



Investigating the Impact of Social Media Advertising on Consumer Behaviour: An Empirical Analysis

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Abstract

The study utilised a descriptive quantitative research methodology, with data collection being done through a self-administered questionnaire. The population of this study consists of individuals who regularly use social media in the Western province. A sample of 200 consumers was selected to represent the community. Correlation and regression analysis were employed to examine the theories, as the study aims to understand the impact of each independent variable on the chosen dependent variable. The findings of this study revealed that the utilisation of social media for advertising purposes has a favourable impact on consumer purchasing behaviour within the apparel industry. There are four variables that are not dependent on each other. Three factors have been found to have a significant impact on buyer behaviour: type of content, frequency of usage and platform used. There is no statistically significant effect of the fourth variable, engagement rate. The study also has significant implications for the apparel industry.

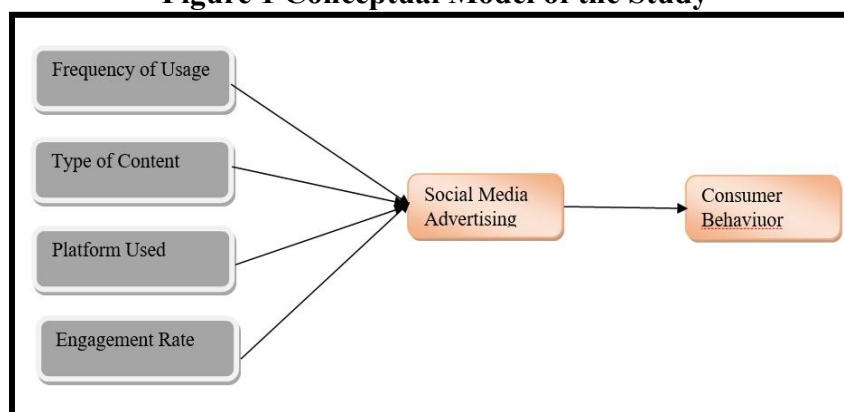
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Introduction

Social media advertising significantly influences consumer buying behavior across various stages of the decision-making process. Studies have found strong relationships between social media advertising and consumers' evaluation of alternatives, as well as moderate effects on purchasing decisions and post-purchase behavior. This impact varies based on demographic factors such as gender and income [1]. Social media advertising serves as a strategic tool for brands to communicate, engage, and develop long-term relationships with consumers [2]. It has shown a positive impact on consumer behavior, particularly among college students [3]. The effectiveness of social media advertising is attributed to factors such as targeted advertising, user-generated content, influencer partnerships, and real-time updates. However, potential drawbacks like information overload and privacy concerns may affect consumer decision-making [4]. Understanding these dynamics is crucial for businesses to optimize their social media advertising strategies. Factors such as entertainment, familiarity, and social imaging play crucial roles in shaping consumer behavior [5]. Social media platforms, particularly WhatsApp, are preferred by consumers for product information and reviews [6]. The impact of social media advertising extends throughout the buyer's journey, from need recognition to post-purchase behavior [7]. In South Asia, information and economy are significant predictors of consumer attitudes towards social media advertising, which in turn influence ad clicking and online buying behaviors [8]. These findings highlight the importance of social media advertising in modern marketing strategies and its potential to drive consumer engagement and sales.



Figure 1 Conceptual Model of the Study



Source: Developed by Author
Research Problem

Several researchers have conducted studies to explore the connection between social media and the fashion industry. According to Gerald, he discovered that 47% of purchases are influenced by social media advertising. Similarly, according to a study conducted by researcher Bandara in 2020, it was found that a majority of online purchasers belong to the millennial generation. Delving into the research, “Preece” has made significant discoveries regarding the role of social media platforms as advertising tools [9].

Literature Review

They discovered that online brands significantly influence consumers' decision-making process. Customer opinions can influence one another. The feedback from other customers can impact future purchases. It seems that more and more people are turning to the Internet to gather information about products prior to making a purchase [10]. The study examines the impact of knowledge transmission on customer behavior and brand perception. Knowledge transfer on social media occurs when individuals observe and emulate the actions of others who have already made similar decisions. The information cascade is frequently employed to influence shoppers in two ways: it can shape the perception of a brand as either desirable or undesirable in terms of the customer's intention to make a purchase, and it can also impact the level of trust the customer has in the brand. The study focuses on individuals who place a high level of importance on a brand's visual appearance. These types of customers are influenced by the actions of other [11]. Personalization, aesthetics, staying trendy, engagement, and enjoyment are all crucial aspects of promoting high-end products [12]. These types of customers are influenced by the actions of other [11]. Personalization, aesthetics, staying trendy, engagement, and enjoyment are all crucial aspects of promoting high-end products [12]. These types of customers are influenced by the actions of other [11]. Personalization, aesthetics, staying trendy, engagement, and enjoyment are all crucial aspects of promoting high-end products [12]. These types of customers are influenced by the actions of other [11].

