



INFLUENCE OF ADVERTISEMENTS EFFECTS IN IMPULSE BUYING BEHAVIOUR TOWARDS SOCIAL MEDIA IN ELECTRONIC RETAILING

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Abstract. Advertisements are cold, indifferent attempts to get the word out about a services, goods, concepts and ideas. In advertisement there is no interaction between the manufacturer and the final customer. In order to get this 'ad' message across to the intended market. The advertiser employs a variety of effective and practical media vehicle. Promotions in social media can lead to a hasty purchase. The marketer then selects the most appropriate medium in which to disseminate the message to the intended market. The purpose of this study was to investigate the influence of social media on consumers' propensity to make impulsive purchases when shopping online. Use of the internet for both personal and professional reasons. The purpose of this observational research is to gain insight into the realities of those who promote their goods and services on social media. To solve this mystery, the researcher has employed a mixed methodology, drawing on both main and secondary sources. The structured questionnaire has served as a primary source of information, while articles from periodicals and online resources served as supplementary sources. Researchers recruited 400 randomly selected customers who made purchases through electronic channels, and then surveyed them about their social media usage and preferences. Standard deviation of the sample was used to determine the final sample size for this research. According to the results of this research, Instagram is widely regarded as the most effective instrument for promoting businesses and expanding business networks. To make a snap decision, many business owners use Instagram to look at products before buying. Instagram is a specialized marketing strategy developed by business owners to increase brand recognition and consumer interest in their wares.

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1 INTRODUCTION

Advertising is described as two-way communication between a company and its target audience in this case. Commercials are messages that are sent to an audience for the purpose of informing or swaying them, and the costs associated with doing so are borne by the advertiser. Advertising is more than just a medium for spreading the word about goods and services. But it's also used to get the word out about important social issues. Many advertisements combine product promotion with a call for aid to help those in need, whether it be children's education, relief for those hit by natural disasters, or the spread of information about preventable illnesses like AIDS, tuberculosis, etc. There are three considerations to bear in mind when choosing advertising media. Three factors are considered: (1) price, (2) capacity, and (3) customer category. Advertising in print publications like journals, pamphlets, newspapers, and posters is considered to be one of the more "traditional" forms of advertising. TV and radio are prohibitively costly compared to print media, making them impractical for advertising by smaller businesses. Most business owners now recognize that promoting their products or services on social media is not only simple but also relatively affordable. Personal credibility was also a factor in the success of the campaign, as it allowed for more merchandise visibility. Nearly all businesses rely on personal networks consisting of friends, family, and acquaintances for product promotion. However, with the help of social media, modern business owners are in a position of greater control over their advertising. Instagram also provides its users with a safe space to conduct business without fear of repercussions from their peers.

2 STATEMENT OF THE PROBLEM

Bringing a new product to market is a challenging task in today's cutthroat economy. It was a much more challenging task to penetrate back in the olden days. However, keeping up with the competition in today's market has evolved into a vital activity. As such, advertising is crucial to the success of any marketing campaign. Corporations worldwide are engaged in a fierce advertising battle in an effort to keep their sales levels steady and remain competitive. If they spent first, then they build brand awareness in the minds of consumers and penetrate the market. This study focused on the effectiveness of advertisement in impulse buying towards social media in online retailing and this study found that Instagram has considered as the most effective tool to promote the business and expand the network of business.

3 RESEARCH OBJECTIVES

The objectives that were used to determine an answer to the posed question.

- To learn how well group targeting is achieved via social media advertising.
- To analyze the impact of social media advertisements on in-store purchases made on the spur of the moment (Instagram)
- Examining the effect that advertisements have on consumers' perceptions of brands and their propensity to make spontaneous purchases when shopping online.
- The purpose is to provide helpful recommendations based on the results.

4 REVIEW OF LITERATURE

Baker E (2001) suggests that advertising can influence how consumers feel about a product. Ambient factors, such as the availability of positive company information and the timing of advertising exposure; Brand image is "perceptions about a brand as mirrored by the brand association retained in consumer memory," according to Keller (1993). Brand image can be affected by shifts in consumer motivation, opportunity, or ability. By "memorable associations," we mean any feature of the company that a given individual may recall (Aaker, 1996). Among the earliest examples of consumer brand perceptions found in marketing literature is "brand image," which refers to the rational or emotional imprints consumers have of various brands.

