The influence of Social Media advertising on consumer purchase decisions: Analysing the patterns and trends on consumer shopping

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KEYWORDS	ABSTRACT:
Social Media Advertising, Consumer Behavior, Digital Marketing, Purchase Decision, Brand Engagement, Influencer Marketing, Online Shopping Trends, Consumer Trust, Advertising Strategies, Market Psychology	Social media has revolutionized the way businesses advertise and engage with consumers. This study examines the influence of social media advertising on consumer purchase decisions, focusing on behavioral patterns, marketing effectiveness, and decision-making processes. Through a mixed-method approach combining qualitative and quantitative data, the research explores the role of platforms like Instagram in shaping consumer preferences, enhancing brand visibility, and driving impulsive purchases. Findings reveal that social media advertising significantly impacts consumer decision-making by fostering brand engagement, trust, and awareness. However, challenges such as misinformation, consumer skepticism, and privacy concerns also emerge as critical factors influencing online purchasing behavior. The study underscores the need for businesses to employ strategic and ethical marketing practices while leveraging social media's potential for consumer engagement.

Introduction

Social media advertising is mostly used to market their messaging to individuals through posters, signboards, and outdoor advertising. However, the primary goal of media social media advertising is to sell messages through the internet, social media, email, and other online marketing techniques that are accessible to everyone, anytime, anywhere (Segijn, et al., 2021). Customer behaviour and purchase patterns are typically highly valued in social media advertising that emphasises sales and purchasing patterns of customers. However, it is far more successful at influencing consumers' purchasing decisions when an emotional response is used to promote a product (Salimi et al., 2020). Social media advertising has an effect on customers' purchasing decisions even though these problems are always present in these circumstances. Social media are platforms, or websites or applications that makes the people to come forward, share and create content or making active participation in social networking from anywhere around the world (Omar, et. al., 2020).

Through the ability to educate consumers about new items and shape their purchasing habits, social media advertising in the media helps draw in a large audience. Luckily, the individuals who see these advertisements the most frequently also tend to be the first to purchase the products that are being advertised. have a big say in the purchasing decisions made by every family. As viewers see a hint of taste in the products on display, children become restless until they get their hands on the marketed product (Omar, et. al., 2020). This impacts how the parents make decisions and how much money they spend. In the present era, families are incredibly impatient and unhappy with the things they possess. The modern family has a varied lifestyle, which has enhanced its visibility in marketing and widened its impact on consumer behaviour (Nyambane, et al., 2021).

The opinions, preferences, and behaviour to a business that uses media marketing to advertise its products and alter consumer behaviour are improved as a result (Arora, et. al., 2018). Advertisers build the organization's reputation by showcasing its brand and product in the media, which attracts a lot of customers and changes their buying patterns. Consequently, the study concentrates on how social media advertising influences customers' decisions to buy a brand or a product through the media (Miller, 2018). The thesis is about the analysis of influence that social media advertising can have on the opinions of the customers and the ways in which it can drive the purchase decisions of the consumers.

Research Aim

The aim is to study the influence that advertisements on social media can have on the consumer preferences and their buying decisions, specifically in the business.

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Research Objectives

The objectives of the research are as follows:

1. To analyse how advertising on Instagram can influence decision making.
2. To study the advertising role of Instagram in the consumer purchasing behaviour.

Research Questions

1. How does Instagram advertising can influence decision making?
2. What is the Instagram advertising role in the consumer purchasing behaviour?

Literature Review

Arora, et al., (2018), mentioned that social media is one of the most prominent digital platforms used by businesses, and as a result, assessing its advertising efficacy is crucial. The digital revolution has altered the advertising industry's landscape (Arora, et al., 2018). An increasing number of enterprises are using these platforms. With the proposal of a conceptual model and the validation of the aspects that could influence Indian millennials' attitudes and ultimately lead to a buy intention for the products offered on these platforms, this research has attempted to identify the factors influencing social media advertising (Castro, et al., 2018).