Method

Table 1 Reliability Analysis

Variables	No.of.Statements	Cronbach's Alpha
Frequency of Usage	5	0.822
Type of Content	4	0.721
Platform Used	3	0.867
Engagement Rate	5	0.871
Consumer Behaviour	5	0.841

From the above table, the value of 0.822 for Cronbach's Alpha indicates a high level of consistency among the items used to measure social media usage frequency. This indicates that the words associated with this variable consistently measure the same thing. The Cronbach's Alpha value of 0.721 indicates a high level of consistency among the items used to measure the type of content. Although this number is slightly



lower than others, it still falls within a satisfactory range, indicating that the items are likely to be dependable. The Cronbach's Alpha value of 0.871 indicates a high level of consistency among the items used to measure engagement rate. This indicates that the metrics are highly effective in gauging people's level of engagement on social media. The Cronbach's Alpha value of 0.841 indicates a high level of consistency among the consumer behavior items. This demonstrates that the items effectively gauge individuals' behavior in response to social media advertisements.

Table 2 Multi-Collinearity Analysis

Variables	Collinearity Tolerance	Statistics VIF
Frequency of Usage	0.141	6.771
Type of Content	0.422	2.235
Platform Used	0.132	7.732
Engagement Rate	0.672	7.681
Consumer Behaviour	0.471	1.482

From the above table, "Platform Used" and "Frequency of Usage" both exhibit high VIF numbers (above 5), indicating significant issues with multi-collinearity. This suggests that these variables are likely to have strong correlations with other variables that are not interrelated. This could potentially undermine the reliability of regression coefficients. "Type of Content" and "Consumer Behavior" both have VIF values below 5, indicating that the levels of collinearity are within acceptable limits. There are no significant issues with incorporating these variables into the regression model. "Engagement Rate" exhibits a high VIF value, indicating potential issues with multi-collinearity, despite having a relatively high limit value.

Table 3 Linearity

R ² Linearity Value	
Frequency of Usage	0.782
Type of Content	0.821
Platform Used	0.878
Engagement Rate	0.345
Consumer Behaviour	0.761

There is a significant correlation between the frequency of social media usage and people's behavior, as evidenced by a high R square value of 0.782. This indicates that the time spent on social media can account for 78.2% of the variations in people's behavior, implying that it is a reliable indicator. Based on the high R square value of 0.821, it is evident that there exists a significant correlation between the type of material and the behavior of individuals while viewing it. This demonstrates that the type of content plays a significant role in influencing people's behavior, making it a crucial factor to consider. The R square value of 0.878 indicates a highly robust linear correlation between the social media platform utilized and individuals' behavior. The platform used plays a significant role in influencing customer behavior, accounting for 87.8% of the observed differences. This highlights the platform's crucial contribution to the study. The R Square value of 0.345 indicates a moderate linear relationship between the engagement rate and consumer behavior. This suggests that 34.5% of the variance in consumer behavior can be linked to the engagement rate, which, although not as high as other variables, still shows a noteworthy influence. Based on the R Square value of 0.761, there is a significant correlation between the model and consumer behavior. This indicates that a significant portion, specifically 76.1%, of the observed variation in the studied result can be attributed to the influence of the measured variables. This demonstrates the effectiveness of the model in accurately predicting consumer behavior.



These findings indicate that various factors associated with social media advertising significantly influence consumer behavior. The choice of material and the platform utilized have the greatest impact. The fact that engagement rate only had a moderate effect suggests that its impact may be influenced by other factors that were not fully taken into account in this study.

Hypothesis: There is no significant relationship between consumer behavior and other factors like Type of content, platform used, engagement rate and frequency of usage

Table 4 Correlation Analysis

Variable	Mean	SD	r Value	P Value	Significance
Consumer Behaviour	16.563	7.841	0.378	0.041	*
Type of Content	17.867	5.872			
Platform Used	15.872	5.676	0.362	0.001	**
Engagement Rate	24.897	8.918	0.312	0.000	**
Frequency of Usage	15.462	5.129	0.329	0.005	**

From the above table the correlation analysis results indicate that there is a significant correlation between consumer behavior and factors such as the type of content, the platform used, the rate of engagement, and the frequency of use. This suggests that these variables play a role in influencing consumer behavior. The p-values indicating significant relationships, it is clear that the null hypothesis is false and these factors indeed have a significant impact on buyer behavior. The type of content, platform used, engagement rate, and frequency of use all contribute to a positive impact on customer behavior. These factors play a crucial role in social media advertising.

