INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT ON CUSTOMER'S BUYING BEHAVIOUR TOWARDS CONSUMER ELECTRONICS: A REVIEW

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ABSTRACT

The conventional approach of promoting and selling goods and services is changing in today's society, due to social media. Since the last few years, there has been a significant growth in the use of social media. Customers may use social media to search for and compare any information, and as a result, conventional media such as radio, magazines, television, and newspapers are becoming obsolete. As a result, more efficient features in social media advertising are required to raise the capital of the present market environment.

This dissertation focuses on the theoretical form of contributions and the construction of a new conceptual model based on previous research on social media marketing and consumer purchase decisions. The main emphasis of this dissertation is on the characteristics of internet ads and their impact on client purchasing decisions. Previous research, on the other hand, has discovered various features of online advertisements in terms of client buy intent and attitude. With the aid of this research, a completely new idea of consumer purchasing intent in relation to social media advertisements has been produced.

This research also reveals that the impact of social media marketing differs depending on the stage of a consumer's decision to buy a product or service. Furthermore, the conceptual model demonstrates that characteristics such as knowledge, amusement, trust, reward, and pleasure influence electronic word of mouth as well as the brand equity of any product or service accessible on the internet.Secondary data was gathered in the form of a literature review in this study. The research method was qualitative, and an exploratory research design was used to collect data from previous research articles.

Keywords: Social media, internet advertising, social networking.

I.   INTRODUCTION

Social media advertising is a sort of digital advertising that has grown in popularity as one of the most successful ways to promote on the internet. This form of advertising may be seen all over the world. It is the quickest and most recent method of promoting. Nowadays, the internet enables a direct access to many sites where items or services may be advertised. There is also the option of using pay-per-click advertising. Customers come and show some interest in social media advertising since they are shown in a unique way. Customers prefer social media advertising over conventional forms of advertising such as radio, television, and magazines. Text advertising, picture ads, pop-up ads, banner ads, and HTML adds are all examples of social media advertisements. These commercials have a significant advantage over other types of conventional advertising. To predict consumer behaviour, various parameters such as hits and clicks are used to calculate the frequency of visits to any website and the time spent on that website.

One of the most important variables in determining a customer's purchasing intent is to read reviews on social media marketing. These evaluations are generally accessible for appraising any product or service, and they provide significant value to both businesses and consumers. Customers have shown an interest in rating and reviewing the product or service on the internet. This contributes to the development of positive or negative electronic word of mouth (e-WOM), which aids clients in their purchase choices.

The goal of this research is to determine the impact of social media advertisements on client purchasing decisions. It would be helpful to know if social media ads result in the purchase of promoted goods and services.

Background

Advertisement is a paid kind of promotion that is carried out via a variety of mass media. There are two parts to advertising. The first is conventional advertising, which involves using offline media such as radio, television, newspapers, and magazines to promote products. The second is the most recent, which is internet advertising,

which includes banner advertisements, pop-up ads, text ads, dynamic media, and so on. Marketers may use advertising to raise knowledge and attitude about their product or service, resulting in increased sales, motivate consumers, and remind them to distinguish between brands and place them appropriately in their thoughts. One of the most crucial instruments for marketing is social media advertising.

Problem discussion

Customers were able to access additional functions such as chatting, messaging, gaming, and blogging as a consequence of the rise of numerous social networking sites. Facebook is now the most popular social networking site, with features including creating dynamic profiles, organising groups, talking, and sharing information with others. As a result of their continual contact with their family members, friends, coworkers, and groups of people, consumers' purchasing decisions are influenced by their interactions on these social networking sites. It also gives people a place to compare other goods or services online, which might hurt any firm with a poor e-WOM or unfavourable ratings. Consumers make a lot of product purchasing choices every day, and they prefer to get feedback from others. As a result, consumers may use the social network to obtain information, advice, and feedback.

II.   OBJECTIVES OF THE STUDY

➢   To investigate the impact of social media advertisements on consumer purchasing decisions.

➢   To determine the most important elements influencing customer purchase intentions impacted by social media.

➢   To create a new conceptual model of social media ads and their impact on consumer purchasing decisions.

