Impact of Social Media Advertisements on Customer Purchase Intentions

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ABSTRACT

These changes have molded the way consumers interact with brands within recent years through which advertising and traditional means and marketing channels of social media like Facebook, Instagram, and Twitter convey. This research explores how the purchase intentions affected by social media ad vary with those elements such as interactivity, credibility, informativeness, and entertainment that mold consumer behavior. In social media, the condition is different from other ways of marketing. Social media is interactive, with two-way communications-the consumers actively interact with the brands through comments and shares, and through feedback, which constitutes electronic word-of-mouth (e-WOM), a tool that informs and persuades possible buyers through recommendations and reviews from their peers. A majority of an extensive literature review enables the synthesis of findings from studies that have indicated that there is increasing strength in social media ads to improve consumer behavior. This is rooted in two prominent research issues- millennial and Gen Z consumers, as these most active users on social media demonstrate higher sensitivity to digital ads. Therefore, the importance of critical engagement strategies, such as personalized targeting and culturally appropriate content, is highlighted in boosting participation and building loyalty with the brand. With this insight, companies can provide more meaningful advertising in order to enhance relations with consumers and will still result in higher conversion rates. Such a study will also add to the field as it puts forward a framework for using social media advertising to enhance brand awareness, engagement, and sustained growth within an increasingly digital world.

KEYWORDS: Artificial Intelligence, Customer Engagement, Digital Marketing, Personalization, Predictive Analytics and Automated Content Generation

INTRODUCTION

Focusing on global development, keeping up with market trends and benefiting from advanced technologies, 21st century businesses are moving from traditional forms of mechanisms and platforms to digital platforms to filter the value proposition of the products they offer. Advertising is a similar business sector that is leveraged through these digital platforms. In this regard, social media platforms make up a large part of these digital platforms. Platforms such as Facebook, Twitter, Instagram, Gmail, Outlook, etc. are now the medium through which businesses promote and advertise their products to the target and desired consumer groups. These platforms are equipped with tools and mechanisms that allow advertisers to engage, understand, influence and gain in-depth knowledge of the tastes, preferences and tastes of their target consumers.

This new wave of online advertising encourages customers to visit online ads, which is the polar opposite of traditional advertising where print and broadcast media are promoted in the consumer's space and mind. Some mechanisms and tools of online advertising: pop-up ads, HTML ads, text ad templates, GIF ads, interstitial ads. Some social media platforms, such as Facebook and Instagram, also use so-called "dark posts", which allow advertisers to display online ads as sponsored content to a targeted user group, appearing in their news feeds and feeds. These various tools and mechanisms are measured on the basis of ad clicks, website clicks, website frequency, data traffic etc. Billionaire and founder of tech giant Amazon, Jeff Bezos, once said, "If a consumer is unhappy in the physical world, he can communicate thatto six different people, but if a consumer is unhappy on a social media platform, he can communicate that to 6,000 different people.This article explains the reach of advertising on social networks and its impact on consumers, which differs from media such as print and audiovisual.

As technology continues to permeate every aspect of daily life, social media is rapidly expanding as a means of convenient communication and information sharing among users (Agichtein, 2008; Moghavvemi et al., 2016). Social media

encompasses various online platforms and services, including those related to online movies (Basuki et al., 2022). Nowadays, social media plays a vital role in business operations and transactions, providing information on products and enabling e-wallet payment processing (Basuki et al., 2022). With the increasing use of digital technology and the internet, people can satisfy various needs, such as communication, information access, and online shopping.

Social media marketing is a new form of advertising that allows companies to create relevant and valuable content for consumers, leading to increased consumer engagement and recognition of branded posts (Dahnil et al., 2014; De Vries et al., 2012; Michaelidou et al., 2011). Many small and medium-sized enterprises (SMEs) in Indonesia, including the Sweet Black Coffee Shop, use social media marketing to improve their brand image, establish brandtrust, and increase purchase intentions.Nowadays, internet provides a direct link on various sites for advertising the products or services. The provision for pay per click advertising is also available. Social media advertisements are displayed in a unique manner so that the customers visit the advertisements and show some interest. As compared to the traditional modes of advertisement such as radio, TV, magazines etc. the social media advertisement is mostly preferred by the customers. Social media advertisement includes text ads, image ads, pop-up ads, banner ads and HTML adds. These all ads are dominant over other traditional kinds of advertisement techniques. There are various parameters such as hits, clicks whichare used to calculate the frequency of visit to any website and the time spent on a particular website to predict the consumer behaviour.