According to (Haugtvedi, Machleit, & Yalch, 2005), the term "purchase intention" refers to the lack of any specific intent on the part of the customer regarding the eventual purchase or non-purchase of a product. It's one of the key indicators of how well a commercial performs and how consumers respond to it. According to Martenson (2007), a brand's ultimate consumers serve as the brand's single most important part or produce the brand's single most important outcome. Because consumers have so many companies to choose from, and brand communication can become overwhelming. Positive brand associations can increase customer allegiance, justify a higher price point, and spread goodwill among consumers. Extensions that appear to be well received by consumers can actually dilute the brand's identity, according to research by Salinas and Pina (2009). Many helpful sources of information about the company or product combine to create an impression in the minds of potential buyers. In particular, different modes of dissemination, including but not limited to word of mouth, advertising, packaging, and even comments or reviews from people who have used a particular brand before, may be reliant or independent on the marketing at play.

5 RESEARCH METHODOLOGY

- Research methodology is a formal framework for conducting studies in a systematic manner and optimizing one's findings.

5.1 Research Design

A study used a descriptive research strategy, which entails organizing data collection and analysis in a way that maximizes both the study's return on investment and its efficiency. Generally speaking, evocative study entails gathering information. The focus here is on elucidating what makes different businesses tick.

5.2 Data Collection

Primary and secondary sources were used to compile the data for this research. Primary data are information that has never been gathered before and is therefore completely unique. The organized questionnaire has been used for collecting primary data for analysis. Secondary data for this research came from the world wide web, a variety of books, company records, and journals

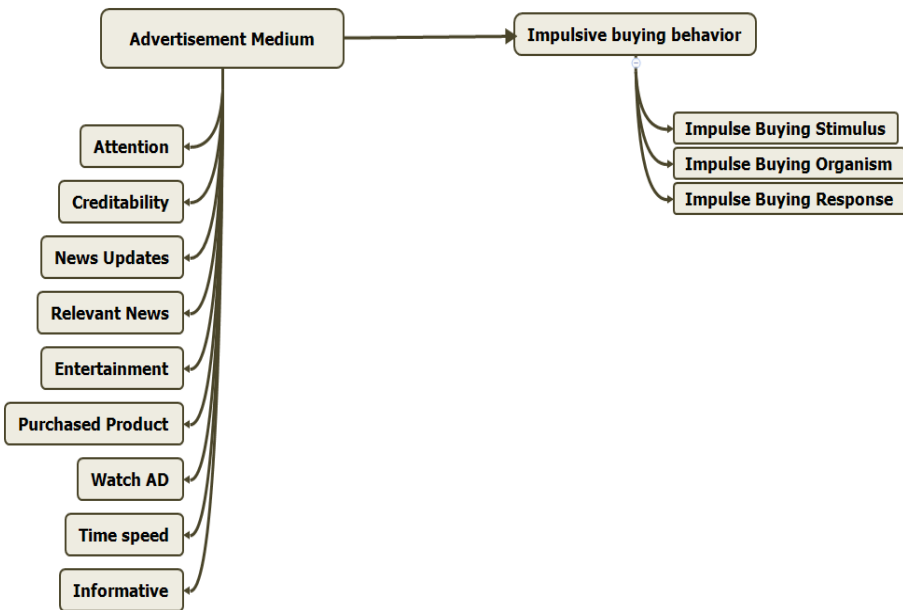


Fig. 1. Framework of the Research

5.3 Sampling Plan

The methodology used to collect samples was a systematic random selection. A random number between 1 and n is selected at the outset of the systematic sampling process, and from there every nth element of the community is drawn. The

research uses a sample size of 400 online customers, all of whom are drawn at random from the Triunelveli district.