According to Madlbergerand Kraemmer, (2019), it is stated that the advertisement messages conveyed by the commercial are customized and often very specific to a product, marketers use the commercial as a vehicle for brand recognition and image building. Advertising, televisions constantly bombard their audience not only on one media channel, but also at varied times.

Shofiya and Fachira, (2021), gave that Social media networks and other media platforms such as television, radio, newspaper, and other magazines are the marketing platforms that can help the healthcare professional place them to the eyes of clients. As each medium has a different influence on the customer behaviour as per their sub-cultures and nature. These outlets have different impacts depending on where a customer stands on the continuum of his decision-making processes (Siddiqui, 2021).

Also, Wibowo, et al., (2020), mentioned that Commercials are purely oriented at the audience to stimulate their demand for the product or service. Marketers focus on consumer behaviour, so that they might be able to change their purchasing decisions.

According to Gaurav and Ray, (2020), it is stated that advertisers as well as marketers should explore the consumer decision making process and tailor their advertisements on this knowledge consumers make purchase decisions. Brands spend a lot of time describing their products to the targeted market (Gaurav and Ray, 2020).

The study of Bell, et al., (2021), discusses the consumer decision making process component by component and depicts how that advertising assists in every phase. Advertisements might be a tool that could assist consumers matching the features of the product and the brand to their already existing needs and interests (Bell, et al., 2021).

Singh, et al., (2021), mentioned that the majority of the ads do their job well of raising popularity of your brand, but prove to be utterly useless at encouraging customers to buy advertised products. It also amplifies the base of the prospective clients which will be developed in the future.

Omar and Atteya, (2020), mentioned that the shoppers tend to buy their groceries from established brands in a grocery store, compared to lesser-known names that might be there. Customers who will meet individual differences are provided with the prospect to face different company's products that they never have tried before (Omar and Atteya, 2020). A well-cemented something is to be seen higher than something new.

According to Koshy and Manohar, (2018), it is stated that today's generation tends to trust information that they have been fed by other people, in whatever way they may find it, from reading, to hearing, or even seeing (Koshy and Manohar, 2018).

Sriram and Naved, (2022), stated that advertising will be of great help to brands to maintain trust. In the course of its video footage presentation, we are swayed and consequently our confidence is raised to the level of the product's brand and services. In their marketing materials, pharmaceutical companies will frequently reference customer (anecdotal) stories.

Palalic, et. al, (2021), mentioned that the change from the digital marketing to a more traditional marketing way has served to preserve individualism. Conventional media consisting of AM and FM

radio, television, print media of newspapers and magazines deliver ads. Most of the patients undergoing the dental sensitivity have appreciated Sensodyne suffix saying that it serves them and supports (Palalic, et. al, 2021). The organisation prefers consumers' feelings to be expressed to help it serve them best.

According to Khakpour, (2021), the customers trust and build brand credibility by telling a company's story and their products through social media. Besides that, employing popular customers as brand advocates brings along a lot of audience and customers. They can't live without the same things their onscreen idol is seen showing his/her support, whether it's a fashion brand or an accessory (Simoes and Nogueira, 2021). It is this link between their favourite super-celebrity and their popular culture that keeps them closer. Also, a lot of advertising shows a representative type of lifestyle as well as the things that you need in order to have that lifestyle (Todor, 2021).

Akayleh, (2021), stated that the personal connection can be expensive to obtain, having followers and making an impact in people's purchasing decision is the very purpose of this form of marketing. Additionally, uplift their view and this is due to the empowerment of customers seeking a good brand (Akayleh, 2021).

Research Methodology

Research Data Collection

The secondary data collection sources that the researcher will be utilising will concentrate on gathering information from previously published sources, such as journals, articles, other research papers, and published materials that are connected to this subject. The study of social media advertising and consumer behaviour is broad, with a wealth of primary and secondary data available; as a result, gathering research data is simple, trustworthy, moral, and validated.

The data from primary sources is also collected which includes the data collected from the online survey questionnaire given to 100 sample size people who includes the people who are directly linked with the social media and the consumers who makes purchase online and accessing their purchasing behaviour. A 5-question survey was given to get the valuable and real insights. The data collection was done through online survey which was given to the customers who make frequent purchases online.