III.   LITERATURE REVIEW

According to Wang & Yu (2015), both negative and positive evaluations about a service or product influence a consumer's buying choice. Word of mouth has a tremendous influence on a consumer's decision to buy a product on social media. As a result, word of mouth is very useful in spreading information about a product or service on social media networks. One of the most significant aspects in marketing, according to the research, is word of mouth. This research also resulted in the development of a framework model, which includes word of mouth as a crucial component.

Harshini (2015) analysed a prior theoretical style of study on social media marketing and client purchase intent. This research examines a few characteristics of social media advertising and their impact on customer purchasing intentions. It compiles consumer replies to social media advertisements in relation to the customer's purchasing intent. The article demonstrates that users of social networking sites find this kind of marketing strategy to be highly fascinating, and that they are reacting to those ads and purchasing things as a result of those commercials.

Online groups, electronic word of mouth, diverse internet communication, and online exposure, according to Balakrishnan, Dahnil, and Yi (2014), are highly beneficial in building a favourable brand image and consumer's purchase intention through social media. This demonstrates that marketing managers must reach out to the younger generation's clients and consider social media to be the most effective instrument for selling. This research gives information to a variety of merchants before they use social media advertising to promote their products. The concept behind targeting the youthful demographic is that the majority of social media users are under the age of 35, and they are more conscious of new technology than the older generation. As a result, social media advertising is incredibly helpful for both them and the companies who are targeting the audience.

according to Lee (2013), search extensively for product information on social media sites, as opposed to any other kind of mass communication. It's a more subjective and selective search. Ads on social media also give a platform for comparing goods with those of other firms, which is a feature that virtually all social media users like. The product's information material is also provided in the form of a full specification, which allows buyers to learn more about the product and do extensive comparisons based on the specifications they need.

Martinka (2012) described a study that used Facebook and Twitter groups. Both are well-known social networking platforms that have an impact on consumer purchase decisions. To learn more about the many uses of social media, a survey was performed using a three-point Likert scale. The final result revealed that the social media organisation had power or authority over conventional online client purchases. In comparison to

Twitter, Facebook has a bigger influence on consumers' online purchasing habits, according to the research. As a result, social media communities are a key focus in the online marketplace.

Drell (2011) found that out of 100 percent of online buyers, 20 percent shared the most information, and that they were mostly teens who were brand loyal. Information is shared via the use of different technological devices. Even yet, the minimal information sharing was 80%, and the ones that shared it were mostly elderly people who were solely concerned with quality rather than brand. The data also revealed that youngsters are not only interested in purchasing the items, but also in suggesting them to others, which the firm considers to be extremely positive. The older generation is unable to participate in more activities because they are unaware of the changing technological trends and instead depend on and trust the conventional methods of buying in shops or markets.

According to Webster (2011), 25% of social media users buy their favourite products via different social networking sites, with the majority of users preferring Facebook as their brand page. According to the findings, social networking sites have evolved into a source of information for customers seeking information on any product or service. The majority of people who use social media trust Facebook more than any other social networking site since it has more fascinating and easy features. As a result, it makes it simple for consumers to purchase things of their choosing while also allowing them to read reviews about the products they are considering purchasing. This aids in the development of client trust, resulting in the acquisition of the bulk of the customer base.

Fotis (2015) discussed the impact of social media on client purchasing behaviour when it comes to tourist services. According to the findings, social media platforms are often utilised for holiday planning. Customers may pick an ideal venue to visit based on the suggestions provided by social media marketing. The social media maintains track of and analyses patterns in order to learn about consumers' tastes and purchasing intentions, as well as to provide options and preferences based on their purchasing intentions and travel patterns.

IV.   RESEARCH METHODOLOGY

Methodology of Investigation

The use of a qualitative research technique was beneficial in explaining, understanding, and getting in-depth insight into particular ideas of social media ads and client purchasing intent.

Design of the Study

An exploratory research design is used to gather information from previously published research publications. It necessitated looking at a variety of sources, including secondary data that had been published, data from other surveys, observation of study objects, and varied viewpoints.

Source of Information

Secondary data was gathered from a variety of sources, including research papers, journals, and publications. The information acquired from these many sources aided in the development of the literature review's primary conclusions and summary.

Method of Data Collection

The literature review is carried out by evaluating numerous research papers, journals, and articles in the field of social media advertising. The information for the review was gathered from several aspects of the study project. A literature review was used to create the background research. The needed answers are discovered after the study of these literatures. The investigation was preceded by a review of the literature.