5.4 Analysis and Interpretations

Table1. Table Showing the Respondents Profile

Variables	Category	N o.	%	Variables	Category	No.	%
Age	Up to 30 Years	64	16.0	Education	HSC	4 8	1 2.0
	31 to 40 Years	144	36.0		Diploma	5 6	1 4.0
	41 to 50 Years	112	28.0		UG	1 44	3 6.0
	51 to 60 Years	36	9.0		PG	1 52	3 8.0
	Above 60 Years	44	11.0		Total	4 00	1 00.0
	Total	400	100.0		Up to Rs. 10,000	1 00	2 5.0
Gender	Male	240	60.0	Income	Rs. 10,001 to Rs. 15,000	4 4	1 1.0
	Female	160	40.0		Rs. 15,001 to Rs.20,000	5 6	1 4.0
	Total	400	100.0		Rs. 20,001 to Rs.25,000	6 8	1 7.0
Marital Status	Married	168	42.0		Above 25000	132	33.0
	Unmarried	232	58.0	Total	400	100.0	
	Total	400	100.0	Family Members	2	29	7.3
Occupation	Student	156	39.0		3	118	29.5
	Govt.	48	12.0		4	148	37.0
Occupation	Private	72	18.0		Above 4	105	26.3
	Unemployed	44	11.0		Total	400	100.0
Occupation	Business	80	20.0	Type of Family	Joint Family	187	4 6.8
	Total	400	100.0		Nuclear Family	213	5 3.3
					Total	400	100.0

- The above table 1 stated that the 36% of respondents age group is 31 to 40 years and 240 male respondents (60%) and 160 female respondents (40%).

- According to the above table, student respondents account for 156 (39%), government workers account for 48 (12%), private employees account for 72 (18%), unemployed account for 44 (11%), and business men account for 80 (20%). According to the above analysis, the bulk of respondents have an income of more than Rs.25000.
- According to the above analysis, the majority of respondents belong to a nuclear family structure. According to the above chart, 29 (7.3%) of respondents have two family members, 118 (29.5%) respondents have three family members, 148 (37%) respondents have four family members, and 105 (26.3%) respondents have more than four family members.

Table 2. Customers’ opinion about the effectiveness of advertisement in social media towards Electronic Retailing

Reason for Impulsive buying	Mean	Standard deviation	Mean ranking
Attention	4.51	0.47	2
Creditability	4.53	0.42	1
News Updates	3.57	1.36	7
Relevant News	3.89	0.94	6
Entertainment	2.91	1.67	9
Purchased Product	3.10	1.87	8
Watch Ad	4.30	0.56	4
Time speed	4.26	0.54	5
Informative	4.50	0.42	3

According to the above table, the majority of customers (90.6%) firmly agree that creditability was the primary reason for the Creditability to purchase impulsively, and it was ranked as:

- First, the cause for using social media (Instagram) in an electronic retailing business. This variable had the lowest standard variation of 0.42. It demonstrates that the majority of customers are contemplating with little variation in their opinions.
- The second position was given to Customer Attention. The majority of customers firmly agree that 90.2% of impulsive purchases are the result of attention on AD in social media (Instagram). This variable had the lowest standard variation of 0.47. It demonstrates that the majority of customers are contemplating with little variation in their opinions.
- The third rank was given to informative in order to obtain consideration as on customer contract. The most of the customers confidently agreed 90.0% of buyers intend to spend time on social media as a result of informative content (Instagram). This variable had the lowest standard variation of 0.42. It demonstrates that the majority of customers are contemplating with little variation in their opinions.

- Based on customer feedback, the fourth rank was assigned to monitor Ads for non-productive purposes. The 86% of the customers strongly agree that buyers observe advertisements for non-productive reasons. This variable had the lowest standard variation of 0.56. It demonstrates that the majority of customers are contemplating with little variation in their opinions.
- The fifth rank was assigned to Time speed, despite the fact that they have adequate data balance to satisfy their customers' satisfaction. The 85.2% of the respondents confidently agree that buyers are influenced by Internet speed and duration. This variable had the lowest standard variation of 0.54. It demonstrates that the majority of customers are contemplating with little variation in their opinions.
- Relevant News was given the sixth position based on customer satisfaction. A sizable proportion of customers concur that Relevant News on Social Media influenced 77.8% of buyers and it had a moderate standard variation of 0.94. It demonstrates that customer opinions differ slightly.
- The seventh position was given to News Updates based on customer satisfaction. The 71.4% of respondents are motivated by News Updates and it scored 1.36 standard variation.
- The purchased merchandise received the eighth rank based on customer satisfaction. A sizable proportion of customers are neither agreeing nor disagreeing that 62% of buyers purchase a product as a result of positive or negative purchase choices. This variable had the highest standard variation of 1.87. Customers showed a high degree of variation.
- The ninth position was given to Entertainment based on customer satisfaction. A significant proportion of customers are neither agreeing nor disagreeing that 58.2% of purchasers consider Entertainment to be important