The 100 sample size was chosen with random sampling from the people who are more driven and attracted with online shopping and also does this frequently to understand what factors drives their opinions and how the change in Instagram advertising influences their opinions.

Research Data Analysis

Data analysis based on mixed analysis with quantitative and qualitative research study will be conducted. To get better research results, the researcher will be conducting a qualitative analysis. Qualitative research will produce impact outcomes that are precise and unambiguous as a result of ongoing analysis of advertisements and their effects. The quantitative analysis has led the research towards the valuable insights for the consumer purchasing behaviour.

The data was interpreted with the qualitative perspective, for the opinions given for each question by 100 respondents. The interpretation was done about which factors influences the opinions, and how many people are in favour or are against these factors and influences considered.

Research Ethics

The entire research is done within the ethical code of conduct, ensuring that no data is obtained from unethical means, and instead all the [prior permissions, reliability and validity is considered in the research while collecting the data, and even during the analysis. The outcomes driven are non-biased, and are on the basis of the relevant studies published already. All the respondents were given a specific code, so the data collected cannot be understood by anyone else other than the researcher. Also, the prior consent was given, with the proper purpose behind conducting the study, and the data is used specifically for that purpose only. The data collected has been encrypted completely to maintain the confidentiality.

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Findings and Analysis

Analysis

1. **Social media advertising leads to a direct and a huge impact purchase decision, their opinions, purchases and communication. Do you agree?**
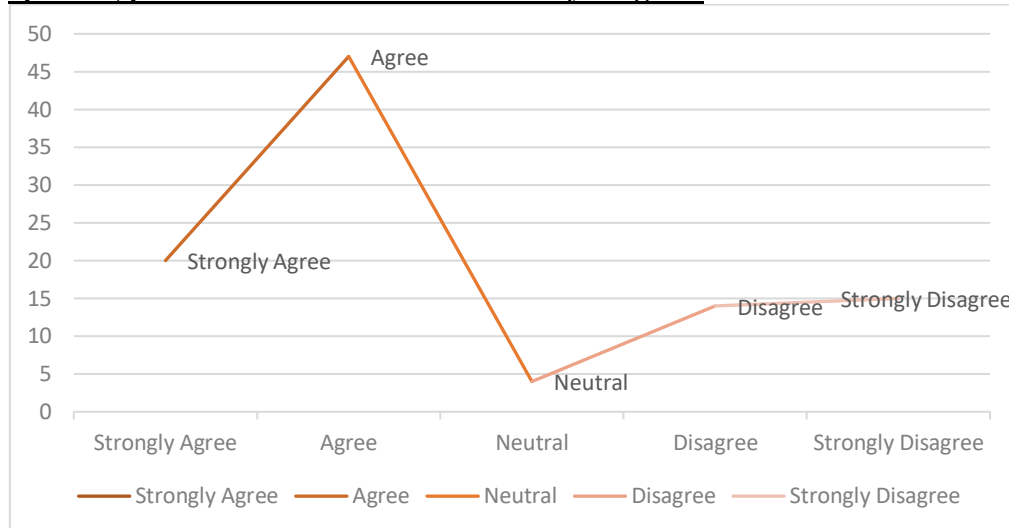

The above-mentioned figure show that 47% of respondents think social media has a bigger influence on consumer preferences than on behaviour, whereas 20% of respondents strongly agree that social media operations and perspectives influence consumer behaviour. As per Stephen (2016), 29% of the participants expressed dissenting views, and 4% did not give the question any consideration. Godey et al., (2016) assert that social media platforms have reinforced people's views and beliefs in general, and they have also made it possible for them to express their thoughts to others in a way that may raise awareness of specific brands and goods among young people.

