

Impact of Social Media Advertisement on Users Buying Behavior with Special Emphasis on Maharashtra

*Digvijay Kumbhar

Assistance professor, Department of B.A. Mass Media, Shahid Virpatni Laxmi Mahavidyalaya, Titave, Maharashtra, India

Abstract

Social media is a very intimate topic for today's generation. As the number of social media and social media users grows, so does the number of advertisements on social media. This paper aims to study and understand the impact created on social media advertising among the peoples in Maharashtra State and to analyze how advertisements on social media platforms were affecting people's buying behavior as well as what was the motivation behind users to use social media, how users react on social media advertisements and what kind of impact advertising companies have created on people's behavior because of the same. To achieve this purpose, a questionnaire was used as a medium to gather primary data from the respondents using a random sampling technique. People of almost all types of occupations were using social media and most users used social media for work or information purposes with entertainment and thus more advertisements were being aired on such sites. From this research, it was found that people were reluctant to buy after watching these advertisements. It was a matter of satisfaction that there was no increase in purchases when there was no need.

Keywords: Social Media, Advertisement, Impact, Buying behavior and Survey

Article Publication

 Published Online: 12-Jan-2022

*Author's Correspondence

 Digvijay Kumbhar

 Assistance professor, Department of B.A. Mass Media, Shahid Virpatni Laxmi Mahavidyalaya, Titave, Maharashtra India

 dsdk.media@gmail.com

 [10.53573/rhimrj.2022.v09i01.004](https://doi.org/10.53573/rhimrj.2022.v09i01.004)

© 2022 The Authors. Published by RESEARCH HUB International Multidisciplinary Research Journal. This is an open access article under the CC BY-

NC-ND license 
(<https://creativecommons.org/licenses/by-nc-nd/4.0/>)

Introduction

Social media is any digital tool that allows users to quickly create and share content with the public. Social media encompasses a wide range of websites and apps. Some, like Twitter, specialize in sharing links and short written messages. Others, like Instagram, Facebook (Meta), and YouTube, were built to optimize the sharing of photos and videos. Anyone with internet access can sign up for a social media account. They can use that account to share whatever content they choose to, and the content they share reaches anyone who visits their page or profile [1].

There were 5.22 billion Unique Mobile users worldwide in a 7.83 total population which was about 66.6% of the total population of the world. In the same 4.66 billion, people were internet users and 4.20 billion were Active Social Media Users, which was 53.6% of the total worldwide population [2]. In the South Asia region, 31% of people were social media users compared to the total population of this region [2]. India has 1.10 billion mobile users, accounting for 79% of the total population. Of these, 624 million (45%) use the Internet, and 448 (32.3) million were active social media users [2].

Digital marketing was a rapidly changing space where one year were equivalent to seven years in digital, as Prashant Puri from AdLift rightfully puts it when describing the dynamic nature of the medium. Technological innovation and digital marketing have always gone hand in hand, as technology plays a key role in how digital marketing evolves every few years with an emphasis on new methods of customer targeting, acquisition, and now even creativity and content [3]. Looking at this growing graph of digital marketing, we can estimate the number of advertisements

circulating on social media. The leap taken by the marketing sector in digital marketing will be a subject of research. So, this topic has been chosen to study the advertisements circulating on these social media and their effect on the youth.

Literature Review

Advertising was first introduced in print media such as newspapers, and then on other platforms such as television. Advertising has migrated to a new channel with many more opportunities to influence and convince clients as a result of the Internet revolution. The internet advertising sector was expected to develop three times faster than any other kind of advertising [4]. For a variety of reasons, social media was employed as a marketing tool. These sites were used by marketing organizations to learn more about their target market and how consumers feel about their goods. They may also utilize these sites to learn more about their rivals. These platforms may also be used by small enterprises to advertise their brand.

The most beneficial aspect of social media marketing was that it enables individuals to sell their services to a big audience for free. Facebook (Meta) alone has 750 million members, who spend an average of 15 hours 33 minutes every month on the site [5]. As a result, Social Networks can reach a large audience for free. The ability to share information was a significant advantage of social media marketing. Users of these networks were more likely to share content that they find interesting or feel their friends will find interesting. Customers' feedback enables marketers to learn what their target market wants, what people enjoy about their goods or services, and what needs to be changed.

Statement of Problem

There were a number of downsides that affect people's purchases behavior of goods. This includes psychological factors, priority, price, income, psychological aspects, visuals of the advertisements, and their conversions through advertising. The present study was an attempt to analyze the level of social media advertisements and factors having an impact on people in Maharashtra state, India.