V.   RESULT AND DISCUSSION

The study's findings

Social media has turned into one of the most essential mediums for customers to make goods purchasing choices. The purpose of the research was to see whether social media marketing had an impact on consumer purchase intent.

According to the findings, social media marketing have a considerable influence on both purchase intent and brand loyalty. It also demonstrates that consumer purchase intent has an impact on brand loyalty. These results have ramifications in terms of both management and research.

Electronic word of mouth (e-WOM), knowledge, amusement, trust, reward, and satisfaction are the major elements that affect customer purchase intention on social media platforms, according to a research study.

The relationship between e-WOM and buying intent

Many researches have looked at the impact of e-WOM in order to establish that it has a substantial impact on purchasing intent. Throughout the literature, there have been several definitions of electronic word-of-mouth (e-WOM). Any good or negative comment made by prospective, existing, or past consumers about a product or business that is made accessible to people over the internet is referred to as e-WOM.

When deciding what sort of movie to see or where to invest in stocks, people often make offline judgments based on online information and rely on the views of other customers.

This research found that e-WOM is favourably associated to consumer purchase intentions and has a far greater impact on customer buy intentions than marketing. The results indicate that instead of just putting adverts, corporations should encourage users to contribute their expertise or experience with the product. Low-involvement advertisements, on the other hand, have detrimental consequences in virtual groups and communities. As a result, businesses should use high-involvement advertisements, such as blogs and rich media, to entice prospective consumers to acquire their goods or services.

Relationship between social media advertisements and purchasing intent of consumers

The research also demonstrates a favourable association between social media advertisements and customer purchase intentions. According to this research, social media not only assists marketers in communicating effectively with their target clients, but it also encourages readers to purchase the offered items. This is because social media allows readers to share product information with their friends and relatives, which makes the information more accurate and believable.

Learnings of the study

Information, amusement, reward, trust, and pleasure are all characteristics that contribute to excellent or terrible e-WOM, according to the research study. This leads to the development of positive or negative brand equity, which in turn influences customer purchase intent on social media.

The influence of e-WOM on the ultimate customer's purchasing choice has been investigated using a conceptual model established via a thorough literature review (refer to figure 1).
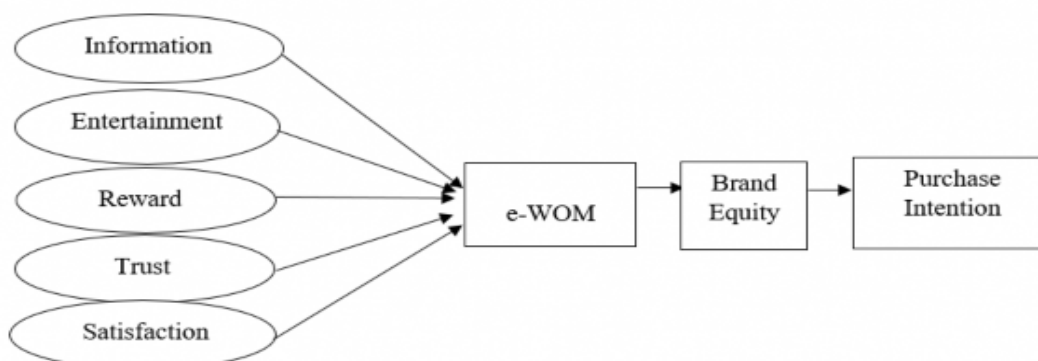
Information: Information is the most important aspect of crafting a successful social media marketing. There should be no erroneous, untrustworthy, or inadequate information that might cause online consumers' confidence to be eroded. In terms of influencing consumer behaviour, social media advertising is more consistent and successful than any other element. As a result, when building websites for any kind of advertising, marketing managers should consider the value of both quantity and quality of content on social media platforms.

Entertainment: During online goods purchases, entertainment is really vital. Essentially, delight and amusement lead to an increase in willingness, which leads to consumer happiness in online buying. Marketers can better attract and amuse consumers by creating emotional, hilarious, and instructive social media content.

Reward: - Consumers are constantly looking for methods to save money, which is why reward is such a key aspect in persuading them. Promotional bonuses, incentives, discounts, special offers, and cashback are examples of rewards. Customers are more likely to utilise social media and participate in electronic word of mouth if they are rewarded. Customers' electronic word of mouth on social media is also influenced by rewards.

