

IMPACT ON PURCHASING INTENTION USING SOCIAL MEDIA ADVERTISING IN MAYILADUTHURAI DISTRICT

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Received: 05 May 2025

Accepted: 28 May 2025

Published: 31 May 2025

ABSTRACT

Purpose – The aim of investigating purchase intention via social media marketing is to learn how ads on platforms such as Instagram, Facebook, TikTok, and X (Twitter) impact customers' choices to buy items or services. Scope – This research investigates how social media marketing impacts customer purchase intentions. Data Collection – To gather information on customer attitudes, ad exposure, brand image, and buy intent. Findings – Overall confidence regarding the brand and advertisement content significantly impacts purchase intention.

KEYWORDS: Marketing, Advertising, Social Media, Consumers

INTRODUCTION

In the digital era, social media has become one of the most effective venues for marketing and customer involvement. With millions of active users on platforms like Instagram, Facebook, TikTok, and YouTube, companies are increasingly using social media marketing as an advertising strategy to influence customer behavior and generate sales. Unlike conventional advertising, social media enables interactive, customized, and visually appealing material that can be targeted to particular audience groups in real time.

The one of the greatest important results that companies want from advertising is customer purchase intention—a person's psychological predisposition or desire to acquire a particular good or service. Understanding what motivates purchase intention is important since it is a good predictive for actual buying behavior. Content created by consumers, social media advertising, as well as interactive ad formats all help to shape consumer opinions, increase brand exposure, and develop trust in this process.

The purpose of this research is to look at how several aspects of social media advertising, such as the quality of the content, emotional appeal, legitimacy, and user involvement, influence customers' buy intentions. By evaluating these elements, the study hopes to give useful insights for companies and marketers in developing more successful advertising tactics that translate online engagement into real purchase behavior.

As customers depend more on social media for finding new products, reviews, and brand connections, understanding the relationship between advertising on social networks and purchase intention is more important than ever. This study will add to the increasing body of research in the fields of internet marketing and consumer behavior, while also providing practical advice for firms functioning in increasingly competitive online contexts.

REVIEW OF LITERATURE

Pandey et.al. (2018), The use of social media as a venue for advertising and marketing is on the rise. Businesses have poured a lot of energy into social media advertising. Still, businesses have an ongoing difficulty when trying to figure out how to best use social media marketing to entice and convert viewers into buyers. Therefore, the purpose of this research is to isolate and evaluate the most important aspects of social media marketing that may foretell the desire to buy. Performance expectation, hedonic drive, and habit are the three pillars upon which the conceptual model rests; interactivity, accuracy, and perceived relevance round out the UTAUT2 framework.

Ansari, S., et.al., (2019) Brand recognition and digital content marketing's effect on consumers' final purchasing decisions were the foci of this research. An online questionnaire was used to gather data for this study. There were 150 participants in all, with 60 percent being female and 40 percent being male. Examining how consumers' perceptions of brands and the content marketing campaigns run on social media platforms influence their final purchasing decisions was the driving force behind this study. Although there is a moderately positive and significant association between social media content advertising and consumer purchase decision, data show that awareness of the brand has a weak positive and significant relationship.

Sianturi, C. , et.al., (2022) One trend in marketing research and practice over the last many years has been the use of social media for advertising purposes. Instead of relying on traditional marketing strategies, businesses can take use of a wide range of digital and traditional channels to reach out to potential new consumers and hold on to existing ones. Given the growing interest in the notion among both practitioners and scholars, this study aims to determine how social media marketing influences consumers' intention to buy. Customers in Medan, Indonesia who are active on at least one social media platform are the focus of this research.

Sağtaş, S. (2022) Among the many inventions based on the internet, social media stands out for its dynamic and participatory structure, which reaches millions of people all over the globe. One definition of social media is the digitization of more conventional forms of mass communication; this phenomenon has revolutionized the way people interact with one another. Businesses now rely heavily on social media apps as a competitive weapon due to the high level of connection and communication they provide. With the ever-increasing number of people using social media applications, companies are scrambling to find ways to stay in constant, real-time contact with their customers via these platforms. This research aims to find out how social media marketing influences people's propensity to buy.

Objectives of the study

- To investigate the effect of social media marketing on customer purchase intentions.
- To assess the important components of social media ads that impact purchase intent.

Hypothesis

- **H₀₁:** There is no significant difference between Social Media Advertising and Impact on Purchasing Intentions
- **H₀₂:** There is no significant difference between age and advertising Impact on Purchasing Intentions

Table 1: Age Group of Respondents

S. No	Age	No. of Respondents	Percentage
1	Under 30 years	120	45
2	30 to 50 years	90	33
3	Over 50 years	60	22
Total		270	100

The total respondents, 45% are younger than the age of 30 years old 33% are in the 30–50 age range, and 22% are over the 50 age bracket, according to Table 1.