Table 3. Regression Coefficients

Model	Un-standardized Coefficients		Stand-ardized Coefficients	t	p
	B	Std. Error	Beta		
(Constant)	9912.561	6296.821	-	1.574	0.176
Attention, Relevance	11.616	1.727	0.832	6.726	0.001
Creditability	-387.496	86.602	-0.235	-4.478	0.007
News updates	-112.438	197.335	-0.041	-0.570	0.593
Time speed	-239.964	204.224	-0.072	-1.175	0.293

Informative and Entertainment	11.810	0.902	0.482	13.092	0.000
Watch AD, Purchased product	-82.850	62.963	-0.081	-1.316	0.245

H0: There is no impact on Advertisement medium factors and IBB.

H1: There is an impact on Advertisement medium factors and IBB.

- Out of the six variables listed above, Attention and Relevance significant value is 0.001, t value is 6.726 which is greater than 1.96 of 95% of confidence level, thus this information factor is more influencing to buy impulsively, Creditability significant value is 0.007, t value is 4.478 > 1.96, this also significantly influencing to buy impulsively. And the Informative and Entertainment values are 0.000, and the t value is 13.092 > 1.96, which is more influencing to buy quickly

Table 4. Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.999	0.999	0.998	346.24

a. Predictors: (Constant), Attention, relevance, credibility, news updates, rapidity of delivery Both informative and entertaining, advertisement and purchased product
 The R2 value in this chart is 0.999. The degree of certainty is 99%.

Table 5. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	504002548.73	6	84000424.788	743.036	0.000
Residual	565251.285	5	113050.255		
Total	504567800.00	11			

a. Dependent Variable: IBB

b. Predictors: (Constant), Attention, Relevance, Creditability, News updates, Time speed, Informative and Entertainment, Watch AD and Purchased Product

The significant number in this Anova table is $0.000 < 0.05$. Which Advertisement factors influence more to buy impulsively value is 743.036 which implies 743 times predicting Advertisement factors on Impulse buying behavior.

6. FINDINGS AND SUGGESTIONS

- According to the above chart, there are 240 male respondents (60%) and 160 female respondents (40%). According to the above table, student respondents account for 156 (39%), government workers account for 48 (12%), private employees account for 72 (18%), unemployed account for 44 (11%), and business men account for 80 (20%). According to the above analysis, the bulk of respondents have an income of more than Rs.25000. According to the above analysis, the majority of respondents belong to a nuclear family structure. The majority of customers, approximately 90.6%, strongly agree that creditability was the primary cause for the Creditability to buy Impulsively, and it was ranked first in the reason for choosing a social media in E-Retailing. The seventh position (71.4%) was given to News Updates based on customer satisfaction. The purchased merchandise received the eighth rank based on customer satisfaction. A sizable proportion of customers are neither agreeing nor disagreeing that 62% of buyers purchase a product as a result of positive or negative purchase choices. The ninth position was given to Entertainment based on consumer satisfaction. A sizable proportion of customers does not agree or dispute that 58.2% of buyers consider Entertainment. Purchase intention is affected by advertisement in social media. According to the results, the researcher suggests that advertisements in Instagram influence impulsive purchasing intention. Short representations of product details and clear descriptions of product features using simple sentence formation can help to enhance the effect of Instagram advertising on impulse purchase intention. Furthermore, repeated posting of different ads for the same product with a focus on product features, unique designs, price, and offers may improve the overall positive effect on user's minds towards impulsive purchase intention.

7. CONCLUSION

Each company has realized that effective communication with its target market is crucial to its survival. It's not just about making a buck; it's also about addressing societal issues, promoting political candidates, and selling products. Instagram, as a form of social media, has entered the realm of advertising thanks to its potent ability to compel customers to make hasty purchases. As a result of its rapidity, low expense, and wide effectiveness, it has been put to good use in advertising campaigns. There are a variety of ways in which it can replace established social media advertising networks in the future.

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