Objectives of the Study

India has 448 million active social media users, of which 275.52 million (61.05%) were male users and 93.18 million (20.8%) female users in the age group of 18-44 [2]. With such a large number of users, the number of advertisings on these sites and the study of people's buying behavior from direct survey through subjective questionnaires. Keeping this in view, the following objectives were being set up:

- To understand people's opinions about advertisements on social media
- To explore how social media advertising changes people's buying behavior.
- To reveal people expecting objections and changes about social media advertising.

Limitation of the Study

Because selected large geographical area for this study has a few limitations:

Due to the large area selected for this study, it was unlikely that at least ten percent of its population will participate and the use of online questionnaires was not sure to get feedback from the elderly.

Research Methodology

Descriptive research methodology has been used for this research. The use of quantitative research methods to gather quantitative information for statistical analysis of a population sample plays an important role in this study. Primary data was collected through a survey. For this, a self-administered, structured subjective questionnaire has been created and shared with open access to submit their answers to the participants by google form. Articles, research papers, and news were used for the collection of secondary data.

Scope of Study

This research was a study of the effects of advertisements on social media in the context of people in the state of Maharashtra, India. This will help the researcher to understand the changes in buying behavior of people in the Subjected area. This study can be a guide for social media advertising companies and e-commerce companies for choosing the content type of advertisement and for understanding the needs of the population.

Results and Discussion

All the data collected from this survey, have been plotted in Origin for the scientific, clear, and aesthetic interpretation of data. As the objective of this research work, all the data discussed below:

