

## IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING INTENTIONS

**Dr. Archana Borde**

Associate Professor, Sinhgad College of Engineering Department of Management Studies,  
Pune, India

**Dr. Swati Manoj Yeole**

Associate Professor, Lexicon Management Institute of Leadership and Excellence, Pune,  
India

### **Abstract**

Social media advertising is a powerful tool for businesses and marketers to use when selling their products or services to customers. It is easier for businesses to reach customers and contact as many customers as possible via the digital media. Innovation and a desire to draw in new customers are at the forefront of this digital platform's focus with stronger emphases of this research was on social media marketing and how it affects customer purchase intentions. Social networking marketing, digital word-of-mouth marketing and trustworthiness. The research is carried out in Pune district, India; based on a standardised survey for collection of primary data, and a sample size of 384 respondents is evaluated. We have taken the survey Data were gathered from 384 respondents. The data is analysed using multiple liner regression in IBM SPSS 24.0 software. It has also been shown that young are primarily engaged on the internet and are more likely to engage in make purchases using social media websites, with WhatsApp being the most popular.

**Keywords:** *Social Media, Advertizing, Marketing, Consumer buying behaviour, Digital Marketing*

### **1. Introduction**

We are all impacted by advertising in today's environment. Advertisements influence our decisions in every aspect of our lives, from buying groceries to shopping for clothes, from planning a vacation to purchasing children's school supplies, from researching educational institutions to looking for a job, from watching a movie to choosing a restaurant for dinner. Advertising is the most often utilised promotional technique and is regarded as one of the most significant components of the marketing mix.

Advertising is described as "a kind of communication that is compensated and originates from an acknowledgement sponsor to direct the attention of prospective customers to a product, service, concept, campaign, or towards a business or brand in order to build awareness." The most intriguing aspect of commercials is that they provide information in a captivating visual, emotional, and humoristic manner. Advertisements are designed to reach a wide number of people and are often distributed via outlets such as television, radio, and newspapers. The internet is the most recent addition to this list.

The primary goal of advertising techniques and media is to influence clients' buying intentions in a positive way. Purchase intention is described as an individual's choice to make a pledge to him to purchase a certain product whenever he visits the market in the future. Every marketer strives by captivating prospective customers and influencing them in such a manner that their purchasing decisions favour their individual companies for this mindset. In this approach, consumer purchase intent may assist marketers in predicting client retention rates. However, it is vital to remember that a consumer's buy intention is influenced not just by advertising for a certain brand, but also by the consumer's post-purchase experience. If the client has a positive experience and is happy with the goods, it will lead to a repurchase and a high buy intention for future purchases. However, if the post-purchase experience is unpleasant or falls short of the consumer's expectations, it may lead to discontent and, eventually, client loss. The experiment was started with the goal of understanding the effects of advertising on customer purchase intentions. It seeks to determine if social media has a stronger part in consumer decision making, or whether electronic media (TV advertising) has a higher influence on customer purchase intention.

## **2. Background of Study**

Social media marketing, sometimes-referred to as social media targeting, is the practise of delivering advertisements to consumers of social networking platforms. Social networks leverage user information to provide extremely relevant marketing depending on user activities inside a particular platform. When the target market closely fits the characteristics of the users of a social network, digital marketing may often result in large increases in conversion and revenues at a lower cost of

- Facebook

Face book is a one-stop shop for all businesses, including start-ups. Face book offers both open and closed forums for users to exchange information, knowledge, and express their ideas and thoughts, as well as participate in Q&As, etc. Face book marketing software allows you to automate and target the process of befriending people and exposing your organisation to a fan page for large audiences. These types of social media marketing may take a variety of forms.

- WhatsApp

It is one of the most widely used internet media and has attracted corporations for advertising. WhatsApp Business has around three million users. Businesses may give us appropriate adverts for their goods over WhatsApp, and we can communicate with them one-on-one. This is a novel approach to direct web marketing.

