



Impact Of Social Media Advertisements On Buying Behaviour Of Electronic Goods In Cuddalore District

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ABSTRACT

In the present world, technology is occupying a major role of human life. Especially, it plays a significant role in marketing of products and services in the market. Usage of electronic goods is unavoidable in the human life. Many types of electronic goods are being used by people for their daily life. Hence electronic goods producers want to market their products in efficient manner. Always the markets want to reach their products, for this they seek for media which has close touch with the people. In such way, in the recent decade social media such as Facebook, Instagram, YouTube, Twitter have close touch with majority of people. Hence markets of electronic goods make advertisements through social media for their products. In this context, the researcher studied the impact of social media advertising on consumer buying behaviour of electronic goods in Cuddalore district in the state of Tamilnadu. The sample size of the study was 750 sample respondents who were using social media and bought electronic goods using proportionate sampling technique. The required primary data were collected through a structured questionnaire. Mean, standard deviation, coefficient of variation and regression analysis were used as statistical tools. The study found that the factor of “Consumer electronics are widely popularized through social media advertising” had more impact on consumers buying behaviour of electronic goods, followed by “Social media advertising boosts reliability on electronic goods” and “Consumer electronics advertising on social media increases the speed”. The factor of social media advertising “Social media advertising expedites the buying process” had least level of impact, followed by the factors of “Social media advertising creates peer support networks online” and “Social media advertising produces an effective sales process”. It was also evidenced that there was no significant effects of demographic factors of the respondents (gender, age, education and income) on the impact of social media advertising on consumers’ buying behaviour towards electronic goods in the study area.

Keywords: Social media, electronic goods, buying behaviour and advertisements.

Introduction

Over the past few years, social media advertising has grown significantly, and for good reason. With the increasing amount of people using Facebook, Instagram, LinkedIn, and other social media platforms, social media has emerged as a crucial means for companies to connect with their customers. Its ability to reach highly focused audiences is one of the primary drivers of social media advertising's growth. Advertising on social media platforms can be targeted by companies according to a range of factors, such as interests, habits, and demographics. The effectiveness of advertising efforts can be enhanced by firms reaching the appropriate audience through this targeting ability. The ability to monitor and measure outcomes is another factor contributing to the growth of social media advertising. Social media platforms offer companies detailed analytics and reporting capabilities, enabling them to monitor the effectiveness of their advertisements and make real-time campaign adjustments. Companies may maximize the effectiveness of their efforts by optimizing them with this degree of visibility and control. Conventional marketing techniques are insufficient

in the digital era of today to build a loyal and enthusiastic consumer base. In order to reach more customers at a lower cost and make more money, companies must interact with the communities in which they operate and customize their brand message for specific audience segments. More than any other marketing strategy, social media advertising increases brand awareness and offers lucrative opportunities to draw in leads, nurture them, and eventually turn them to paying consumers. In this chapter, the researcher made an effort to investigate how consumers perceive the impact and problems associated with social media advertising.

Marketing has been greatly impacted by social media in recent years, and this impact will only increase going forward. Companies may now reach highly targeted audiences with their message because of social media platforms' increasing sophistication and advancement, which increases the effectiveness of their advertising activities. Social media advertising has changed marketing in addition to its ability to target audiences by giving companies additional avenues for customer interaction. Social media platforms give companies the opportunity to speak with customers directly and get insightful feedback and information that they can use to enhance their goods and services. Compared to traditional marketing channels, social media advertising gives firms access to a larger audience. Compared to traditional marketing channels, social media advertising gives firms access to a larger audience. Social media platforms have billions of active users, so companies may target particular demographics, interests, and behaviours. Advertising on social media platforms successfully raises brand recognition and awareness. Companies can reach a wider audience and keep their current customers by producing interesting and pertinent advertisements. Social media can boost the possibility of conversions and sales by focusing on individuals who might be interested in a good or service. When compared to traditional advertising methods, social media advertising is more affordable. By using sophisticated targeting options and real-time ad performance tracking, firms may maximize their advertising expenditure and achieve increased revenue. Given that millions of people use Facebook, Instagram, LinkedIn, and other social media platforms on a regular basis, social media advertising has become crucial for companies trying to expand their customer and remain competitive. The researcher attempted to find out how consumers in Cuddalore district perceived the impact of social media advertisements in this particular context.