Table 2: Social Media Users

S. No	Social Media	No. of Respondents	Percentage
1	Twitter	20	7
2	Facebook	60	22
3	Instagram	75	28
4	Youtube	115	43
Total		270	100

Table 2 shows that among the social media platforms, Twitter has the highest number of users. The rankings place Facebook at number one, Instagram at number two, and YouTube at number three.

Table 3: Advertising Impacts on Purchasing Intentions

S. No	Particulars	SA	A	N	D	SD	Total
1	Products pushed by influencers or commercials may look better than they are, causing disappointment and missed expectations.	90	60	60	30	30	270
		34	22	22	11	11	100
2	Social media lacks defined return policies, secure payment channels, and dispute resolution processes, making refunds and assistance difficult.	50	120	60	25	15	270
		19	44	22	9	6	100
3	Social media marketing stimulate impulse buys, which may lead to regret or overspending.	130	90	20	20	10	270
		48	34	7	7	4	100
4	Social media purchases might expose personal and financial data to data exploitation and identity theft.	70	140	30	15	15	270
		26	52	12	5	5	100
5	Social media contains many phony merchants and profiles, so you risk buying false things.	85	60	60	40	25	270
		32	22	22	15	9	100

Source: Primary Data

Table 3 shows that 34% of the people polled are firm believers that products promoted by influencers or advertisements could be deceiving because they give the impression of being better than they really are. Nearly half of those who took the survey said that getting a refund or getting help was difficult because social media platforms lacked clear return policies, safe payment methods, and dispute resolution procedures. Just 4% of people are firm believers that social media advertising encourages impulsive purchases that might cause financial problems in the road. The possibility of data abuse and identity theft being a risk associated with social media transactions was acknowledged by 140 respondents (52 percent). With 32% strongly agreeing, it's possible to purchase fake goods on social media due to the abundance of fake shops and accounts. Results from a study on the effects of social media ads on consumers' propensity to make a purchase are shown in the table.

Table 4: ANOVA test to Social Media Advertising and Impact on Purchasing Intentions

Variables	Social Media	N	Mean	S.D.	F Value	Sig.
Products pushed by influencers or commercials may look better than they are, causing disappointment and missed expectations.	Twitter	20	4.31	1.86	6.325	0.001*
	Facebook	60	4.96	1.75		
	Instagram	75	4.81	1.02		
	Youtube	115	4.52	1.20		
	Total	270	4.25	1.99		
Social media lacks defined return policies, secure payment channels, and dispute resolution processes, making refunds and assistance difficult	Twitter	20	4.72	.87	5.689	0.005*
	Facebook	60	4.69	1.93		
	Instagram	75	3.99	1.00		
	Youtube	115	4.75	1.94		
	Total	270	4.31	1.98		
Social media marketing stimulate impulse buys, which may lead to regret or overspending.	Twitter	20	4.75	1.71	5.235	0.001*
	Facebook	60	4.76	1.90		
	Instagram	75	4.74	1.15		
	Youtube	115	4.67	1.17		
	Total	270	4.94	1.00		
Social media purchases might expose personal and financial data to data exploitation and identity theft.	Twitter	20	4.26	1.98	4.690	0.005*
	Facebook	60	4.74	1.04		
	Instagram	75	4.91	1.44		
	Youtube	115	4.67	1.08		
	Total	270	3.89	1.15		
Social media contains many phony merchants and profiles, so you risk buying false things.	Twitter	20	4.29	1.76	7.235	0.001*
	Facebook	60	4.74	1.58		
	Instagram	75	4.81	1.75		
	Youtube	115	4.78	1.33		
	Total	270	4.84	1.12		

Based on Primary Data * Sig.@5%

The impact of f value Social media and Advertising Impacts on Purchasing Intentions in the study area is as follows: 6.325, 5.689, 5.235, 4.690, 7.235. Products pushed by influencers or commercials may look better than they are, causing disappointment and missed expectations, Social media lacks defined return policies, secure payment channels, and dispute resolution processes, making refunds and assistance difficult, Social media marketing stimulate impulse buys, which may lead to regret or overspending. Social media purchases might expose personal and financial data to data exploitation and identity theft, Social media contains many phony merchants and profiles, so you risk buying false things. The calculated ANOVA result plainly indicates that the Social media category of respondents YouTube old is highly influential, as evidenced by the high level of customer reports on the impact of influencer marketing on consumer decisions. Social media category is significantly influenced by the frequency of Advertising Impacts on Purchasing Intentions, as indicated by the results.