- Instagram

Instagram is a component of Face book, so it is no wonder that it is becoming a popular platform for advertising. Instagram advertising are based on the notion of bidding; the greater the offer, the more likely the ad will be shown in the news feeds of Instagram account holders. People have begun to use Instagram as a selling platform. Businesses create Instagram accounts and add photos of their items, as well as hash tags related to their products and a description of

the product. Those who are interested in purchasing the items may do so through comments or private message. The final purchasing choice is dependent on the two parties' interactions. This is a very successful method of direct selling. Both new and established companies to stay in contact with their customers are using Instagram. Instagram is assisting new companies and start-ups by making it easier for them to reach out to people, connect with prospective customers, and market their goods. Instagram advertising is becoming more popular.

- **Linked-In**

Linked In is the most popular social networking site for professionals. It is the ideal forum for everyone who wants to network with other experts. Anyone, whether a marketing professional, a person operating a small company, a store owner, or a fresh-graduate student researching career options, may create a Linked In profile by simply enrolling with the necessary information. LinkedIn's UI is comparable to Facebook, and users may engage with people by either general commenting on their feeds or privately contacting them.

### **3. Digital Marketing in India: An Overview**

India has the world's third biggest Internet community. Advertising is often regarded as among the most effective methods of communicating with the public. Individuals in India are Web-savvy, and it is utilised for a variety of purposes in their daily life. As a result, India's on-line marketing business is thriving. Internet connectivity is the primary reason for computerised marketing's mismanagement. Shopping is gaining popularity in India, both off-line and on line. India is a relative newcomer to the internet shopping craze, but it is expected that on-line purchases would double every year for the next several years. The globe is now the 3rd-largest Netizen country, with over 120 million Internet subscribers, and quick growth of adaptable interchange is necessary to expand that number to over 330 million by 2015.

The expansion of on-line marketing is being fuelled by the development of web-based living. Online shopping occurs mostly in big metropolitan metropolises, with Mumbai serving as the primary hub, followed by Delhi and Kolkata. Trades are conducted via on-line marketplaces such as Snap deal, which launched in 2010. While the web is a modest component of India's Gross Domestic Product, the Internet expansion benefits shops. Career and education are seen as the fundamental objectives of the student. Indian youngsters are a sizeable market demographic that motivates manufacturers to fulfil their desires. The study examines the extent to which young people contribute. The study is priceless because it enables salespeople to develop communication strategies for reaching the prospective young audience for the items being researched.

- **Purchase Intention**

Purchase behavior is crucial for on-line marketing and e-commerce growth. Purchase intention is a complicated task that is generally associated with a consumer's actions, perceptions, and mindset. Comparing prices, potential value, and product quality all influence purchasing intent. Typically, a client views a reduced cost item with insufficient wrapping and an unfamiliar label as lower reliable and unsafe. Additionally, buyers are impacted throughout the purchase

process by external incentives (website material) and internal motivations (shopping experience). Although a larger buy intention is possible through affecting the user's purpose and motivation to enter the website for search engine and purchase via an attractive website, internet services, and web page layout. Consumers would study on-line customer reviews prior to making the appropriate purchasing decisions, since trends alter over time.

- **Scope and Significance of Study**

To assess the influence of on-line business India, business organisations in India are importing new technologies and conducting a complete examination of consumer mentality related results such as personal traits, advertising value, consumer choice, and attitudes. The findings of this study will increase understanding of the effect of internet advertising on the purchase behaviour of individuals, especially students, who shop for electronic goods on-line. The findings will serve as an incentive for firms interested in selling their goods on-line. Additionally, web designers participating in the development and launching of internet enterprises would profit. Finally, this study will benefit academics by providing additional literature on internet advertising and its effect on consumer behaviour.

#### **4. Problem statement**

With the growing popularity of the internet, it is critical to explore how social media influences client purchase intentions. While social networking tools believed to have a significant impact on consumer buying decisions, little study has been undertaken to examine its impact on customers purchasing behavior. The goal of this study is to determine the extent to which social media influences client purchase intentions.

#### **5. Literature Review**

Al-azzam, A. F., & Al-mizeed, K. (2021): This research assesses the many forms of digital marketing accessible to marketers (email marketing, on-line advertising, social media marketing, and mobile marketing). This paper explores the impact of this pathway on Jordanian students' shopping decisions. The researcher using on-line questionnaires carried out the research. Questionnaires were distributed and collected in the Jordan market using random sampling procedures.

