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ANALYSIS OF SOCIAL MEDIA ADVERTISING TYPES AND THEIR INFLUENCE ON CONSUMER PURCHASE DECISIONS

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Abstract

It was a privilege for me to work in a reputed organization. This has given us an opportunity to work in a truly professional environment where team work score over individual effort, where there is a helpful atmosphere. A well planned, properly executed and evaluated training helps a lot in inoculating good work culture. The project on Analysis of Social Media Advertising Types and Their Influence on Consumer Purchase Decisions has been made to facilitate effective understanding about the marketing aspects. The project research has provided me an opportunity to gain practical experience, which has helped me to increase my sphere of knowledge to a greater extent. I have tried to summarize all our experience and knowledge acquired up till now, in this report. This project is a keen effort to obtain the expected results and fulfill all the information required.

Introduction

In the digital era, social media has transformed the traditional landscape of advertising and consumer engagement. Platforms such as Facebook, Instagram, YouTube, X (formerly Twitter), WhatsApp, and LinkedIn have become powerful marketing ecosystems where businesses interact directly with consumers in real time. Social media advertising has moved beyond simple promotional messages to become a strategic communication tool that influences consumer awareness, attitudes, perceptions, and purchasing behaviour. With the rapid growth of smartphone usage, internet penetration, and digital literacy, consumers are now constantly exposed to online advertisements, brand messages, influencer content, and sponsored promotions throughout their daily routines.

Unlike traditional advertising media such as television, newspapers, and radio, social media advertising offers a highly interactive, personalised, and data-driven approach to marketing communication. Advertisers can target specific demographics, interests, behaviours, and geographical locations, making promotional content more relevant to individual consumers. This targeted nature of social media advertising increases engagement levels and enhances the probability of influencing consumer purchase decisions. The shift from mass marketing to precision marketing has fundamentally changed how brands communicate value, build relationships, and shape consumer trust.

Social media advertising exists in various forms, each playing a distinct role in influencing consumer behaviour. These include sponsored posts, display ads, video advertisements, influencer marketing, brand collaborations, story ads, carousel ads, remarketing ads, and user-generated content promotions. Influencer marketing, in particular, has emerged as a powerful form of digital advertising, where consumers tend to trust recommendations from content creators more than traditional brand promotions. Similarly, video-based advertising formats such as short reels, YouTube ads, and live-stream promotions create emotional connections and visual engagement that strongly impact brand recall and purchase intention.

Objective of Study

1. To study the influence of social media advertising on consumer purchase decisions.
 2. To identify the most effective social media advertising formats (such as influencer marketing, video ads, sponsored posts, etc.).
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Literature Review

Kotler and Keller (2016) highlighted that social media advertising has transformed modern marketing communication by enabling direct interaction between brands and consumers. According to their study, digital advertisements on social media platforms influence consumer awareness, brand perception, and purchase intentions more effectively than traditional advertising due to their interactive and personalised nature. The authors emphasized that consumer engagement through likes, shares, and comments plays a crucial role in shaping buying decisions, as it enhances trust and brand recall.

Kaplan and Haenlein (2010) examined the growth of social media as a marketing tool and explained how user-generated content and brand-generated content influence consumer behaviour. Their research suggested that social media advertising creates a participatory environment where consumers actively interact with promotional content. This interaction strengthens emotional connections with brands and significantly affects consumer purchase decisions. The study also noted that authenticity and transparency are key factors in gaining consumer trust in digital advertising.

Mangold and Faulds (2009) focused on the role of social media as a hybrid element of the promotion mix. They stated that social media advertising combines traditional promotional communication with word-of-mouth marketing, making it more influential in consumer decision-making. Their findings revealed that consumers are more likely to trust advertisements that are supported by peer opinions, reviews, and recommendations shared on social media platforms.

De Veirman, Cauberghe, and Hudders (2017) analysed influencer marketing and its impact on consumer attitudes. Their study concluded that influencer credibility, popularity, and relevance have a strong influence on consumer purchase intentions. The authors observed that consumers perceive influencer endorsements as more trustworthy and relatable compared to direct brand advertisements, especially among younger audiences. This form of advertising significantly affects brand image and buying behaviour.

Duffett (2015) investigated the effectiveness of social media advertising among young consumers and found a positive relationship between social media advertisements and purchase behaviour. The study revealed that visually appealing content, videos, and interactive advertisements generate higher engagement levels and lead to stronger purchase intentions. The author also highlighted that frequency and relevance of ads play a vital role in influencing consumer responses.