Literature Review

A study by Youngkeun Choi (2021) demonstrated how electronic word-of-mouth draws customers and promotes sales. The study concluded that consumers' electronic word of mouth was improved by the quality of the argument, the perceived authority of the source, its appeal and its attractiveness. Consumers' electronic word of mouth improved their propensity to purchase. Due to the superiority of the arguments and the perception of the source by the first users, the consumer's propensity to buy increases as a result of electronic word of mouth. Rabab Murtaza (2021) investigated the responses of people from diverse demographic groups to a range of social media triggers. The study concluded that in the current digital era, merely setting up a Facebook profile and uploading product images is insufficient to draw in clients. Companies must make a deliberate effort to keep abreast of emerging trends and provide creative, interesting content for their social media platforms. Aakriti Bista, et al. (2022) investigated how social media marketing affected the buying behaviour of customers. The study evidenced that social media use influenced consumer purchasing behaviour in a beneficial way. Consumers' purchase decisions were influenced by their greater use of social media. Privacy concerns influenced customer purchasing behaviour in a positive way.

Durgude U., Ashvini S.B.S., and Chavan A. (2023) studied the role of social media advertising on promoting electronic products. The study found significant impact of social media marketing on promoting electronic products. Hussain I. et al (2023) studied the impact of social media marketing on consumer buying behaviour. The study found that majority of the respondents follow businesses on social media to be informed about deals, new items, etc. positive vital direct connection between social media marketing and the higher cognitive process of customer purchase. Ballabh S. (2024) in a study explore the field of social media marketing for businesses. The study concluded that Social media marketing has proven to be a powerful tool for attracting, engaging and reaching customers. As social media is an integral part of today's generation, it has become easier to connect with customers through various social media platforms. The evolving nature of social media has transformed how businesses interact with their audience, necessitating businesses to adapt to changing industry dynamics.

Objectives

The study has been undertaken with the following objectives.

- To study the socio-economic profile of the respondents.
- To study the impact of social media advertising on buying behaviour of consumers towards electronic products and
- To find the relationship between impact level of social media advertising on buying behaviour and socio-economic variables of the respondents.

Methodology

The study has been undertaken to analyse the impact of social media advertising on consumers' buying behaviour towards electronic goods in Cuddalore District in the state of Tamilnadu, India. For this purpose the researcher selected 750 sample respondents who were using social media and bought electronic goods using proportionate sampling technique. The respondents were selected from 5 municipalities of the district. The researchers framed a questionnaire and distributed among the respondents and collected primary data. The collected data were tested its reliability using Cronbach's Alpha Test. The researcher applied the statistical tools of mean, standard deviation, coefficient of variation and regression analysis as statistical tools to analyse the data.

Results and Discussion

Social media has become popular in the recent decade. Many people have account and using social media such as Facebook, Instagram, Twitter, YouTube etc. In India, a total of 462 million people are using social media and it accounted for 32.2 per cent of the total population. Social media administrations and also the business concerns started to use social media as one of the important source of marketing their products. For this purpose business concerns advertise through social media. Especially, more advertisements are being telecasted for electronic goods through social media. The research paper has been undertaken to know the impact of social media advertising on purchase behaviour of electronic goods in Cuddalore district in the state of Tamilnadu. This part of the research paper presents the results and discussion of the study. Table 1 presents the results of demographic profile of the respondents in the study area such as their gender, their age, educational qualification and monthly income.