Siva Kumar, T., & Chandra Sekhar, S. (2019): Researchers want to find out whether or not customers are aware of the influence that digital marketing has on their buying choices and how on-line technologies play a part in this awareness. According to the report, customers are familiar with internet advertising and prefer to make electronic and retail purchases on-line. Because the research is limited to a specific location, it may be difficult to assess accurately the purchase preferences of customers from all over the world. When it comes to research, is being conducted via a survey of various responders. The survey findings are analysed using the chi square test. In this day and age, most people know about and use digital marketing to make purchases via digital channels, according to the data. This research will help you understand digital marketing and how it affects income creation for digital marketing firms.

Nawaz, S. S., & Kaldeen, M. (2020): The goal of this study is to investigate the relationship between social support, email marketing, customer interaction, and purchasing intention in an ICT company named Coder First Sri Lanka. For long-term application, it seeks theoretical evidence of the relationship between variables and develops relevant consequences. An on-line questionnaire was employed as the research instrument in this study, and 363 participants, all of whom were prospective Coder First clients, completed it entirely. It is the major objective of this research to determine the impact of digital marketing, particularly social media marketing and email marketing, on customer involvement and purchase intent.

Omar, A. M., & Atteya, N. (2020): This research examines the many digital marketing channels available to business owners (e-mail marketing, mobile marketing, and re targeting). An Egyptian consumer's purchase choices are examined in this study. Customers' buying decisions benefit greatly from email marketing, according to the study (post-purchase and information research). Because of the decision-making phase, customers are more likely to make bad purchases. Mobile as a digital marketing medium has a negative impact on Egyptian consumers' purchase decisions at every stage of the process. In addition, re-targeting has a substantial influence on consumer choices throughout the assessment stage, which is followed by the identification of information research needs, purchase decision, and post-purchase period.

Rehmani, M., & Ishfaq, M. (2011): In this research paper, author examined consumer purchase decisions are influenced by social media (e-discussions, websites, on-line chat, email, and so on), according to this study. Based on this research, a model was developed to assess the impact of customer purchase intentions on social media usage. An investigation on social media work was carried out via a literature review. The authors identify the problem and define the research objectives. To achieve these goals, a study model is developed, followed by the construction of study hypotheses to test the model.

Dr. P. Ganapathi (2019): Social media has become an essential component of the marketing process in today's corporate climate in Bangladesh. Social networking services are becoming more popular in a variety of industries throughout the globe. E-commerce enterprises may easily reach a large number of clients by using a digital platform. This research focuses on the transformation of digital marketing in promoting companies on a worldwide scale, gaining a better knowledge of customer preferences, and analysing consumer behaviour patterns.

R, Santhana Kamala et.al (2018): This paper states that digital marketing is the practise of promoting Digital distribution channels including the web, smart phones, as well as other interactive platforms are being used by businesses. Low-budget advertising is a major advantage of this style of promotion. Researchers want to learn more about how digital marketing influences consumer purchasing decisions, it's about whether or not customers are aware of the importance of on-line marketing and how it affects their purchasing choices. Consequently, the present study sought to discover how digital marketing influences customers' purchasing choices. This study will help you understand digital marketing and how it affects income creation for digital marketing firms.

Ikechukwu, A., Victor, O., Gerald, N., & Jeff, O. (2017): This paper states that how Customer patronage and frequency of visits to on-line shops in Owerri, Imo State, were impacted by successful on-line marketing, communication, and on-time delivery. Researchers found that on-line marketing is a viable means of communicating with customers and has a significant influence on how often people visit and shop at on-line stores. Online shopping outlets should be used as a marketing tool for goods and services, according to the statistics as well as build and establish indigenous websites where clients may make purchases. Further research should duplicate the idea and approach utilised in this study with different items and websites in order to examine the influence of shopping websites on the behaviour of electronic equipment consumers.

Umair Manzoor, Sajjad Ahmad Baig, Muhammad Hashim, & Abdul Sami. (2020): In this paper, author argues that good advertising and sales strategies lead to client growth, revenue, and lengthy company success. "The results of this study will help determine the impact on Pakistani clients' purchase intentions. Based on primary data, this research adopted a quantitative technique. Data was collected in Faisalabad, Pakistan, and the response rate was 250. It is possible to use 190 out of the 250 surveys. Customers' purchase intentions are largely influenced by factors like support and mutual media power, the study found. When it comes to encouraging people to make purchases on social networking sites, social media has a more significant impact than customer trust. Increased customer trust is achieved through enhance the effectiveness of websites. It's little wonder that trust is so important in e-commerce, since it influences customers' purchasing decisions..