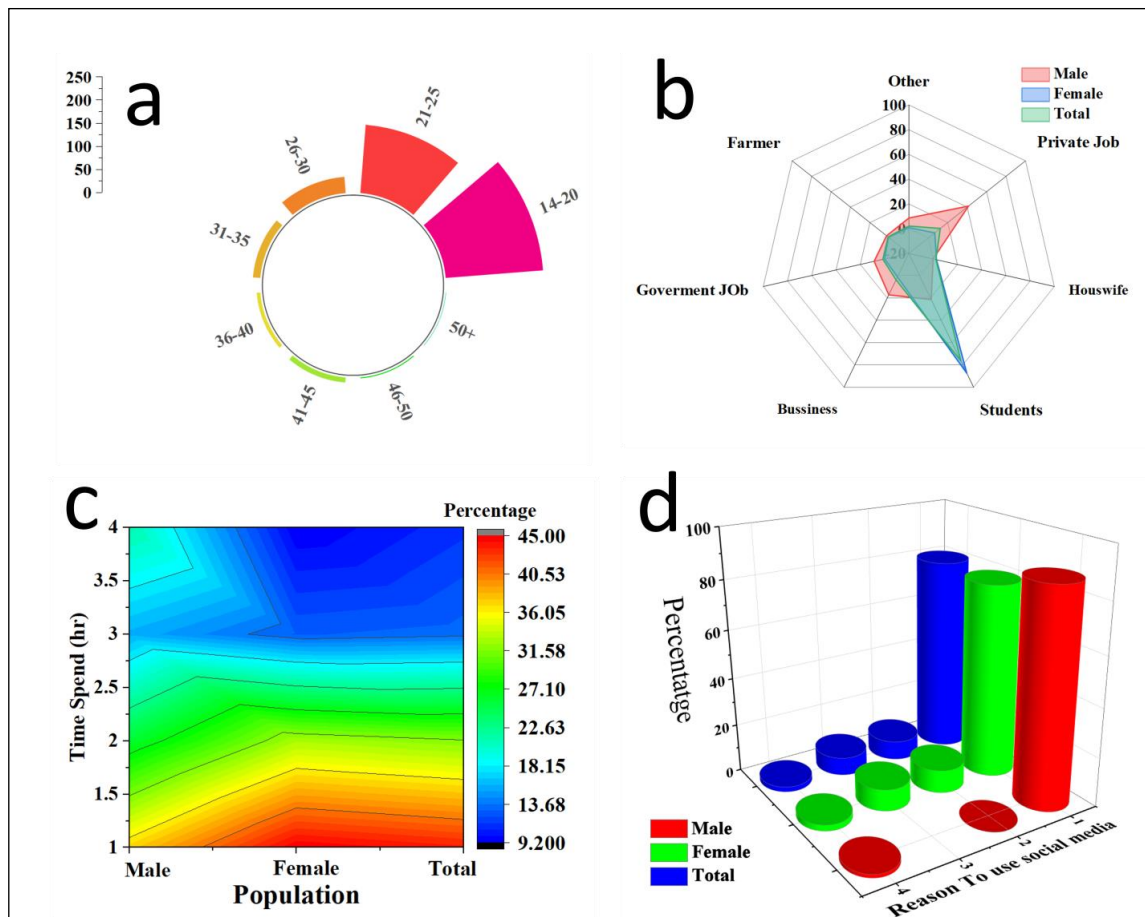


Fig. 1.: Represent (a) Age wise population, (b) Occupation wise distribution, (c) Time spend of the population on social media (d) reason to use social media for 1-represent information, 2-represent work-related, 3-represent entertainment and 4-represent time pass.

This survey has received response from all over Maharashtra. The link to the survey was sent through social media. From the Fig. 1 (a) represent the age group wise distribution of the total population reacted to the survey. It was found that younger was more likely attracted towards the social media and elders were comparatively less active on social media. Fig. 1(b) represents the occupation of the population reacted to the which includes people with different occupations like Students, Self Employed, Private Job, Government Job, Housewife, Farmer and Any other. It was found that the student population on social media was comparatively higher along with private jobs workers. Farmers were less affected by the addition of social media. Further for the study of time spend analysis on social media, given population found to have a large percentage of people spending 0-2 hr of time on social media per day as shown in Fig. 1 (c), and very small population spend more than 3 hr. time on social media per day. As shown in Fig. 1 (d), it was found that a number of people use social media for the information purpose. Along with

average percentage of people uses social media for entertainment as well and surprisingly very low percentage of the population uses social media for the time pass reason only.