2. **Social media makes the influence on the purchase behaviour and parallel to this also on the trends of influencers marketing across. Do you agree?**
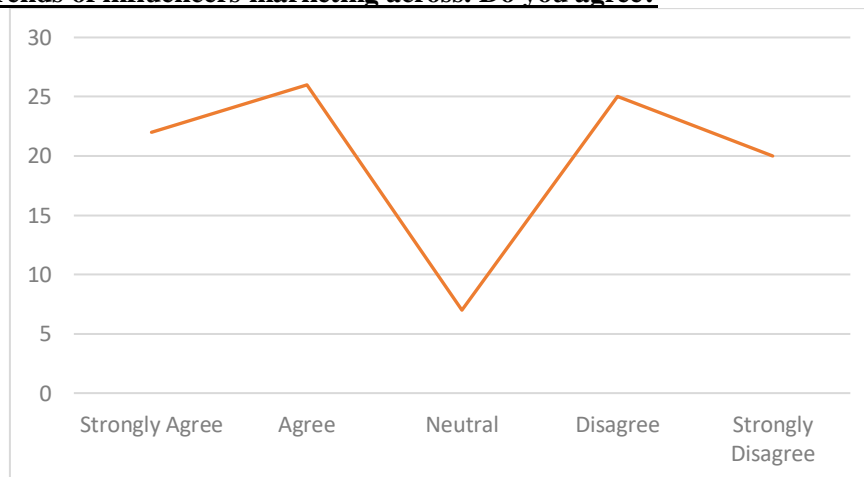

The interpretation from the above graph is that 22% of respondents strongly concur that youth can be influenced by social media, however to what extent is debatable. The problem was viewed neutrally by the remaining 45% of respondents. As a result of digitalization and operational change, people are thought to have strong opinions, which they share on social media (Wang, 2017). Open communication of opinions is permitted in public settings, and it may be claimed that people are currently forming opinions in all directions.

3. **The social media advertising has made the businesses to grow and have enhanced their presence on the global level. Do you agree?**
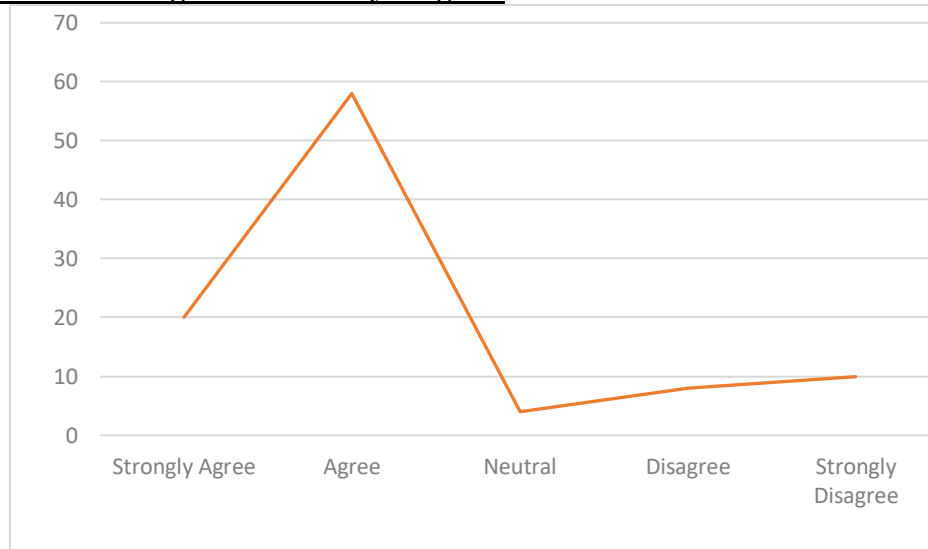

The aforementioned graph indicates that 20% of respondents strongly agree that social media has enhanced business operations, 58% believe that social media has benefited many operations, and 4% have an adverse attitude. In order to determine how they felt social media had an impact, the remaining 18% of respondents asked others for their thoughts. According to Alghizzawi (2019), social media business operations are developing in a way that can help companies become more efficient in devising strategies to reach out to social media platforms that benefit them more. After that, the company can integrate these platforms into their operations to leverage the combined power of social media and business to generate operations impact.