Pütter, M. (2017) : This paper states that, is a belief that social media is an excellent tool for promoting consumer connection because of the widespread use of social media around the world. There is a constant search for new methods to connect with consumers and influence consumer behaviour, such as brand loyalty and buy intent, by companies. Social media sites like Face book, You Tube, and Twitter, which all allow users to connect and engage with one another and with brand-specific content, have seen an increase in activity as a consequence of the ever-evolving technological age.

Yeo, S.F., Tan, C.L., Lim, K. B. (2020): Goal of this study to determine how social media marketing influences consumers' on-line purchase intentions. A brand's consumer awareness, which ultimately impacts purchase intent, is influenced by social media advertising, and advertisers should prioritise these approaches. Respondents filled out 219 surveys, which will be utilised for future research. Consumers' on-line purchase intentions are influenced by interactions, knowledge, trust colourfulness, and brand recognition via social media advertising.

## **6. Research gap**

The goals of this research are to determine how customers' purchase intentions alter after viewing social media adverts. The study may proceed after a careful evaluation of the literature.

- Buying intentions have been recognised as an essential element in predicting consumer behaviour, but owing to their complexities, researchers have only included a few

variables relevant to their particular study. However, there is room for other elements that may influence purchasing intentions.

- There have been few investigations to determine the causes of SMA. Because this is a developing field of marketing, there is more room for such elements to be discovered. Furthermore, prior studies focused on variables influencing customer behaviour, but few studies could identify characteristics or dimensions of social media marketing. If we can identify such elements, companies and marketing managers will have a better picture of which components of SMA have the most potential to attract customers, and the overall effect of SMA may be boosted by adopting appropriate steps. The researcher was unable to locate any studies on this issue that had been undertaken in India.
- Many studies have been conducted to determine the relationship between SMA and age or gender, but the researcher was unable to locate any study that established a relationship between SMA and career or academic qualification.

#### **7. Objectives of Study :**

The main objective is given as follows:

- The primary purpose of this study is to determine the degree of awareness of digital advertising in India
- To determine the value of internet advertising in a competitive industry; and to calculate the amount of on-line marketing in a competitive industry
- To do demographic research on consumers
- To conduct research on the effect of digital marketing on client purchase intentions
- Define the most popular social media sites used by consumers

#### **8. Research Methodology**

##### **• Hypothesis of the Study:**

**H0:** There is no statistically relevant correlation between consumer purchase intent and social media advertising.

**H1:** A strong correlation exists among digital network advertising and consumer purchasing intent.

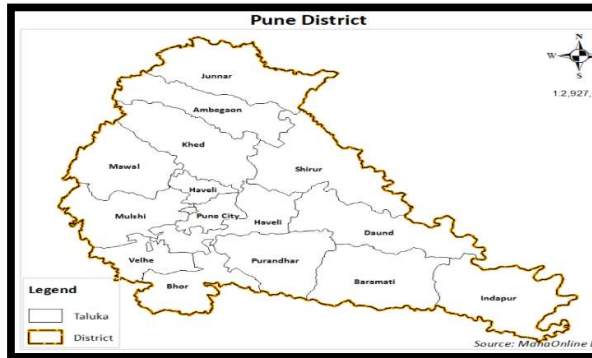
##### **• Data Sources:**

- **Secondary data:** It is information that has previously been gathered by someone or an organisation for another purpose or research endeavour. Data for the research will be gathered from a variety of sources, including books, journals, periodicals, and on-line sources. We gathered data for this research from journals.
- **Primary data:** It is the information gathered directly from respondents through the Survey. It is new information. We also utilise primary data in this article. We created a digital marketing questionnaire for this purpose, and we conducted a survey based on it.

**8.1.Procedure for Sampling:** For the research, a sample of 50 people was chosen. For data gathering from respondents, the researcher used a basic random sample approach.