Reviews in the social media ads are one of the primary factors for knowing customer'sbuying intention. These reviews are widely available for judging any product or service and italso creates a great value for both companies and customers. It has been noticed that customers also find it interesting to rate and review the product or service online. This helpsto build a good or bad electronic word of mouth (e-WOM) which helps the customers in theirpurchasing decisions.As the emergence of social media advertising, most of the businesses have introduced their brands on social media platforms. At the initial stages, fashion retailers use social media to build awareness towards their brands, with the time most of the businessmen have recognized the importance of social media to reach their target customers, throughout the past decade, social media advertising has become much stronger.

Moreover, the previous studies convince that the development of social media advertising aligns with the fashion industry. As an industry term the "fashion" could be characterized as aconsumer behavioural phenomenon, surrounding both intangible and tangible contexts, within the domain of social influence and diffusion. Similarly the Fast fashion can be defined as cheap, trendy clothing that samples ideas from the catwalk or celebrity culture and turns them into garments in high street stores at breakneck speed. (Rauturier, 2018). In terms offast fashion, it always bonded with the youth and trendiness, whereas fashion acts as a sign and aid to differentiate social identity, taste and cultural capital. (Watson, 2013) According toKozinnets, Andrea, Sarah & Valack, they found that both the social media and social media platforms contribute to every stage of the consumer decision making process model. Therefore, the "fashion conscious" people will be aware quicker than the others.

Traditional media such as printed media, radio, television advertising are replaced by social media advertising which has become an important channel of the marketing campaign.Considering the Sri Lankan fast fashion industry, they have gained a strong global reputation for the ethical production of high-quality apparel, such as Victoria's Secret, GAP, Liz Claiborne, Next, Jones New York, Nike, Tommy Hilfiger, Pink, Triumph, Ann Taylor, Marks & Spencer, Boss etc. (EDB -Sri Lanka, 2019) Not only that there are some local Fashion chains like Nolimit and Odel introducing their own brands such as "NLM" and "Embark" similarly the other fashion brands like Kelly Felder, G flock. Doing their business in a different way, they are highly positioning their products into the upmarket. Moreover, those companies are more focused on providing Sri Lankans with clothing that suits the local conditions, considering fashion industry now and almost all the fashion chains do theirmaximum to capture the competitors' market, as a result of it, they use social media for their advertising campaigns.

With that influence, Sri Lankan fashion retailers are in a silent war to attract consumers towards their brands. At the same time Gerald identified that the 71% of the social media users prefer to make purchases based on social media accounts, and he also found that the millennials are considered to be the generation that spends most of their time online, with social media influencing 47 % of their purchases. (Gerald, 2019) He further pointed out that social media provides a platform and the best way to execute an effective marketing campaign. Similarly, a recent report from Deloitte shows how social media advertisingeffects on consumer buying behavior and also it states that 47 % millennials are influencedby the social media (Roesler, 2019) There can be seen an ever more increasing impact of social media advertising on consumer

buying behavior. In today's hyper-connected digital ecosystem, the meteoric rise and broad adoption of social media have ushered in a sea changein how businesses, especially those in the retail sector, communicate with their customers.

Both technological progress and changes in consumer behavior have contributed to thistransformation, which calls for a deeper dive into the results of social media advertising .The fashion retail business has been particularly hard hit by the rise of online shopping due to the sector's reliance on visual appeal and customer experience.There is now a more relaxed and friendly vibe in clothing stores thanks to the democratization of the fashion industry brought about by social media platforms like Instagram, Facebook, and TikTok. These channels have not only provided fashion brands with state-of-the-art tools for marketing their products and sharing their stories, but they have also empowered consumers to have input on the development of both Marketers and consumers now have a more fluid relationship, and the relationship between social media advertising and consumer behavior has become moreinteractive and immersive as a result.

