

## **Impact of Advertisement (Through Social Media) on Consumer**

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### **ABSTRACT**

This research examines the impact of advertising (through social media) on consumer buying behaviour. The present study conducts survey in valsad city. 307 samples are selected conveniently from different area of city. All the respondents of my survey gave information about how many times they spend on social sites, on which sites they spend more time, which site the use most and with whom they contact most using social media. From this report we will know about total impact of advertisement on consumer behaviour through advertisement on social media. The results show that, most of customer having account on more than 4 social networking sites and they get influenced through advertisement on social networking site. They have a positive impact through social media advertising, which in turn positively affects their purchase online purchase intent.

**KEYWORDS:** Advertisement, Impact, Social media

### **INTRODUCTION**

Different advertisement has different impacts on social media sites are now are part of life. Most of the modern people uses any of those social media sites like Facebook, WhatsApp, Instagram and Snapchat etc. and most of the user of those are young. Number of social media sites used by each person is One, Two , Three and some of us uses more than force four social media sites and it means everything. Most of our youth now prefer social media sites to pass leisure time than other. Users typically access social media services via web-based technologies on desktops and laptops, or download services that provide social media functionality for their mobile devices (eg, smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms through which individuals, communities, and organizations share, co-create, discuss, share user-generated content or self-curated content posted online And can modify.

Social media is now synonymous with digital marketing, most hands-on - if not all digital campaigns are running. However, social media is far from static and the work that was done a few months ago may not get you as good results anymore. Habits change, platforms evolve and new platforms come into existence. All of this affects how people use and react to social media marketing, as well as how markets are able to reach their audiences. It is more important than ever for marketers to understand the curve and stay ahead when it comes on social media. Doing so ensures that you have the right tools at your disposal, an up-to-date strategy, and the necessary skills to make the most of social media.

### **REVIEW OF LITERATURE**

1. Gwenn Schurgin O'Keeffe, Kathleen Clarke-Pearsonin their research article, "The impact of social media on children, adolescents, and families" explained that. Using social media web sites is one of the most common activities of today's 9 children and adolescents. Any

web site that allows social interaction is considered a social media site, including social networking sites such as Facebook, MySpace and Twitter; Gaming sites and virtual worlds such as Club Penguin, Second Life and Sims; Video sites like YouTube; And blog. Such sites today provide a portal for entertainment and communication to 9 youth and have grown rapidly in recent years. For this reason, it is important that parents are aware of the nature of social media sites, noting that not all of them are healthy environments for children and adolescents. A unique way to help pediatricians understand and encourage healthy use of these sites and to monitor parents' potential problems with cyber bullying, "Facebook depression," sexting and exposure to inappropriate content Are in position.

2. Chu, Shu-Chuan, Sara Kamal, and Yoojung Kim, In their paper "Understanding consumers' responses toward social media advertising and purchase intention toward luxury products" explain that Social media has rapidly grown in popularity as a new advertising platform that allows users to engage with each other and engage with brands. At the same time, the online luxury market has experienced rapid expansion due to the increasing number of online users thriving between 18 and 35 years. The current study examined young social media users' beliefs, attitudes, and behavioral responses to social media advertising. Brand consciousness was found to have an impact on users' attitudes towards social media advertising, which influenced their behavioral reactions to social media advertising and purchase intentions towards luxury products.
3. Pabalkar, Vanishree, et al. In their research paper "Impact of Social Media Advertising on Consumer's Health." Explain that if the message is not clear and focused on the social media message, it is unlikely to be effective, resulting in wastage of time and resources. This leads to failure of advertisement. This affects the client's health dimensions. An ideal social media message should convey a message to the audience about the product and not give anyone the impression that it is like an advertisement. According to the Global Digital Report, 2019, the worldwide number of Internet users in 2019 is 4.388 billion, which is 9.1% year-on-year. The worldwide number of social media users in 2019 is 3.484 billion, which is 9% year-on-year. The number of mobile phone users in 2019 is 5.112 billion as compared to 2% annually. 40% of people read and refer to social media platforms to gain information about how they deal with chronic conditions when affected by a disease. (Health Care Finance News) 1 He has a presence in more than 1,500 hospitals across the country. Online. Popular social media sites they use include Facebook and LinkedIn. (WHPRMS-Wisconsin Healthcare Public Relations and Marketing Society. Wisconsin) 2 Social media users are in a situation where there is a plethora of information on various topics. With the rise of social media platforms, there has been a growing need for research in this area as it creates more platforms for the market but it also faces the challenges of generating unnecessary noise due to which behavior from the consumer is avoided. This study attempts to understand various noise-generating factors such as irrelevant content, cluttered content, no emotional engagement, excessive advertising, etc. to find out what exactly drives a customer to avoid a product or brand. is. The purpose of this study is to measure and evaluate the ways in which consumers who change behavior

due to advertising buying noise change and find key factors that lead to such behavior. Key observations in the study stated that when a particular advertisement is placed repetitively across different platforms the customer ignores the advertisement and subconsciously ignores the brand or product. When an ad is too cluttered, the customer may miss the actual piece of the ad and the visual appeal also falls due to the clutter.