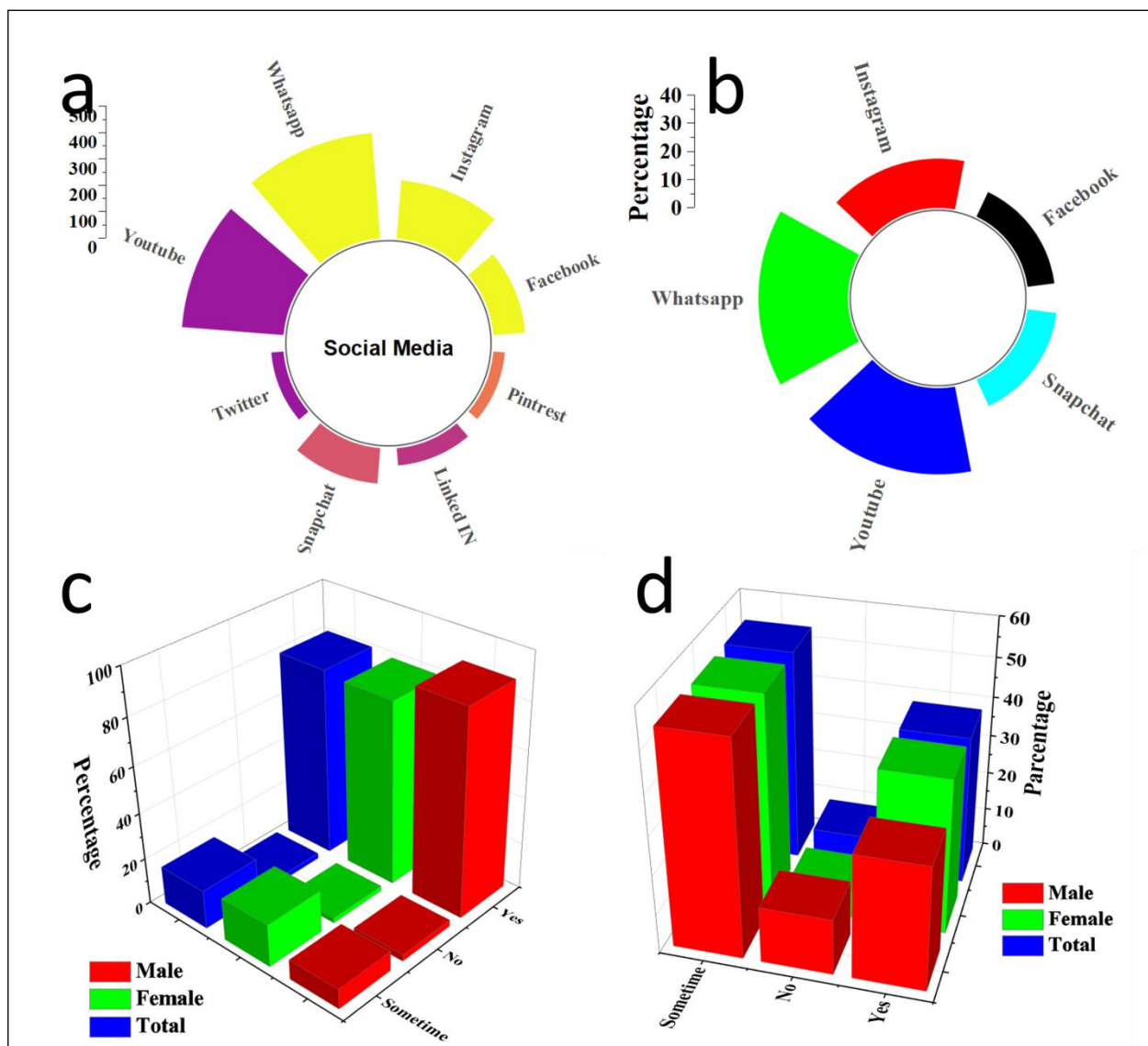


Fig 2.: (a) Which social media sites/sites do you use? (b) Which social media sites/sites do you use the most? (c) Do you watch advertisements on social media sites? (d) Where these advertisements for the goods / services you need?

For the understanding of which social media sites population used to attract most, we have added the most used social media sites question to the survey, and population reactions was surprisingly special. We supposed first introduced social media site which is Facebook (Meta) must have a large number of choices but surprisingly it was not observed in this survey. The population has chosen WhatsApp and YouTube and Instagram as the most used social media sites rather than Facebook as shown in Fig. 2 (a-b). A total of 1500 votes (multiple choice) were registered for this. WhatsApp (401) is listed as the most popular application. YouTube (387), Instagram (221), Snapchat (135), and Facebook (121) came in at numbers two, three, four, and five respectively. Further for studying the main objective of this research, the population were subjected to the advertisement they have observed in these social media sites. It was found that 80.9 % of respondents reported that they regularly watch advertisements, 2.3% of people say that they do not get to watch advertisements and 16.7% of people reported watching an advertisement sometimes as shown in Fig. 2(c). This indicates that more advertisements were being published on social media. But what kind of added population was watching on the social media sites? According to the 37.9% of the population, these advertisements were for necessities of goods, 8.4 % of the population said, advertisements were

not for necessities of goods while 53.7% reacted that these advertisements were not of necessities of goods in most of the time as presented in Fig.2 (d).