REVIEW OF LITERATURE

Kaplan, A. M., & Haenlein, M. (2010). "Users of the world, unite! The challenges and opportunities of Social Media."This foundational paper explores the rise of social media and its implications for marketing. The authors discuss how social media platforms create uniqueopportunities for businesses to engage consumers through targeted advertising. Their findings suggest that social media advertisements can significantly influence consumer behavior and purchase intentions by fostering a sense of community and interaction between brands and consumers.

Mangold, W. G., & Faulds, D. J. (2009). "Social media: The new hybrid element of the promotion mix."This article examines how social media serves as a hybrid marketing tool that integrates traditional advertising with user-generated content. The authors argue that social media advertisements can enhance brand awareness and influence consumer attitudes, ultimately affecting purchase intentions. Their research highlights the importance of authenticity and relatability in social media campaigns.

Tuten, T. L., & Solomon, M. R. (2017). "Social Media Marketing."This book provides an extensive overview of social media marketing strategies and their effects on consumerbehavior. The authors emphasize that effective social media advertisements can shape consumer perceptions and drive purchase intentions. They explore various case studies demonstrating successful campaigns and the psychological factors that influence consumer responses to social media ads.

Dahl, D. W., & Moreau, C. P. (2002). "Thinking Inside the Box: The Interaction of Cultural and Consumer Creativity."This research investigates how cultural factors influenceconsumer creativity and responses to advertising. The authors suggest that culturally relevantsocial media advertisements can enhance consumer engagement and positively impact purchase intentions. Their findings indicate that consumers are more likely to respondfavorably to ads that resonate with their cultural backgrounds.

Hutter, K., Hautz, J., Dennhardt, S., & F. F. (2013). "The impact of user interactions insocial media on brand awareness and purchase intention."This study analyzes the relationship between user interactions with social media advertisements and their effects on brand awareness and purchase intentions. The authors find that higher levels of engagement, such as likes, shares, and comments, correlate positively with increased purchase intentions. This research highlights the importance of fostering consumer interaction within socialmedia campaign.

Nadaraja, R., & Yazdanifard, R. (2013). "The impact of social media on consumer buying intention."This article explores the direct effects of social media on consumer purchasing behavior. The authors highlight that social media advertisements significantly impact brand perception and consumer trust, which are critical factors in driving purchase intentions. Their findings suggest that social media's interactive nature enhances consumer engagement and encourages buying decisions.

Lim, W. M., & Ting, D. H. (2012). "E-WOM: A New Dimension of the Marketing Mix."This study examines electronic word-of-mouth (e-WOM) as a crucial element of socialmedia marketing. The authors argue that positive e-WOM generated through social media can enhance brand credibility and influence consumer purchase intentions. They emphasize the role of user-generated content in shaping consumer perceptions and driving sales.

Alalwan, A. A., et al. (2017). "The impact of social media advertising on consumer behavior: A study of the Jordanian market."This study focuses on the Jordanian market, examining the relationship between social media advertising and consumer purchasing behavior. The authors find that effective social media ads significantly enhance consumer

awareness, engagement, and ultimately, purchase intentions. This research provides empirical evidence supporting the effectiveness of social media advertising in a specific cultural context.

Phua, J., Jin, S. V., & Kim, J. (2017). "The relationship between social media use and consumer purchase intention: A meta-analysis."This meta-analysis synthesizes findings frommultiple studies to assess the overall impact of social media on consumer purchase intentions. The authors conclude that social media use positively influences purchase intentions across various contexts and demographics. Their findings reinforce the notion thatsocial media advertising is a powerful tool for marketers aiming to drive consumer behavior.

OBJECTIVES OF THE STUDY

- To understand whether social media advertisements or tools have a positive or negative impact on consumers" desire to purchase the offerings.

- To find out strategies and tools which are ideal interms of avoiding negative influences, improving the efficiency and effectiveness of these ads, so that theyinfluence consumer"s purchase intention to the maximum.

