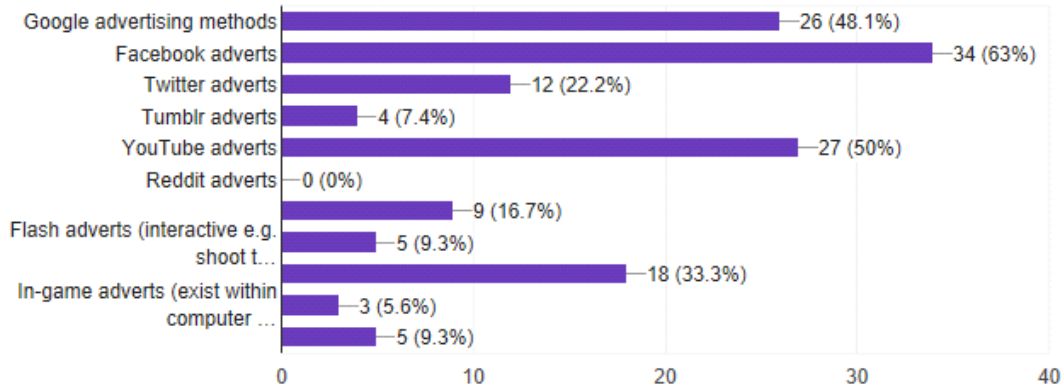
54 responses



This pie chart clearly states that people clearly pay attention to online advertising campaigns and the society has been greatly influenced by these social media platforms.

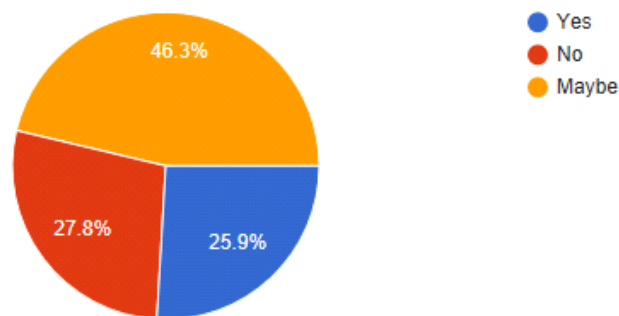
**9. Which methods of online advertising are most influential on your buying behavior? Please select 3 answers**

54 responses



**11. Do any advertising methods make you feel less inclined to buy a product from a brand?**

54 responses



The Above two data representations show that of all advertising campaigning methods, facebook advertising campaigns are mostly preferred by the target audience because facebook today has a greater reach than any other social networking site. It is closely followed by the advertising campaigns by Youtube which is quite famous and a source of greater influence to the masses mainly the younger generation today. People clearly do not

pay heed to the advertising methods and they are just concerned about the products and their benefits.

On the basis of the responses given by the subjects, majority of them believed that more visible the advertising campaign more is the stability of the product offered. The analysis showed that even after being referred by peers or friends ,people still believed on the trending advertising campaigns rather than personal experience. Most of the responses indicated that the subjects were more inclined towards the products whose advertising campaigns featured celebrities and glamorous content and they believed that supporting those products gave them an edge over others or made them look cool as stated by one of the subjects. The responses and suggestions showed that people generally are more inclined towards the social media platforms than TV, newspapers,magazines and radio because today's generation mainly spends most of their time on social media platforms and thus the advertising campaigns easily target this audience and have a great impact on them .

Overall, advertising campaigns on social media is a faster way for the people to be updated to the said trend in our society. People hurriedly grab the products featured by the best advertising campaigns through social media and don't even care to look whether the said product is viable for them or not. Also, people are mostly attracted to the advertising campaigns featuring discounts and offers and various social media platforms spread the word very quickly. It is seen that most of the subjects pay heed to online advertising campaigns and believe if the said product has been advertised so much, it must be good rather than checking for all the pros and cons about the said product.

Therefore, the subjects clearly favour advertising campaigns via social media and this has been a prime medium for them to choose their products of liking and its a faster way to be aware as people feel that they don't have the time to carefully monitor stuff which is not of great importance to them.

**Conclusion**

This study shows that there is positive impact of many variables on consumer buying behavior whether it is popularity, online traffic for a certain product or Advertising campaign on social media. Advertising campaigns does in fact affect the buying behaviour of consumers. We can see that the mental effect that Familiarity has on shoppers does in certainty lead to positive purchasing conduct. For this situation, most shoppers have additionally accepted Entertainment as a positive pointer towards a brand as opposed to negative. Customers are increasingly spurred to purchase an item when they see a promotion via web-based networking media stages; they likewise feel safe to purchase an item that they have seen commercial of. Buyer builds up a dimension of reliability for a brand they have seen ad of. They were even noted to gather data of items from ad, become more acquainted with about the use and advantages of item and after that settle on a buy choice dependent on that. Thusly, commercial is a generally excellent advertising instrument for creating more deals.

. Hence, advertising campaigns has a greater impact on all our lives and we people are easily influenced because we have become slaves to the modern technology and social media has a vital role in that.

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