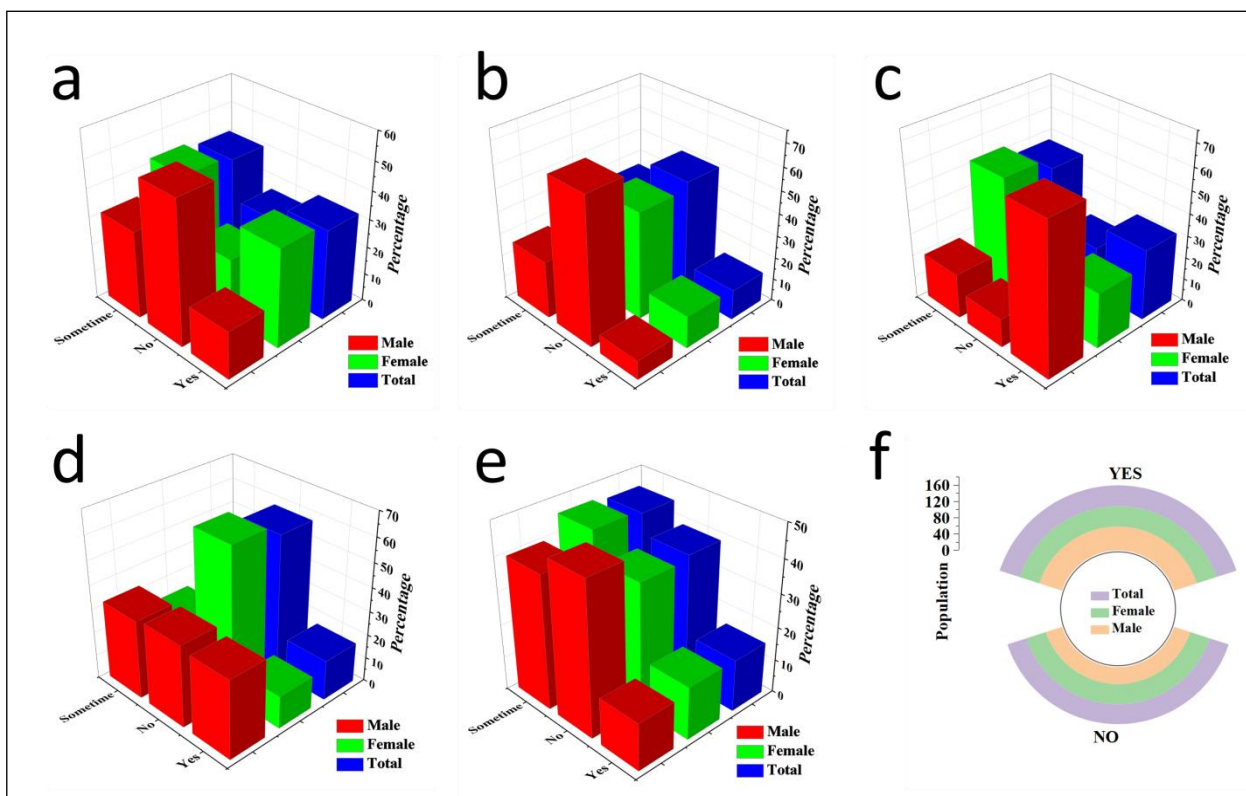


Fig. 3.: Represent (a) dose advertisements entertain subjected population? (b) dose population what complete advertise (c) did those Advertisements were annoying or not (d) Do population think advertising promotes pornography or smoking like habit's (e) Do population think that their personal freedom was being violated through these advertisements? (f) Do you think people were buying products that increase addiction or have harmful effects on the body by watching social media advertisements?

Any kind of advertisement was more likely to be popular if it was entertaining or had a social documentary theme. As the population reacted, 32.3% of the population think that social media advertises was maybe entertaining and of 26.7% of the population think those were not entertaining while the remaining 40.9% of the population thinks, advertises was always entertaining as shown in Fig. 3(a). As a result, the number of people viewing the entire advertisement was only 16.8% of the population, and 51.2% of people prefer not to watch the entire advertisement while the remaining 35.3% of the population sometimes watch the entire advertisement Fig. 3(b). Herein 32.1% of the population reported advertisements were boring, but 20.9% of the population don't think the same and unfortunately, 47% of the population sometimes find advertising boring or annoying too Fig. 3(c). I.e. almost population indicated that they don't always find advertises were entertaining and annoying, thus higher the proportion of population prepared to skips advertise rather than complete.

As some of the advertisements go viral also some advertisements were also get trolled by the social media users due to some unappropriated content, like adult visuals or pornographic content. But the fact was that majority of pornographic material was posted by a very small core of users causing adult content to reach a much wider audience, spreading through social ties [6]. So, if things like pornography or smoking were spread through social media advertisements, it will be dangerous for society and so for the young generation who are most active on social media sites. According to the study, 17% of the population report that pornography was widespread on social media advertisement while for 58.1% of the population, those don't contain pornographic or adult content, and 24.9% population thinks that it does contain pornographic content sometimes Fig. 3(d). Thereafter, the population was subjected to personal freedom, in terms of violence of individual freedom, 16.8% of the population think advertises effects on their personal freedom but almost 50.5% of the population didn't think that their individual freedom was

affected and 32.7% of the population think that sometimes it may affect their personal freedom and sometimes not Fig. 3(e). when it comes to the addiction point of view, this study indicates 51.6% of the population think those advertisements promote such addiction-causing products and addiction too, while 48.4% of the population not actually agreed with them Fig. 3(f). One of the positive aspects of this is that advertisements do not put pressure on individual freedom and do not promote pornography and smoking-like content. However, the instructions regarding addiction were worrisome.

The above-mentioned action was observed in a large number of advertisements on social media. Examining the effect of this on people's buying behavior, it was found that 15.8% of the population buy immediately after watching an advertisement on social media while 39.1% of the population do not buy after watching social media advertises but remarkably 45.1% of the population make occasional purchases without being affected or influenced by the advertisements Fig. 4(a). For the understanding of what kind of goods or services attracted most of the population, the population was subjected to choose their preference for the same. And it was found that surprisingly population was mostly used to buying books, clothes, apps and games, cosmetic products and electronics cell phones Fig. 4(b). This study claims 44.2% of the population this their online purchases have increased due to the social media while 55.8% of the population do not agree that they don't think any change in their buying behavior of online shopping Fig. 4(c). As it indicated buying behavior was not much affected by social media advertisement. When compared to the product in the advertisement and the actual product, 44.4% of the people sometimes find that product satisfactory and 27.7% people were completely satisfied while 27.9% people were dissatisfied with such products Fig. 4(d). This means that even if the purchase was increased after watching the advertisement, it possibly seems to be satisfactory about the product shown and actually received in the advertisement.