Table 5: ANOVA Test Age and Advertising Impact on Purchasing Intentions

Variables	Age	N	Mean	S.D.	F Value	Sig.
Products pushed by influencers or commercials may look better than they are, causing disappointment and missed expectations	Under 30 years	120	1.71	0.86	.230	0.075
	30 to 50 years	90	1.66	0.75		
	Over 50 years	60	1.11	0.02		
	Total	270	1.15	0.99		
Social media lacks defined return policies, secure payment channels, and dispute resolution processes, making refunds and assistance difficult	Under 30 years	120	2.12	0.87	.978	0.781
	30 to 50 years	90	2.79	0.93		
	Over 50 years	60	1.19	0.00		
	Total	270	1.01	0.98		
Social media marketing stimulate impulse buys, which may lead to regret or overspending	Under 30 years	120	2.14	0.71	.302	0.758
	30 to 50 years	90	1.66	0.90		
	Over 50 years	60	3.34	0.15		
	Total	270	1.04	0.78		
Social media purchases might expose personal and financial data to data exploitation and identity theft..	Under 30 years	120	1.46	0.98	.125	0.245
	30 to 50 years	90	2.04	0.04		
	Over 50 years	60	1.10	0.44		
	Total	270	1.09	0.15		
Social media contains many phony merchants and profiles, so you risk buying false things..	Under 30 years	120	1.09	0.76	.697	0.758
	30 to 50 years	90	1.24	0.58		
	Over 50 years	60	1.11	0.75		
	Total	270	3.04	0.2		

Based on Primary Data * Sig.@5%

The impact of f value age and Advertising Impacts on Purchasing Intentions in the study area is as accepted 0.230, 0.978, 0.302, 0.125 and 0.697. Products pushed by influencers or commercials may look better than they are, causing disappointment and missed expectations, Social media lacks defined return policies, secure payment channels, and dispute resolution processes, making refunds and assistance difficult, Social media marketing stimulate impulse buys, which may lead to regret or overspending. Social media purchases might expose personal and financial data to data exploitation and identity theft, Social media contains many phony merchants and profiles, so you risk buying false things. The calculated ANOVA result plainly indicates that the age category of respondents under 30 years old is highly influential, as evidenced by the high level of customer reports on the impact of Advertising Impacts on Purchasing Intentions. Age category is significantly influenced by the frequency of Advertising Impacts on Purchasing Intentions, as indicated by the results accepted.

FINDINGS AND SUGGESTIONS

- The findings show that social media marketing has a considerable beneficial influence on customer purchase intentions. Users who engage with adverts on sites such as Instagram, TikTok, and Facebook are far more likely to contemplate purchasing the advertised items or services.
- The total respondents, 45% are younger than the age of 30 years old, 33% are in the 30-50 age range, and 22% are over 50 years bracket.
- Shows that among the social media platforms, Twitter has the highest number of users. The rankings place Facebook at number one, Instagram at number two, and YouTube at number three.
- The calculated ANOVA result plainly indicates that the Social media category of respondents YouTube old, is highly influential, as evidenced by the high level of customer reports on the impact of influencer marketing on consumer decisions. The social media category is significantly influenced by the frequency of Advertising Impacts on Purchasing Intentions, as indicated by the results
- The calculated ANOVA result plainly indicates that the age category of respondents under 30 years old is highly influential, as evidenced by the high level of customer reports on the impact of Advertising on Purchasing Intentions. Age category is significantly influenced by the frequency of Advertising Impacts on Purchasing Intentions, as indicated by the results accepted.
- The way people react to ads on social media may be influenced by demographic data, such as their age and how much time they spend online. Online marketing tactics that target younger people are more likely to be effective if the information is interesting, relevant, and geared toward their interests.

CONCLUSION

This study's results back up the idea that ads on social media platforms significantly affect consumers' propensity to buy. The proliferation of social media sites like Facebook, YouTube, and TikTok, among others, has given brands a new way to reach consumers and influence their purchasing decisions. Credibility of the commercial, emotional appeal, quality of the material, customisation, and endorsements from influencers are some of the elements that favorably impact customers' desire to buy, according to the research. Ads perform better when users participate with them (via likes, comments, and shares), which increases trust and the perceived value of the product. To conclude, companies and marketers must use influencers and targeted advertising to their advantage in order to successfully generate purchase intention via the creation of trustworthy, important, and emotionally engaging content. Businesses may improve the efficacy of their social media efforts in generating interest and ultimately purchases by gaining a deeper knowledge of the factors that influence consumers' decision to buy.

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