Tuten and Solomon (2017) emphasised the importance of content strategy in social media advertising. Their research suggested that creative storytelling, emotional appeal, and informative content positively impact consumer attitudes toward advertisements. The study concluded that advertisements aligned with consumer interests and lifestyle preferences are more likely to influence purchase decisions and build long-term brand loyalty.

Research Methodology

Research methodology refers to the systematic framework adopted to conduct a study in an organised and scientific manner. It includes the research design, data sources, sampling techniques, tools for data collection, and methods of data analysis. The present study aims to analyse different types of social media advertising and examine their influence on consumer purchase decisions. A structured research methodology has been adopted to ensure the reliability and validity of the research findings.

Research Design

The study is based on a **descriptive research design**, as it seeks to describe and analyse consumer perceptions, attitudes, and behaviour towards various forms of social media advertising. Descriptive research is suitable for understanding the relationship between advertising formats and consumer purchase decisions without manipulating any variables. The design helps in collecting quantitative data that reflects current consumer trends and opinions regarding social media advertisements.

Nature of the Study

The research is **empirical in nature**, relying on first-hand information collected directly from respondents. The study focuses on analysing real consumer experiences and responses to social media advertisements across different platforms. Both primary and secondary data have been used to support the objectives of the study and to strengthen the analytical framework.

Sources of Data Collection

The study uses **both primary and secondary sources of data**. Primary data has been collected through a **structured questionnaire** designed to capture consumer awareness, preferences, attitudes, and purchase behaviour related to social media advertising. The questionnaire includes close-ended questions with multiple-choice options to ensure ease of response and accuracy in data analysis.

Data Analysis and Interpretations

The data collected for the study on the analysis of social media advertising types and their influence on consumer purchase decisions was analysed using percentage method and descriptive interpretation. The responses obtained from 100 respondents provided valuable insights into consumer awareness, preferences, and behavioural patterns related to social media advertisements. The analysis reveals significant trends regarding the effectiveness of various advertising formats and their impact on purchasing behaviour.

The analysis indicates that a majority of respondents are highly active on social media platforms and are frequently exposed to online advertisements. Most respondents reported encountering social media advertisements on a daily basis, suggesting that social media has become a dominant channel for brand communication. This high level of exposure increases brand visibility and creates repeated impressions, which play an important role in influencing consumer recall and awareness. The findings suggest that frequent exposure to advertisements enhances familiarity with brands and positively affects purchase consideration.

Table 1: Influence of Social Media Ads on Buying Decisions

Response	Frequency	Percentage
Strongly Agree	35	35%
Agree	40	40%
Disagree	15	15%
Strongly Disagree	10	10%

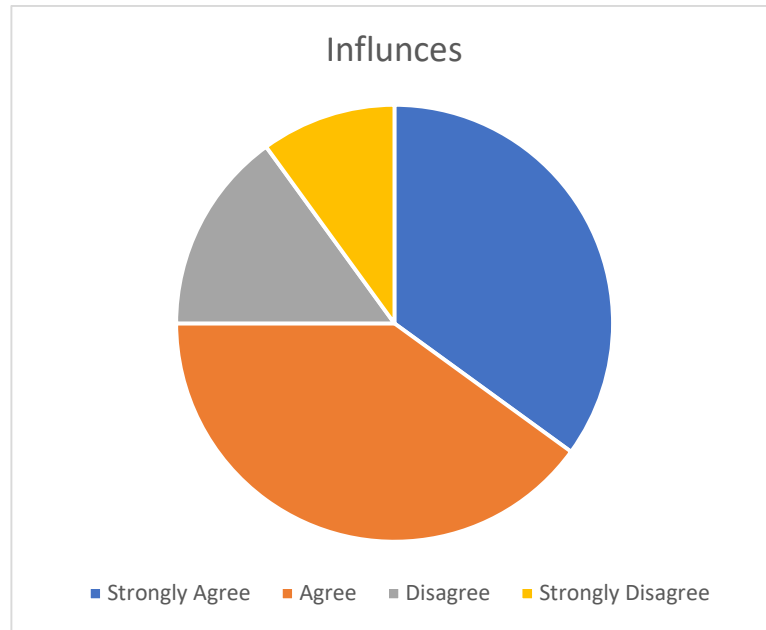


Figure 1.1

Interpretation:

75% of respondents agree that social media ads influence their buying decisions, indicating a strong impact of social platforms in shaping consumer choices.