Table 1: Demographic Profile of the Respondents

Demographic Profile		No. of Respondents	Percentage
Gender	Male	615	82.00
	Female	135	18.00
Age (Years)	Upto 30	134	17.87
	31 to 40	154	20.53
	41 to 50	353	47.07
	Above 50	109	14.53
Educational qualification	Upto H.Sc	213	28.40
	Degree	223	29.73
	PG and above	314	41.87
Monthly income (Rs.)	Upto 20,000	113	15.07
	20,001-30,000	155	20.67
	30,001 -40,000	290	38.67
	40001-50,000	137	18.27
	Above 50,000	55	7.33
Total		750	100.00

Source: Primary Data

It could be known from table 1 that majority of the respondents were male (82 per cent), a sizeable portion of the respondents (47.07 per cent) belonged to the middle age group, i.e., 41 to 50 years and 20.53 per cent of the respondents belonged to the age group of 31 to 40 years. It was also observed that majority of the respondents (71.6 per cent) were highly educated, among them 29.73 per cent of the respondents completed upto degree level of education and 41.87 per cent of the respondents completed post graduate or higher level of education. It was also identified that a considerable portion of the respondents (38.67 per cent) had a monthly income of ₹30,001 to ₹40,000, income of 20.67 per cent of the respondents was between ₹20,001 to ₹30,000 per month and 18.27 per cent of the respondents had a monthly income of ₹40,001 to ₹50,000. The researcher identified a total of 22 factors and framed those factors in statement form to test the impact of social media advertising on consumers' buying behaviour towards electronic goods in Cuddalore district in the state of Tamilnadu. In order to know the impact level on each factor, the researchers calculated mean, standard deviation (SD) and coefficient of variation (CV) for each statement and they are presented in table 2.

Table 2: Impact of Social Media Advertising on Consumer Buying Behaviour

SN	Statement	Mean	SD	CV	Rank
1	Interactivity is increased for consumer electronics	3.41	1.32	38.71	10
2	Consumer electronics are widely popularized	3.55	1.22	34.37	1
3	Social media advertisements amplifies the personal touch	3.46	1.54	44.51	6
4	Consumer electronics advertising on social media increases the speed	3.50	1.01	28.86	3

5	It is affordable to advertise on social media for consumer electronics	3.08	1.37	44.48	19
6	Specific user categories are targeted by social media advertising	3.40	0.85	25.00	11
7	Social media advertising expedites feedback	3.42	1.37	40.06	9
8	Social media advertising transforms how consumers make purchases	3.39	1.84	54.28	12
9	Social media advertising lessens psychological strain	3.35	1.19	35.52	13
10	social media advertising provide a visually appealing presentation	3.21	1.07	33.33	17
11	Conversion rates for consumer electronics are increased	3.43	1.11	32.36	8
12	Consumer could track the quantity of visits by social media ads	3.44	1.54	44.77	7
13	Social media advertising boosts offline sales	3.31	0.94	28.40	14
14	Social media advertising boosts reliability on electronic goods	3.51	1.37	39.03	2
15	Social media advertising on electronic goods is more informative	3.28	1.17	35.67	15
16	Time is saved by using social media to advertise consumer electronics	3.26	1.16	35.58	16
17	Consumer electronics sales revenue is increased	3.49	1.24	35.53	4
18	Social media advertising produces an effective sales process	2.92	1.22	41.78	20
19	Social media advertising expedites the buying process	2.85	1.30	45.61	22
20	It is easier to reach new consumers using social media advertising	3.13	1.34	42.81	18
21	Social media advertising creates peer support networks online	2.88	1.28	44.44	21
22	Social media advertising increases brand awareness	3.47	1.21	34.87	5
	Overall	3.39	1.26	37.09	

The results of the table 2 shows that among 22 factors, the factor “Consumer electronics are widely popularized through social media advertising” stood first in terms of mean value, it was highest at 3.55 and ranked first, hence social media advertising widely popularized electronic goods among the customers without any boundary. Low level of deviation was found in the opinion about the factor by the respondents, since majority of the respondents had similar type of opinion about the above statement. Followed by the impact level of social media advertising was high in terms of “Social media advertising boosts reliability on electronic goods” and “Consumer electronics advertising on social media increases the speed”, their calculated mean value was also high at 3.51 and 3.50 respectively, these factors are ranked 2nd and 3rd respectively. In the line of highrarity, the impact level of social media advertising on consumer buying behaviour on electronic goods was high in terms of “Consumer electronics sales revenue is increased”, “Social media advertising increases brand awareness” and “Social media advertisements amplifies the personal touch”, their calculated mean values were also found to be high at 3.49, 3.47 and 3.46 respectively. The factor of social media advertising “Social media advertising expedites the buying process” had least level of impact on buying behaviour on consumers’ buying behaviour on electronic goods in the study area, since its calculated mean value was lowest at 2.85 and ranked last (22nd). Followed by, there was lower level of impact by social media advertising on consumers buying behaviour of electronic goods in the aspects of “Social media advertising creates peer support networks online” and “Social media advertising produces an effective sales process”, their calculated mean values were low at 2.88 and 2.92 respectively, they were ranked 21st and 20th among the 22 factors considered for the study.