4. **Social media advertising not always only leads to a negative influence but even to frame the consumer perception. Do you agree?**
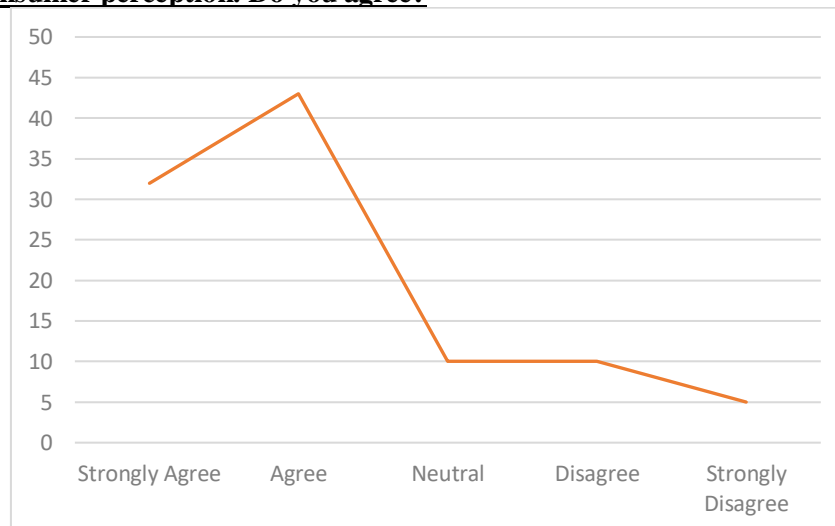
The figure above indicates that 32% of respondents strongly agree that the brand and product perception can be changed, 43% disagree, 10% expressed no opinion, and 15% believed that the organisation would not benefit from using methods to improve operations and changing the brand and product. There is a growing number of reviews and comments on these elements because people have different impressions of different companies and products (Alghizzawi, 2019).

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5. **The views of social media can make a better for business or even can led to the bane in the business. Do you agree?**
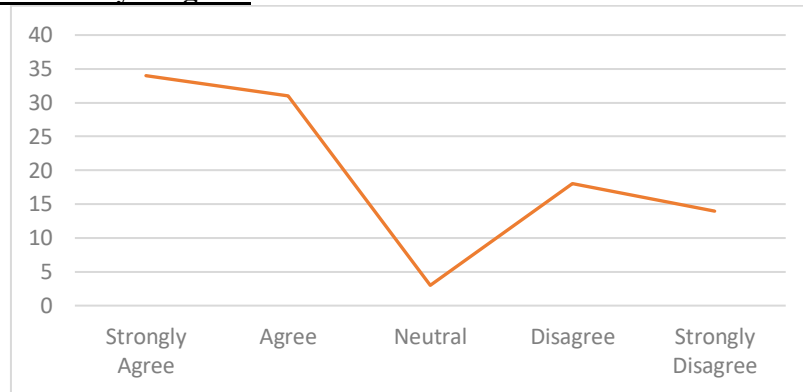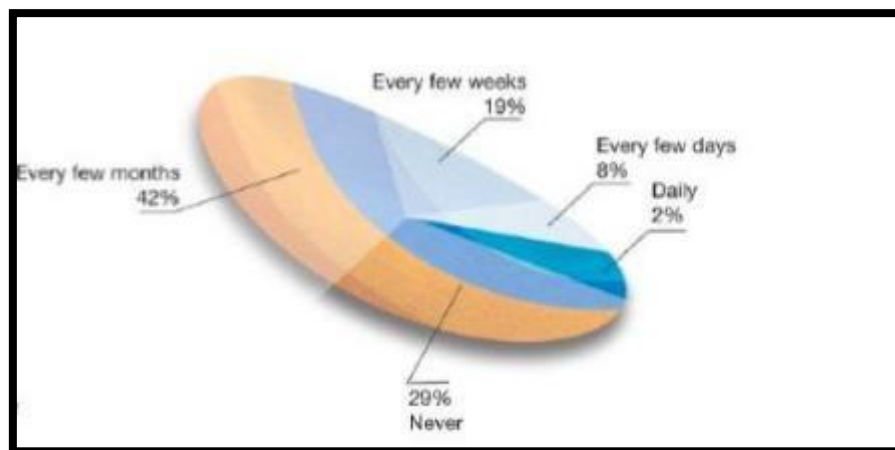