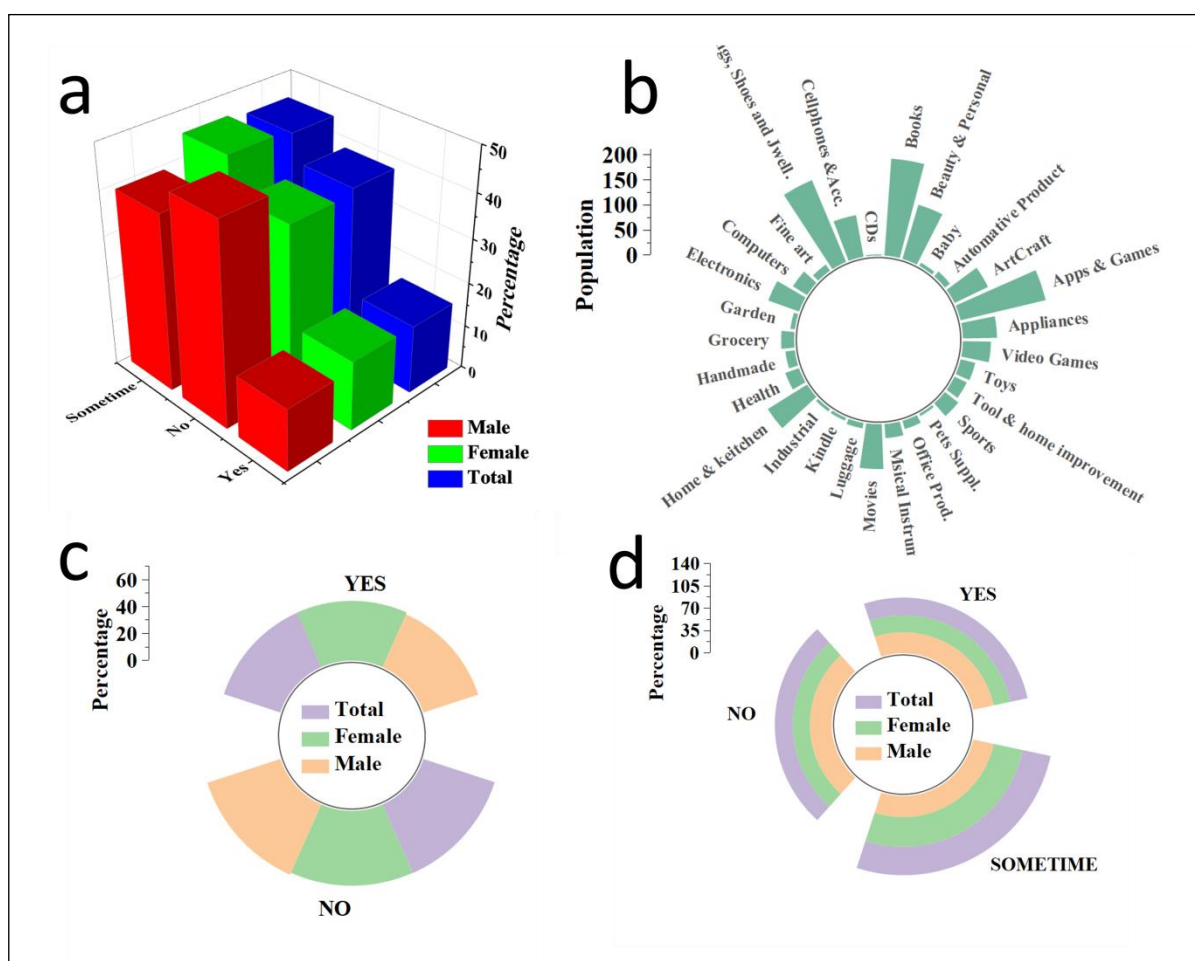


Fig. 4.: (a) dose population purchase those products after watching advertise on social media? (b) What kind of goods or services do they buy from social media advertising? (c) Have they ever watch an ad increase your purchases of goods online? (d) Was population satisfied with the product shown in the advertisement and the actual product received?