4. Chang, Yun-Hee. In their research paper "A study on the marketing performance using social media-Comparison between portal advertisement, blog, and SNS channel characteristics and performance." Explain that The recent rise of social media channels is changing the social and economic paradigm and is being used as an effective communication in marketing. The following research portal analyzes performance indicators such as advertising, blogs and SNS channels and the most commonly employed social marketing tools to effectively execute social media marketing from an ICSI perspective, Korea analyzes the characteristics and results of each channel based on case studies of distribution companies and suggests outlines for using each channel effectively. Portal site advertisements are the most effective channel to pull in customers with new information and thus profitability is associated with corporations with excessive budgets and workforce. Blogs target a specific range of customers providing quality information and knowledge and thus improve the credibility of a corporation and its product, scrapping information to customers, forming social groups and sharing ideas with loyal customers, Spreading the word by allowing events, new material and social participation to be synthesized. SNS Channels allow customers to engage in real-time information and events, grow through the network by the power of customers, react quickly to customer needs, and execute real-time market and customer reports. Although the National Corporations Portal is currently very much dependent on site advertisements, the Inclusive Marketing Professionals are showing financial results with blogs and SNS. In the future, a portfolio of dynamic marketing can be synthesized as the maximum strategy, based on an accurate understanding of the benefits and expected outcomes of each channel, and with a focus on the flexibility, timeliness, and integrated use of each channel.
5. A combination social media dashboard aggregator, social media website network and monetized advertising market. A private user account is synchronized with a plurality of social media accounts, with a news feed retrieved from each plurality of social media accounts. The news feed for each plurality of social media accounts is then aggregated into one overall social feed, while a social tab is generated for the news feed of each plurality of social media accounts. Through a private user account, a user can also post social content to selected social media accounts. Distribution content can also be scheduled for social content, setting the date and time of posting social content. The user can choose a selected ad to be displayed on the social network's homepage dashboard, profile or group page. An ad input action monetizes the selected ad.

## **RESEARCH METHODOLOGY**

Present research topic is Impact of Advertisement (Through Social Media) on Consumer. The purpose of research was to know effect of advertisement (Through Social Media) on consumer behavior.

Objectives of the research are to check the impact of social media advertisement and to check the change in buying behaviour of customer after watching social media advertisement. Total of 307 respondents were selected conveniently from Valsad, Dharampur and Vapi city. Data were collected through Google form.

Researcher had used frequency distribution method and chi square method for data analysis. The data generated from the survey is analyzed using statistical tools SPSS 20 and Chi Square test. The p-values have been calculated for the select variables and on comparing with central value their significance has been checked at 95% confidence level.

## **HYPOTHESIS**

H0: There is no significance difference in the factor check out product website for more information after watching advertisement in different group (education).

H1: There is a significance difference in the factor check out product website for more information after watching advertisement in different group (education).

H0: There is no significance difference in the factor visit the nearest retailer for further information after watching advertisement in different group (education).

H1: There is a significance difference in the factor visit the nearest retailer for further information after watching advertisement in different group (education).

H0: There is no significance difference in the factor email advertiser after watching advertisement in different group (education).

H1: There is a significance difference in the factor email advertiser after watching advertisement in different group (education).

H0: There is no significance difference in the factor discuss with friends/ relatives/ neighbour after watching advertisement in different group (education).

H1: There is a significance difference in the factor discuss with friends/ relatives/ neighbour after watching advertisement in different group (education).

H0: There is no significance difference in the factor actually buy those product after watching advertisement in different group (education).

H1: There is a significance difference in the factor actually buy those product after watching advertisement in different group (education).

H0: There is no significance difference in the factor ignore the advertisement after watching advertisement in different group (education).

H1: There is a significance difference in the factor ignore the advertisement after watching advertisement in different group (education).

## **FINDINGS**

Almost all respondents are use to advertisement on social media. Majority of respondents are having account on more than 4 social networking sites. Respondents spent 2 to 3 hours everyday on social media. Most of respondents watch advertisements on social media. Majority of respondents strongly agree that they get influenced to buy product after watching advertisement on social media. Majority of respondents spent average 1500rs. On product after watching advertisement on social networking sites. Chi-square test is also conducted for some factors. There is no significance difference in outcome of different group (qualification) in factor like check out product for more information (.421), email the advertiser(.046), discuss with friends/ relatives/ neighbour (.028), actually buy those products (.198), and ignore the advertisement (.014). There is a significance difference found in outcome of different group (qualification) in factor of visit the nearest retail outlet for further information (.002)

## **RECOMMENDATIONS AND SUGGESTIONS**

Researcher would also like to tell that by properly monitoring the bounce rate as well as check through we will soon get the picture of the kind of content that work for our business. Also, one more suggestion that how are others in our sector performing? Wild competitor analysis is common, not many businesses are our properly tracking and benchmark their competitor progress. Also, meaningful engagement that leads to more brand awareness, internet or even sales is a truly powerful measure of impact of social activity.

## **CONCLUSION**

Impact of advertisement (through social media) is very high on consumer mind. Because of more competition in between different telecommunication provider, more data are provided to all customers. So, use of social media is increase. Because of that there is more chance to get customer influenced to purchase product through advertisement on social media. So impact is definitely there and there is more chance to sell product through advertisement given on different social networking sites.

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