According to the figure, 34% of respondents strongly agree that it influences the relationship that a firm has with its consumers, and 31% of respondents agree that this influences the relationship. Relationships are what propel the firm in this direction, according to 32% of respondents, while 3% of respondents gave a neutral reaction. Puspitasari and Firdauzy (2019) contend that it is imperative to influence public opinion of business in a way that is appropriate while ensuring that it is able to completely fulfil its operational duties. All companies must establish brands, solicit public feedback about them, and develop preferences that account for consumers' spending power and purchase behaviours.

Findings

As accessed from the literature review, these finding has been made about clients and their opinions has a influence on social media. In the past, people would stumble upon a product, see many televisions advertising for it, and perhaps buy it the next week during their shopping trip. The current procedure may take several minutes to finish.According to the research, a sizable proportion of social media users make purchases on the same day they post on the platform (Barysevich, 2020). Consumers do not waste time thinking before making a purchase; instead, they just click the link and purchase the goods. Furthermore, the prior study found that those who are readily misled by social media are four times more likely to spend more money on other things.The consumer journey has gotten shorter and more complex. Users may now do product research more easily because to the advent of social media. When a consumer discovers an item on Instagram, they may immediately check for reviews using hashtags before making a purchasing choice (Barysevich, 2020). As a result, people spend more time performing research and visiting different review sites.

*Figure 6: How frequently do you share recommendations online?*

Source: Barysevich, (2020)

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When someone brags about a terrific café or a hair wash that worked wonders for them, their social media followers may be enticed to try it themselves. Criticism and eruptions of unpleasant emotion frequently follow the same pattern. According to a Forbes survey, a large majority of customers, 81% to be exact, believe that social media posts from their friends have a substantial influence on their shopping decisions.In today's digital era, people are continuously looking for suggestions on social media platforms, despite the unfortunate tendency of businesses to ignore them. Awario's study shows that consumer questions account for only 9% of brand encounters (Barysevich, 2020). In some sectors, however, social media may draw over a hundred people looking for advice within a month.As previously said, the major targets of social proof are people inside your personal circle and acquaintances. Meanwhile, a rising number of people want to follow famous people on social media in addition to remaining in touch with loved ones. In this instance, influencer marketing is the best method.

Social media influencers are people with a large and loyal following who frequently have similar interests with their followers. Individuals with trust are naturally able to share their thoughts with a bigger audience (Segijn, et al., 2021).According to Influencer Marketing Hub research, more than half of all Twitter users have made a purchase after being persuaded by an influencer's tweet.

Figure 7: How Effective Is Influencer Marketing
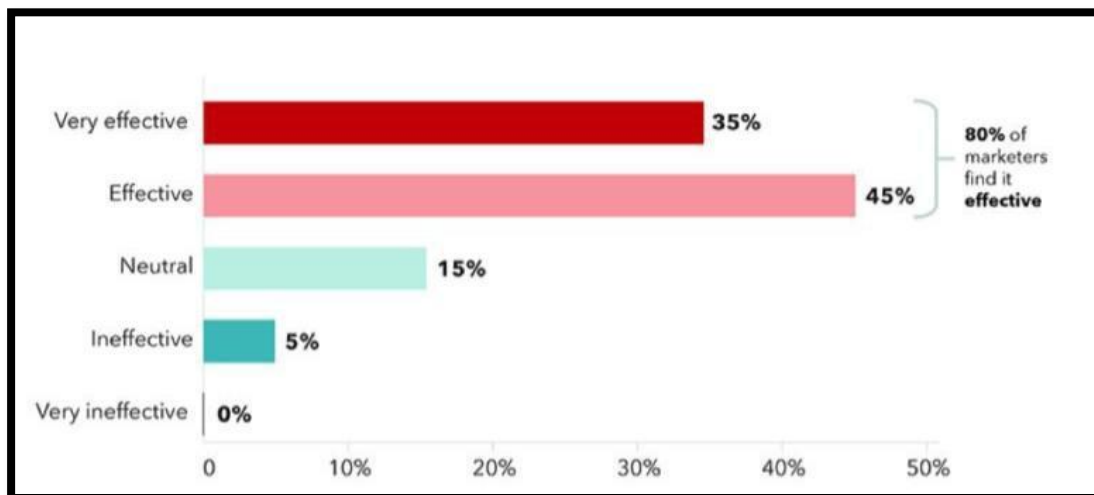
Source: Barysevich, (2020)