In order to know the effects of consumers demographics on the impact of social media advertising of electronic products in the study area, multiple regression analysis was carried out. With an emphasis on the impact of social media advertisements on the purchase of consumer electronics, it looks at how consumer demographics, both individually and collectively, influence consumer acceptance. For this purpose the following null hypothesis was framed.

Ho: There were no significant effects of consumers demographics on the impact of social media advertising on consumers’ buying behaviour towards electronic goods.

Table 3: Effect of Consumer Demographics on the Impact of Social Media Advertising

Consumer Demographics	Regression Coefficients (B)	Std. Error	t	Result
(Constant)	77.365	1.541	-	-
Gender	-0.113	0.713	-0.158	Ns
Age	-0.149	0.290	-0.515	Ns
Education	-0.123	0.329	-0.374	Ns
Monthly income	-0.663	0.244	-2.719	**

Source: Primary Data

** Significant at 1% Level

It could be known from the results of table 3 that the calculated values of regression coefficients of the effects of consumers demographics on the impact of social media advertising on consumers’ buying behaviour towards electronic goods were not statistically significant as shown by the results of t-values and p-values, hence the null hypothesis was rejected and therefore there was no significant effects by consumers demographics on the impact of social media advertising on consumers’ buying behaviour towards electronic goods in the study area.

The table 4 brings out the results of relationship between consumers' demographics and the impact of social media advertising on consumers' buying behaviour towards electronic goods, by applying correlation analysis. For this purpose the following null hypothesis was framed.

Ho: There were no significant relationship between consumers demographics and the impact of social media advertising on consumers' buying behaviour towards electronic goods.

Table 4: Consumer Demographics and the Impact of Social Media Advertising: Multiple Correlation Coefficients

R	R Square	F	Result
0.103	0.011	1.982	Not significant

It was found from the above tables that there was low level of correlation (0.103) between the selected consumers' demographic characteristics and their acceptance of the impact of social media advertisements on consumer electronics purchases. It indicated that only 10.10% of the impact of social media advertisements can be described by the variance of all independent variables; the remaining 89.90% can be explained by variables not included in the model. The multiple correlation coefficients are not significant, as indicated by the F value. Consumer acceptance of the impact of social media advertisements on the purchase of consumer electronics is not influenced by respondents' age, gender, or level of education. On the other hand, the impact of social media marketing on the purchase of consumer electronics is significantly influenced by the monthly income of the consumers.

Conclusion

In the present world, technology is occupying a major role of human life. Especially, it plays a significant role in marketing of products and services in the market. Usage of electronic goods is unavoidable in the human life. Many types of electronic goods are being used by people for their daily life. Hence electronic goods producers want to market their products in efficient manner. Always the markets want to reach their products, for this they seek for media which has close touch with the people. In such way, in the recent decade social media such as Facebook, Instagram, YouTube, Twitter have close touch with majority of people. Hence markets of electronic goods make advertisements through social media for their products. In this context, the researcher studied the impact of social media advertising on consumer buying behaviour of electronic goods in Cuddalore district in the state of Tamilnadu. The study found that the factor of "Consumer electronics are widely popularized through social media advertising" had more impact on consumers buying behaviour of electronic goods, followed by "Social media advertising boosts reliability on electronic goods" and "Consumer electronics advertising on social media increases the speed". The factor of social media advertising "Social media advertising expedites the buying process" had least level of impact, followed by the factors of "Social media advertising creates peer support networks online" and "Social media advertising produces an effective sales process". It was also evidenced that there was no significant effects of demographic factors of the respondents (gender, age, education and income) on the impact of social media advertising on consumers' buying behaviour towards electronic goods in the study area.

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