RESEARCH MODEL
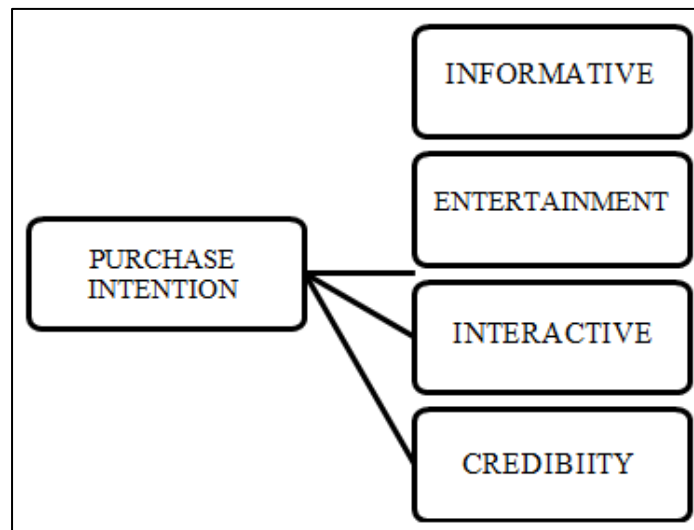
HYPOTHESIS

Null Hypothesis (H₀):

Neither social media advertisement nor tools have a meaningful influence on consumers' level of desire to buy products or services.

Hypothesis Alternate (Hₐ):

Social media ads and tools have a great influence on consumers who wish to buy certain goods or services, be it positively or negatively.

RESEARCH METHODOLOGY

The research methodology is an extremely important factor in determining the validity and dependability of the results obtained from the investigation. In this study, we employ a mixed-methods approach to analyze the impact of social media marketing on customerbehavior in the fashion retail business. Our goal is to gain a full understanding of this relationship. By utilizing this methodology, we are able to blend qualitative and quantitative data, which ultimately results in a more in-depth comprehension of the phenomenon

CORRELATION

HYPOTHESIS:

Null Hypothesis (H0): There is no relationship between PI and IN (r = 0).

Alternative Hypothesis (H1): There is a positive relationship between PI and IN (r > 0).

		PI	IN	EN	INT
PI	Pearson Correlation	1	.325**	.506**	.278**
	Sig. (2-tailed)		0.000	0.000	0.001
	N	150	150	148	150
IN	Pearson Correlation	.325**	1	.413**	.444**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	150	150	148	150
EN	Pearson Correlation	.506**	.413**	1	.299**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	148	148	148	148
INT	Pearson Correlation	.278**	.444**	.299**	1
	Sig. (2-tailed)	0.001	0.000	0.000	
	N	150	150	148	150
**. Correlation is significant at the 0.01 level (2-tailed).					

INTERPRETATION:

Each variable is positively correlated with the others, meaning that an increase in one variable is generally associated with an increase in the others. Since all correlations are statistically significant ($p < 0.01$), these relationships are unlikely to be due to random chance. The strongest relationship in this matrix is between PI and EN (0.506), suggesting a particularly close association between these two variables. The weakest, yet still significant, relationship is between PI and INT (0.278).

ANOVA

HYPOTHESIS:

Null Hypothesis (H0): There is no significant difference in the mean PI scores across the groups (mean differences are due to chance).

Alternative Hypothesis (H1): There is a significant difference in the mean PI scores across the groups.

		Sum of Squares	df	Mean Square	F	Sig.
PI	BetweenGroups	50.298	3	16.766	1.847	.141
	Within Groups	1325.275	146	9.077		
	Total	1375.573	149			
IN	BetweenGroups	81.168	3	27.056	3.036	.031
	Within Groups	1301.206	146	8.912		
	Total	1382.373	149			
EN	BetweenGroups	52.448	3	17.483	1.658	.179
	Within Groups	1518.120	144	10.542		
	Total	1570.568	147			
INT	BetweenGroups	131.342	3	43.781	3.825	.011
	Within Groups	1671.218	146	11.447		
	Total	1802.560	149			

INTERPRETATION:

For IN and INT, ANOVA results are statistically significant, indicating that the means across groups are significantly different; therefore, group membership most likely influences these variables. For PI and EN, there is no difference between groups, which means that these variables are not influenced by group differences.