Trust: Trust is a fundamental aspect of communication, and it also aids in the maintenance of interpersonal relationships in online buying. Users of social media always prefer to make purchases from reputable websites. Companies may communicate with consumers on social media platforms and thereby influence them to make online purchases by including the element of trust in communication. On social media, trust has a significant impact on consumer buy intent.

Satisfaction: Satisfaction is defined as the identification of a customer's demands and the fulfilment of those needs in accordance with the customer's wishes. The whole sales process is influenced by customer satisfaction. Customer satisfaction is determined at each step of the sales process by whether or not the goods and brand meet the customer's expectations.

Electronic word of mouth (e-WOM): e-WOM refers to the act of "liking" or "sharing" a product or service on an electronic platform. Many academics believe that e-WOM is crucial to online marketing success. Customers may use social media to get information about a product or service from other consumers, giving them additional alternatives. Other customers may use e-WOM to communicate their feelings about the product or service.

Brand equity: The word "brand equity" refers to the worth of a company's brand. Consumer perceptions and experiences with the brand determine its worth. Positive brand equity occurs when individuals think more favourably about a brand, while negative brand equity occurs when a brand repeatedly performs poorly and disappoints consumers with poor characteristics.

Buying intention: - The likelihood of a buyer purchasing a product after comparing it to other brands is described as purchase intention. The likelihood of making a purchase is an essential component to consider when analysing customer behaviour. It symbolises the prospect of a customer who is willing to buy the goods. The greater the buying intention, the more eager a customer is to acquire a thing. When consumers respond positively to a product's commercial and acquire it, they are more likely to have a favourable and stronger intention toward that product.

The Study's Limitations:

Despite the fact that the research revealed the impact of social media advertisements on purchase intent and brand loyalty, it does have certain drawbacks.

One restriction is that the present research is based only on secondary data. The data was acquired via an internet-based literature study, research papers, and journals.

Second, more characteristics that influence buy intention might be added to the model to enhance it and better understand the effect of social media advertisements on consumer purchase decisions.

Third, awareness and knowledge were discovered to be a restriction. Even Nevertheless, a sizable portion of the population prefers to shop in the conventional manner. There is a lack of awareness and information regarding social media advertising, which forces people to rely on the conventional method of acquiring goods.

Finally, owing to the worldwide pandemic COVID-19 and our country's present lockdown scenario, we are unable to acquire further information through direct interactions with clients.

The Study's Future Scope

Further research might concentrate on a certain social networking site and the data collected from its users. Future study should focus on the influence of social media advertisements in influencing purchasing intent and perceived utility, as well as their impact on the conceptual model.

Future research may employ a sample and data from a variety of primary sources, such as questionnaires and surveys. Future research might employ perceived value as a mediating variable in the existing framework to investigate further linkages.

More research is required to look at the online advertisements on all social networking sites, as well as buying patterns among various user groups. The collection of a greater number of samples should be prioritised in future investigations. Furthermore, future research might gather data from other geographical places throughout the globe and analyse the variances in purchasing patterns between the various regions.

Quantitative research may be utilised to learn more about the impact of online social media advertising on customers' purchase decision-making processes. Furthermore, while this study only looks at online social media sites from the standpoint of consumers, future research might look at them from the perspective of businesses.

VI.   CONCLUSION

Through numerous literature studies, we examined the impact of social media advertisements on consumer purchase intent in this research. Various studies have shown that social media advertising is only successful if it can elicit a significant and quick reaction from customers.

Customers are paying greater attention to the relevance and authenticity of advertising material these days, and consumer suggestions are given more weight than company-generated product recommendations.

Purchase intent is an important component to consider when analysing customer purchasing behaviour. According to this research, the common qualities of social media marketing that impact customers' buy intention include information, amusement, reward, trust, and satisfaction.

t has also been shown that a few additional elements play a significant role in the effect of purchase intent on social media platforms. Customers' favourite commercials create a favourable e-WOM, which helps to establish a strong brand and, as a result, leads to a purchase decision.

Negative and positive e-WOM may result in both losses and gains for businesses. The purchase intention will better assist organisations generate good e-WOM connected to their products on social networking sites by attracting a large number of consumers by thoroughly studying the elements impacting e-WOM and implementing them into social media marketing.

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