Micro-influencers have the potential to influence their audience's viewpoints and provide accurate recommendations in a certain subject due to their extensive knowledge and experience in that sector. When advertising a specialised product, connecting with social media influencers who are experts in your field may be quite beneficial (Wong, et al., 2019). These influencers, such as Instagram bloggers, vloggers, TikTokers, and Facebook group administrators, can reach your target audience in a more effective method.Younger generations are thought to be more vulnerable to influence. For example, an overwhelming majority of Millennials, 84%, agree to being affected by information generated by people they don't know while making purchase decisions (Barysevich, 2020).

Despite its recent introduction, transient content has grown in popularity among social media users and marketers. Instagram Stories have grown very popular, with a whopping 500 million daily users. It's worth noting that Snapchat was the first platform to launch this style (Barysevich, 2020).
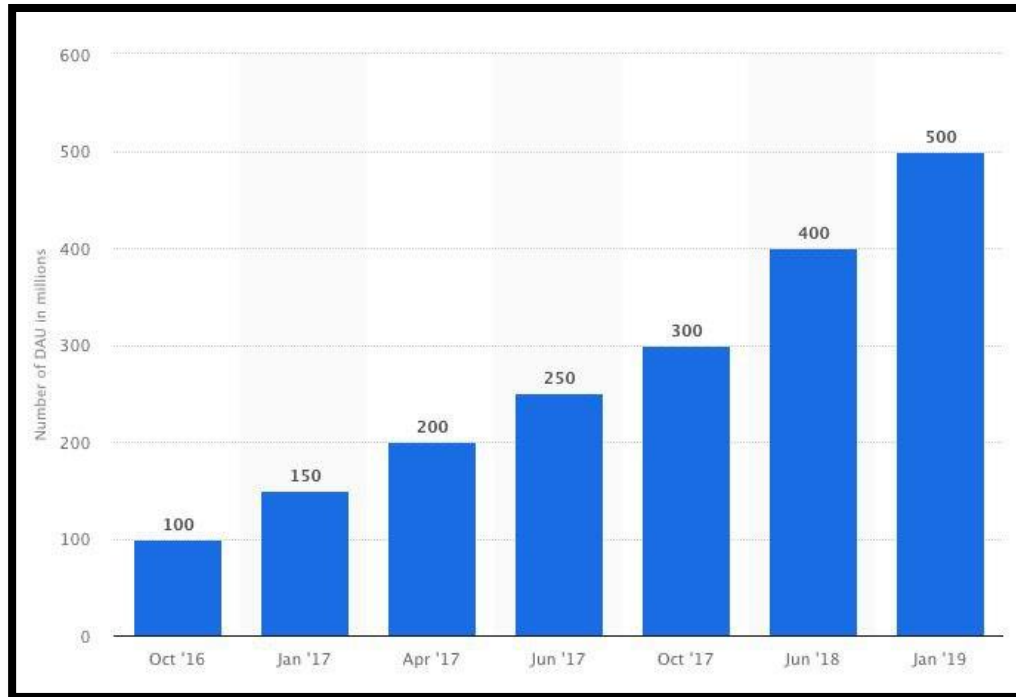
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Figure 8: The Influence of Stories on Consumer Buying Decisions

Source: Barysevich, (2020)

From the above literature indication, it is also stated in the findings that Instagram Stories frequently use unvarnished and unedited material to give marketers a more real experience. Businesses may show their staff, customers, and the rest of the world how their manufacturing process works, providing a behind-the-scenes glimpse (Voorveld, et al., 2018). These elements contribute to a better sense of connection between people and businesses.