FINDINGS

- The biggest response group across samples tends to be neutral, with percentages ranging from 26% to 37.3%. This raises doubts as to whether there are many respondents who probably do not have strong opinions or remain in an undecided position about the statement.

- **General Support:** Given the average of all samples, in most samples, the percentage of people agreeing to the statement and strongly agreeing to it exceeds that of those disagreeing and strongly disagreeing, often between 40% and 47.4%.

- **Variability in Agreement Levels:** The agreement levels are considerably variant in samples. It appears as the largest category for agree group with percent 30-34 indicating an average leaning of the response toward the statement.

- **Moderate Opposition:** Combined disagreement (disagree + strongly disagree) usually falls within a range of 24% to 42%. Opposition in this case exists, but not as predominantly potent in most samples. However, in some samples, opposition was strong enough to represent divided opinions among the respondents.

- **High Indecision Among Respondents:** The neutral category always represents the largest percentage-mostly between 26% and 37.3%. This is very high neutrality level, which may be interpreted as mixed feelings of the respondents or that they were not informed properly to definitely affirm the statement.

- **Strong Levels of Disagreement in Certain Samples:** There are samples in which quite strong disagreement levels have been witnessed in the range of up to 23.3%. Such results would, however, suggest that some respondents are strongly opposed to the statement.

- **Most General Spacing across all the Dimensions:** The answers are spread out roughly equally across all dimensions (agree, strongly agree, neutral, disagree, and strongly disagree), where no dimension really stands out and thus gives a range of views in the population group. Agree and Strongly Agree as the Highest Percentage Plural The sum often works out as the highest percentage roughly ranging from 40% to 47.4%, showing the overall positive view end.

- **Moderate Combined Disagreement**: Not as primary as to agreement, disagree and strongly disagree are still considerable in percents of 24-42%. This means a certain extent of reservations or criticism by a considerable share of respondents.

- **Largest Category Shift:** Neutral is often the largest category; sometimes in some samples, agree or disagree responses can be larger than neutral indicating variability in the force of feeling among the response group.

- **Mild Polarization the Results Manifest Mild Polarization:** the distribution of responses is between the neutral, agree, and disagree groups, with no overwhelming opinion that would lean towards an affirmative or mixed reaction against the statement in question.

- Range of Disagreement Magnitude This is manifested in the disagreement category, wherein the responses are generally average, not overwhelmingly high. High yet Balanced Range of Agreement and Neutrality: The agreement percentages tend to be balanced or slightly above the neutrality, indicating that some respondents may agree, while many are still undecided.

- Indications of a Divided Audience With the high percentages spread across the three possible categories-agree, neutral, and disagree-it thus emerges that the outcomes express a divided audience, where opinions regarding the statement or the question will vary widely.

- **Potential for Change in Neutral Respondents:** There is potential to possibly change the neutral response with more information or activation towards con or against the proposition

SUGGESTIONS AND RECOMMENDATIONS

- **Personalized Advertising:** Through data-driven insights, ensure that their ads are aligned to the preferences, behavioral patterns, or even the purchase history of individual customers. Personalization helps make the consumer's sense of relevance in ads enhance engagement.

- **Leverage Influencer and User-Generated Content:** Partner with influencers whose audiences mirror your target profile. Those customers who share individual experiences, through reviews or testimonials, will help build trust and credibility, hence a higher propensity to buy.

- **Use High-quality Visuals and Videos:** eye-catching visuals and engaging videos capture attention fast. That is an absolute essential on fast-scrolling social media platforms. High-quality media makes ads stand out and keeps potential customers interested.

- **Integrate Clear Call-to-actions:** guide customers toward a specific action, say Shop Now,Learn More, or Get Yours Today. Strong CTAs may make it more straightforward for the user to understand next steps and really improve the conversion rates.

- Make sure that ads are mobile-friendly because most access social media through their mobile phones. Formatting, load speed, and ease of navigation on a small screen all work together toward a smooth experience.

- **Retargeting:** Retargeting is a type of ad to re-engage users who may have previously interacted with your brand but haven't made a purchase yet. Retargeting keeps your brand top-of-mind, and conversion rates may rise.Social Proof and Reviews Add customer ratings, reviews, and testimonials to ads. Positive social proof will increase the confidence of purchase decisions, thus decreasing purchase hesitation and driving more users to buy.