Table 5 Multiple Correlation Analysis

Hypothesis: Type of content, platform used, engagement rate and frequency of usage are not a predictor of consumer behaviour

	X ₁	X ₂	X ₃	X ₄	X ₅
Frequency of Usage		-0.178*	0.181*	0.194*	0.196*
Type of Content	-0.178*		0.321**	0.329**	0.312**
Platform Used	0.181*	0.321**		0.361**	0.372**
Engagement Rate	0.194*	0.329**	0.361**		0.267**
Consumer Behaviour	0.196*	0.312**	0.372**	0.267**	

From the table, the multiple correlation analysis reveals that the null hypothesis, which stated that various factors such as type of content, medium used, engagement rate, and frequency of usage. The study reveals



a strong correlation between the type of content, platform used, engagement rate, and frequency of usage, and people's behavior. The platform used is a highly reliable predictor of these variables. The next best options are the type of content, engagement rate, and frequency of use. The results demonstrate that these factors significantly impact the ability to predict consumer behavior, with the choice of tool being of utmost importance. The alternative hypothesis, which suggests that these factors have a significant impact on consumer behavior in the context of social media advertising, is supported by the evidence that the null hypothesis is rejected.

Table 6 Multiple Linear Regression

Multiple Regression Analysis		ANOVA	df	Sum of squares	Mean Squares	F Value
Multiple R	0.543	Regression	4	1767.040	438.723	12.11**
R Square	0.372	Residual	245	3213.220	32.097	
Adjusted R Square	0.241	Total	249	5421.340		
Std.error of the estimate	6.231					

The multiple regression analysis indicates that the model, incorporating various independent factors such as content type, platform used, engagement rate, and frequency of use, is a reliable predictor of people's behavior. The moderate R value (0.543) and statistically significant F value (12.11**) indicate that these factors significantly influence consumer behavior as a whole. R Square of 0.372 and the Adjusted R Square of 0.241, it is evident that there are significant factors beyond the model that greatly influence customer behavior, despite the model's ability to explain a substantial amount of the variation. The model's predictions have a margin of error, as indicated by the standard error of the estimate (6.231). The results strongly indicate that various factors, such as the nature of the content, the platform utilized, the level of engagement, and the frequency of usage, play a significant role in predicting consumer behavior.

Table 7 Coefficient Analysis

Variables	Unstandardized Coefficient		Standardised Coefficients	t value and sig value	r value	%
	B	Std.Error	Beta			
Constant	-5.321	3.876				
Frequency of Usage	0.212	0.121	0.187	2.19	0.176	3.42
Type of Content	0.387	0.120	0.341	3.67	0.297	9.54
Platform Used	0.277	0.023	0.334	3.29	0.356	12.11
Engagement Rate	0.367	0.128	0.224	2.89	0.277	6.75
Consumer Behaviour	0.387	0.112	0.367	2.78	0.245	6.49

From the above table the type of content and platform used are the primary factors that strongly influence consumer behavior. The Engagement Rate (6.75%) and the Frequency of Usage (3.42%) also play a role in predicting consumer behavior, although their influence is not as significant. These variables do have an



impact on consumer behavior, but the significance values indicate that none of the relationships are statistically significant at the usual levels. This suggests that the observed effects may be due to chance or that there are other unmeasured factors that play a significant role. Overall, the findings indicate that the type of content and platform used greatly influences consumer behavior.

Implications

The study's managerial implications are highly applicable and useful for apparel industry retailers looking to influence consumers' purchasing decisions and improve their brand's performance. The findings of this study can be directly implemented within the apparel industry. Therefore, the study's recommendations are as follows. In practice, apparel industry employs captivating advertising campaigns to enhance their brand image. Through these advertisements, apparel industry has the power to sway individuals into buying their brand, suggesting that they employ advertising as a means to positively influence consumers' purchasing habits. Therefore, apparel industry needs to come up with creative methods to appeal to their customers. The study discovered that certain factors greatly influence consumer buying behavior, such as the frequency of usage, the type of content, the platform used, and the engagement rate. For instance, if an apparel retailer incorporates social imaging into their social media campaign, they might enlist the support of an influencer, like a celebrity, to promote the brand. After seeing the advertisement, individuals may be influenced by their personality and contemplate making a purchase. Therefore, signs of social imaging can be identified as Customer Image and Superiority, suggesting that the portrayal of social class in advertisements enhances the customer image of fashion businesses and demonstrates superiority. When competing with other apparel industry, it is evident that a positive social image greatly influences customer purchasing behavior. Additionally, the study has shown that incorporating elements such as frequency of usage, the type of content, the platform used, and the engagement rate can have a positive effect on customer purchasing behavior. It is recommended to consider these variables when developing campaigns.

Conclusion

The regression analysis reveals that the choice of content platform, the engagement rate, and the frequency of usage significantly influenced consumer purchasing behavior. The research's implications provide valuable insights into the clothing business and marketers. This study provides valuable insights into the intricate dynamics that influence consumers' purchasing behaviors in the clothing industry. These results can assist brands in enhancing their advertising, engaging customers more effectively, and ultimately boosting sales in a highly competitive and ever-evolving market. This study provides valuable insights into the impact of advertising on social media platforms on consumer behavior in the apparel industry. The results will be valuable for the clothing industry and marketers aiming to enhance their advertising campaigns, increase customer engagement, drive sales, and foster enduring brand-customer relationships. This study provides valuable insights into the impact of digital advertising on consumer behavior, shedding light on the dynamic landscape in which fast fashion brands operate.

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