Social media seem like a convenient avenue for advertisers to reach audiences and their connections. Because digital tools have made self-publishing, easier, companies use *owned media* to reach consumers directly rather than going through large-scale ad placement on television or radio. Owned media, such as websites, blogs, and company social media accounts, send messages and content that companies curate themselves. In other words, companies directly own and manage brand messaging content sometimes through companies' in-house (internal) strategic communication and marketing teams, but more often through specialized paid services within advertising agencies. Owned media have given companies more flexibility to craft and send their own messages in real-time, which has become necessary in the instantaneous environment of digital media and commerce [7-9]. So, manufacturers were likely to reach out to the public to purchase certain products when they were not needed.

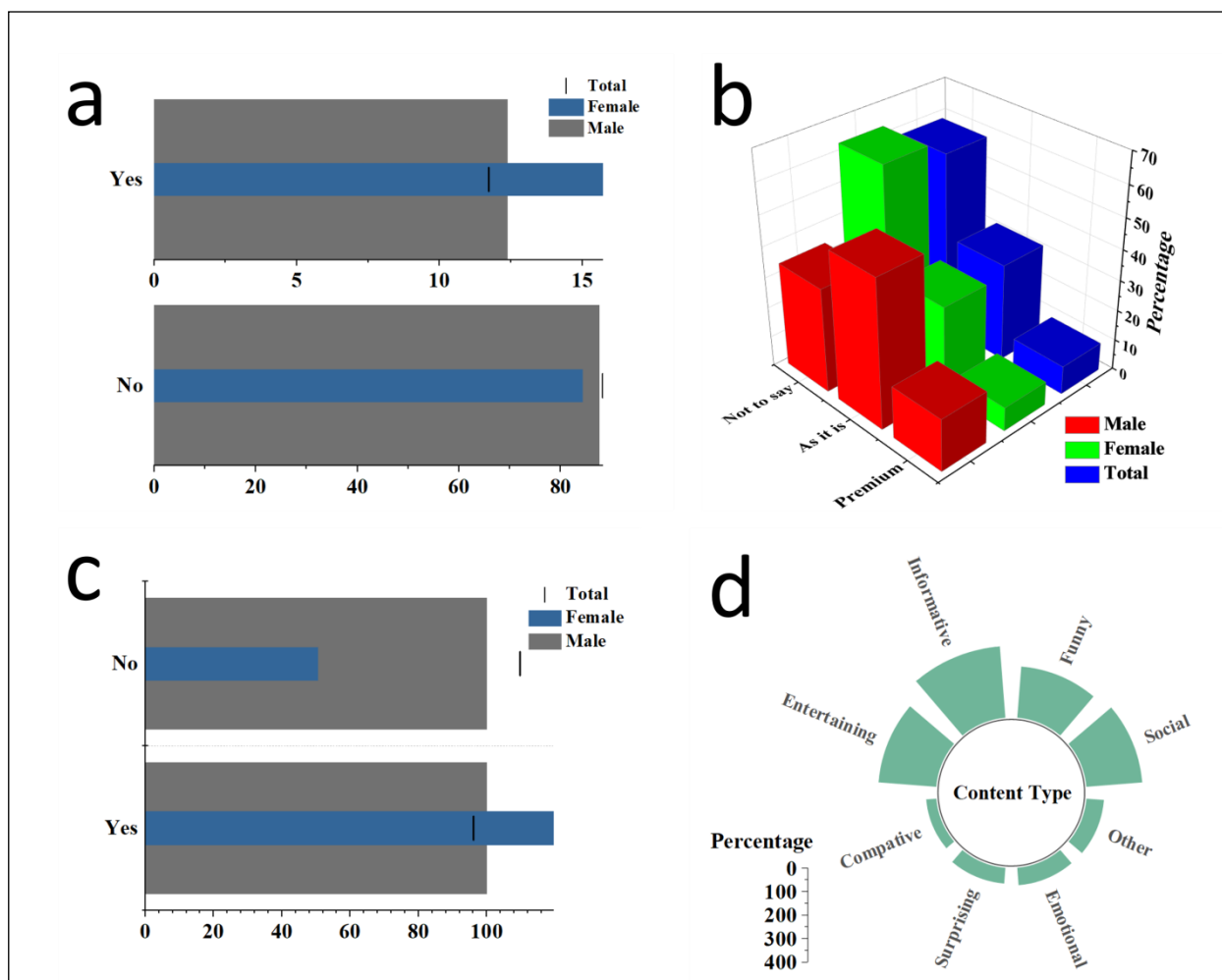


Fig. 5.: (a) dose population purchased some items just by looking at the ads when you don't need them? (b) Some social media sites turn off ads by offering a premium, which of the following would you choose? (c) Do you think e-commerce companies should use new advertising concepts? (d) What kind of ads would you like to watch?