- Offer something limited in time, discounted or as part of a promotion. When a product or service is available only for a short time, immediate purchase actions occur because customers prefer to take advantage of a good deal while they can.

- **Use Interactive Features such as Polls, Stories and Live Streams:** The interactive formats allow the customer to be more active and participate in advertising. Polls, live sessions, and stories have greater chances of conversion with more personal interactions. Target niches with precision by focusing on areas where the social media sites offer targeting capabilities, targeting specific audiences who are likely to be interested in your products. Precise targeting ensures ads are seen by the right people, further increasing the chances of a positive response.

- **Consistent Brand Messaging:** Use consistent branding voice throughout your social media and ad campaigns. Consistency does help in branding recognition and helps in building trust with customers.

- **Emotional Appeals:** Use emotional appeal through storytelling, humor, or other means. An ad that evokes positive emotions, triggering customers to make a purchase, increases its stickiness because the customer will be more likely to recall your brand.

- **Campaigns Analyze and Optimize Frequently:** Therefore, you must utilize analytics tools to track the performance of your social media ads and accordingly work upon it based on the data retrieved from it. This would enable you to manage your ads appropriately as well as ensure that your investment is judiciously expended.

- **Test Different Ad Formats:** Experiment with carousel ads, story ads, or short video ads-whatever floats your boat- and find which one best works for your audience. Testing formats can help ensure the content remains fresh and engaging.

- **Target Long-term Relationships:** It is a retention game, not a quick-sales game. Engaging a customer through social media beyond an ad helps create loyalty and chances of repeat sales.

- **Educate and Offer Value:** Create informative advertisements that educate the customer on the benefits, usage, or value of a particular product. Informative copy rather than a generic sales pitch can lend an advertisement credibility, making the users more likely to buy.

CONCLUSION

The influence of advertisements in social media on the purchasing intent of customers is highly significant and multifaceted. As social media becomes an essential part of daily life, it offers businesses a new channel through which to reach customers with attractive, engaging, and personalized content. Capturing the attention of customers through social media ads by both creating targeted advert models and involving customers in engaging formats of advertisements can be executed. This focused engagement increases the visibility of a brand and also implies a much deeper relationship with the customers, which eventually leads them to have purchase intent.Social media ads enable one of the most potent impacts: leveraging customer data to serve content that is extremely customized. In terms of use behavior, demographics, interests, and even very recent searches, social media offers the platform to create ads that genuinely speak to the center of every customer. The personalization increases the pull of advertisements toward the consumer's brain, causing them to get more attached to the brand. In fact, research studies show that such personalized advertisements increase the degree of trust among clients, which in turn can lead to a better chance of conversion.Social media advertisements benefit from the interactivity and social nature of social media sites, which creates loyalty to the brand and drives word-of-mouth influence. Through comments, likes, shares, and even live-streaming, the customers can directly interact with the brand and other users, therefore triggering a social proof effect. Over time, it would mean building trust since the customers can see firsthand instant reactions and remarks from their peers. For most cases, the influence of the peers cements purchase intentions as it boosts the chances of trusting the product or service if seen as endorsed by a user's network. In its apparent benefits, there are still disadvantages and challenges that come from social media advertising. Overexposure to ads can deter customers from interacting with the ads. Negative feedback about ads sometimes deters them. Customers will deem ads intrusive or irrelevant and sometimes even adverse to the brands if the ads are very invasive. But those issues can be obviated and active customer engagement and trust can be retained by transparent companies that respect user preferences and really tailor frequency and content. Social media advertising has emerged as a powerful tool in shaping customer purchase intentions. By exploiting the unique qualities of social platforms- personalization, interactivity, partnerships with influencers, and appeal through imagery brands can effectively influence consumer behavior and lead to a purchase. There are indeed challenges-the will be ad fatigue and privacy issues, but the potential for a well-crafted social media ad campaign to turn customers is without equal. In the ever-evolving life of social media, that strategy brands use to speak to their audience will

change as well, making it a vital tool in modern marketing strategies.

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