Conclusion

The role of social marketing in changing the consumerism behaviour of social network users is multidimensional and tremendous. Social media has taken off on top of the digital revolution and become a great tool for companies to reach and connect to their target market through this platform. The appealing and creative ways to generate emotions and also integrating the innovate techniques are the factors that make social media marketing which undoubtedly influence the consumers' feelings and choices. However, some obstacles like believability and privacy issues can dampen the campaign outcome, but a well-handled communication campaign still has the potential to alter attitudes and consumer behaviour.The key findings from papers point at credibility, personalization as well as platform type as major factors that decide whether or not an ad will be effective. It is reported that social media is used by millennials in the formation of attitudes and purchase decisions according to a perspective it holds, and thus is an integral marketing tool for companies.

Social media ads must be tailored to fit the consumers' lifestyles. The current situation is an example of the role that social media advertising plays in today's consumer behaviour. It is a modern marketing channel which enables companies to create strong and intimate relationship with the consumers and thereby makes them to follow their shopping decisions. On the other hand, a social media marketing strategy has a lot of aspects. They need to be considered carefully for success to be accomplished: message trustiness, audience targeting and platform selection. Through strict adherence to accepted ethical standards and keeping an outlook on metrics to ensure the best possible outcomes, companies may utilize the full benefits of social media advertising experiences to push the brand awareness, engagement, and ultimately, sales. Consumer behaviour itself is diverging in the digital age and, consequently, businesses must find new ways of applying their advertising methods in order to stand out in the competitive social media milieu that is rapidly changing.

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Limitations

The research was limited with time, and thus the data collection was limited to 100 respondents only. Also, the cost constraint was also another limitation that made the study to be done within the perspective of only Instagram to understand the advertising pattern and the influence it has.

Future Research

This research in future will be helpful in creating the base for the wider study done in the perspective of social media. Also, this study in future will serve about how the small change in the advertising of Instagram can pose a direct impact on the purchase intentions of the customers. Also, can be done with a wider sample size.

Recommendations

Social media advertising can be optimized for a dramatic change in consumer buying behaviour. Consequently, the first thing is capitalization − with advertising that is primarily as efficient as possible. Through awareness of their prospective clients' preferences, demographics and online practices, companies can fashion their messages and communications to appeal in a meaningful way and hence, work to building trust (Salimi, et al., 2020).Furthermore, in depth analysis of the performance of advertising is very required. Through data analytics tools and metrics, businesses can acquire a deep understanding of their campaign success rate, audience engagement and investment return among other factors. Such self-control-driven approach provides them with an opportunity to assess their advertising skilled by pinpointing strong and weak sides and make logical decision to advance their achieving greater results.The third point of a business is what we call business ethics in advertising practices is crucial. Making sure that transparency is maintained, consumer privacy is respected and the rules and regulations observed give the consumers confidence and help them to trust the companies involved. Achieving ethical standards is not just seeking market approval, recognition and longevity among customers, but also a huge benefit for the business brand.

In summary, these strategic tips will guide business in strengthening their social media advertisement and increasing their consumer engagement level, hence increasing the possibility of them getting their buying decision influenced in favour of what they are offering.

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Appendix

Questionnaire

1. Social media advertising leads to a direct and a huge impact purchase decision, their opinions, purchases and communication. Do you agree?
2. Social media makes the influence on the purchase behaviour and parallel to this also on the trends of influencers marketing across. Do you agree?
3. The social media advertising has made the businesses to grow and have enhanced their presence on the global level. Do you agree?
4. Social media advertising not always only leads to a negative influence but even to frame the consumer perception. Do you agree?
5. The views of social media can make a better for business or even can led to the bane in the business. Do you agree?