As shown in Fig. 5(a), 12.6% of the population buys unnecessary products rather than what they need. Surprisingly around 87.4% of the population do not prepare to buy any products just by getting attracted towards advertising. Currently, many social media applications were offering free access with advertisement and users need to buy their subscription for advertising free use as a premium member of their media site. When the population was asked for their views on the same, only 9.3% of the population were willing to pay for the premium version in this way and 32% of people prefer to use social media without paying for the premium while the remaining 58.6% was confused about whether to pay the premium or not Fig. 5(b). As most of the population accepted social media sites with advertisements, do they think which kind of advertising should e-commerce companies have to develop? Do they wish to watch different kinds of advertisements or they were just ok with an ongoing type of advertisement? Population reaction was quite unexpected, 71.9% of the population wish that e-commerce companies must offer

different types of advertisements other than the ones currently available and the remaining 28.1% of the population was do not expect a change in the style of advertising Fig. 5(c). When it comes to the type of content in advertisements, Informative advertisements were preferred by most of the population, followed by Entertaining, Social, Comedy, and Emotional Fig. 5(d). Which indicated that most of the population prepared to use social media sites without subscriptions.

Conclusions

These findings conclude that most of the population's reactions and their preference's to the social media sites they have been using. This research concludes that the population of social media users changed drastically, mostly the young age population was comparatively very high on social media. Every type of occupational population uses social media, the population of students and housewives is exceptionally higher than other occupations while farmers and government employees have less addicted to social media. As an Advertisement on social media, the population don't likely always buy those products irrespective of needy good's i.e. People were reluctant to buy after watching those advertisements. Which indicated still there was not much change occurred in buying behavior of the subjected population. As part of the debate of trollers and social media users, the population didn't think advertising promote pornography. Unfortunately, those advertisements were boring for most of the population, and very rarely do they prefer to watch complete advertise. E-commerce and social media owners keep in mind that, the population likes to watch advertisements with different types of content rather than general ones, and also the population buys only those products which are usually regularly useful goods like books, clothes, consumers, and cosmetics and electronics. Our findings also suggests that there a tendency for more entertaining and informative advertisements to be made using a different type of attractive content while advertising.

Acknowledgement

The authors would like to thank Mr. Dhananjay Kumbhar for the graphical representation of the data. The author would also like to acknowledge the support provided by Dr. Jagannath Patil, Chief Mentor of the Shabid Virpatni Laxmi Mahavidyalaya, Titave.

References

- Hudson, M., (2020, June 13). What is social media? Small Businesses. <https://www.thebalancesmb.com/what-is-social-media-2890301>
- Simon, K., (2021, February 11). Digital 2021: India. Data Reporter. <https://datareportal.com/reports/digital-2021-india>
- ET Online, (2021, December 3). The Balance of Tech Innovation and The Creativity in Digital Marketing: ET Catalyse - Episode 22. shorturl.at/huxDW
- Zenith. (2021, December 6). Advertising Market Keeps Growing Much Faster Than Expected, Forecasters Say. The Wall Street Journal. <https://www.wsj.com/articles/advertising-market-keeps-growing-much-faster-than-expected-forecasters-say>.
- Bullas, J. (2011, September 2). 20 Stunning Social Media Statistics Plus Infographic. Jeff Bullas. <https://www.jeffbullas.com/20-stunning-social-media-statistics/>
- Coletto, M., Aiello, L. M., Lucches, C., Silvestri, F., Pornography consumption in social media, arXiv:1612.08157v2 [cs.CY] 20 Jan 2017
- Timke, E. (2017). Social Media and Advertising. *Advertising & Society Quarterly* 18 (2), doi:10.1353/asr.2017.0019.
- Kumbhar, D. (2020). San, Utsav ani social media. *Aayushi International Interdisciplinary Research Journal (AIIRJ)* (71), 232-235.
- Preston, L. What is digital Media? Digi logic. <https://www.digitallogic.co/blog/what-is-digital-media/>.