Table 2: Preference for Brands Active on Social Media

Response	Frequency	Percentage
Strongly Agree	30	30%
Agree	45	45%
Disagree	20	20%
Strongly Disagree	5	5%

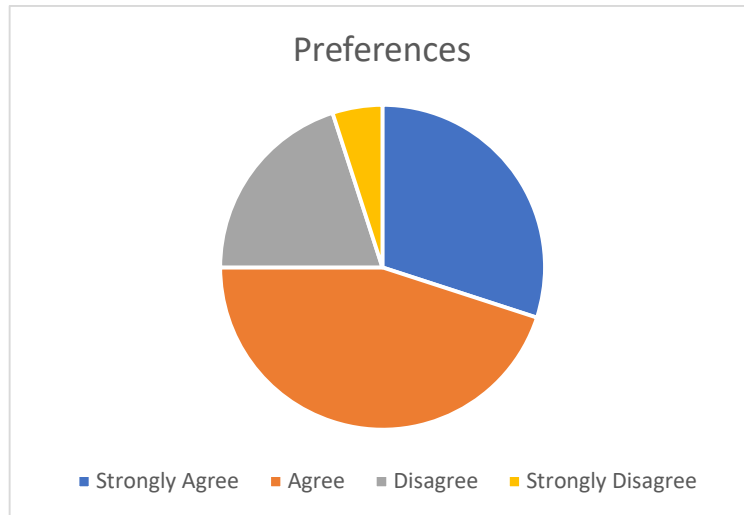


Figure 1.2

Interpretation:

A combined 75% prefer brands that are active on social media, showing that social engagement contributes positively to brand perception.

Table 3: Effect of Social Media Offers on Purchase Intent

Response	Frequency	Percentage
Strongly Agree	28	28%
Agree	50	50%
Disagree	17	17%
Strongly Disagree	5	5%

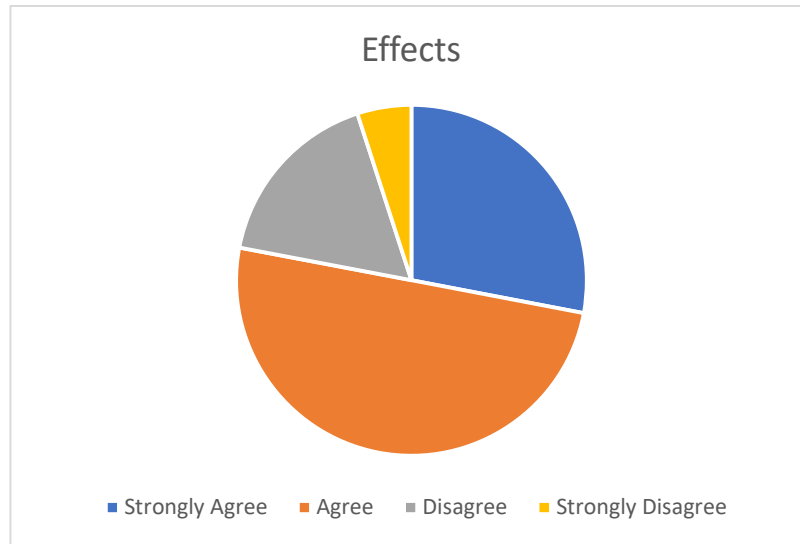


Figure 1.3

Interpretation:

78% of respondents feel that discounts and offers on social media platforms boost their intent to purchase.

Conclusion

Based on the findings of the study on the analysis of social media advertising types and their influence on consumer purchase decisions, several practical suggestions can be offered to improve the effectiveness of social media advertising strategies. Firstly, businesses should focus on creating engaging and high-quality content, particularly video-based advertisements, as they have been found to attract greater consumer attention and engagement. Visual storytelling, clear messaging, and creative presentation can significantly enhance advertisement effectiveness and brand recall. Secondly, marketers should strategically utilise influencer marketing by collaborating with credible and relevant influencers who align with the brand's values and target audience. Authentic influencer endorsements help build trust and positively influence consumer purchase intentions. Instead of focusing solely on influencer popularity, brands should prioritise credibility, audience relevance, and content authenticity to achieve better results.

Thirdly, personalisation of advertisements should be strengthened by using data analytics and consumer insights responsibly. Targeted advertisements that reflect consumer preferences, browsing behaviour, and needs are more likely to generate interest and conversions. However,

advertisers must ensure transparency and ethical use of consumer data to address privacy concerns and maintain consumer trust.

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