**8.2.Sampling area:** Our research is carried out in Pune district having population 3,124,458.

- **Geographical Area**

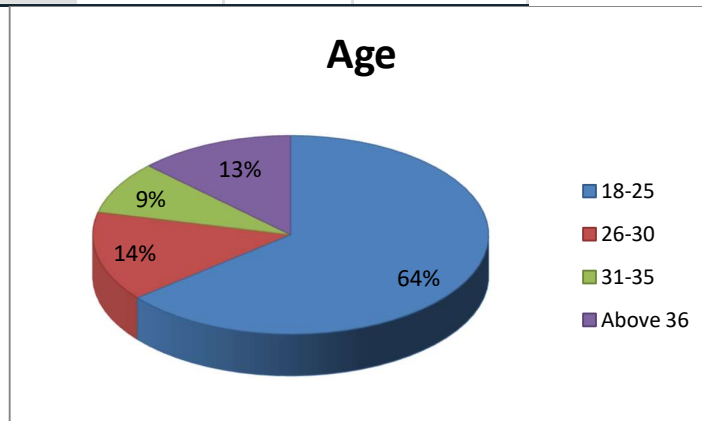


**9. Data Analysis and Interpretation:**

The application of different statistical approaches for data analysis will be determined by the kind of data gathered. Statistical tests must be done for Nominal, Ordinal, and data obtained using likert scales, semantic differential scales, and so on. Thus, the precise statistical tests would be decided after the creation of the data collecting instrument and the actual collection of data for the study. SPSS will be utilised for statistical data analysis.

**Q1. Age**

		Frequency	Percent	Valid Percent
Valid	18-25	246	64.1	64.1
	26-30	56	14.6	14.6
	31-35	33	8.6	8.6
	Above 36	49	12.8	12.8
	Total	384	100.0	100.0





### Analysis

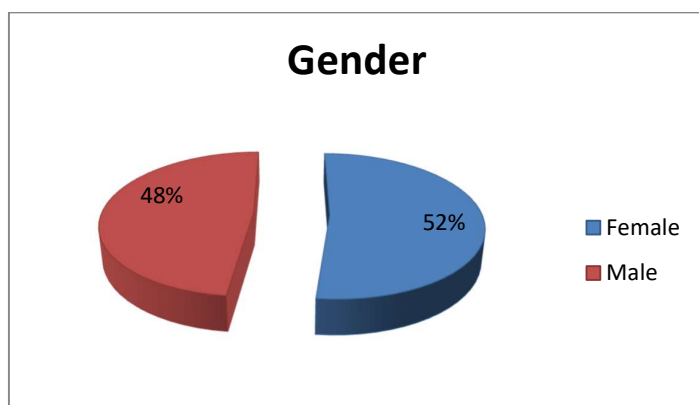
The graph above illustrates an evaluation of the respondents' ages.

### Interpretation:

The study's graph depicts the respondents' ages. 60% of those polled were in their early 20s; 14% were in their late 20s; 13% were in their 30s; and 13% were in their 40s or older.

### Q2. Gender

		Frequency	Percent	Valid Percent
Valid	Female	199	51.8	51.8
	Male	185	48.2	48.2
	Total	384	100.0	100.0



### Analysis:

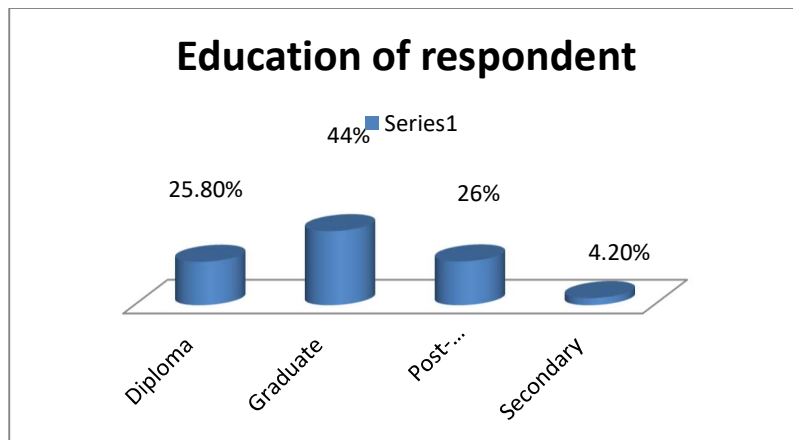
The graph above illustrates a gender analysis of responders.

### Interpretation

The graph in the research depicts the gender distribution of respondents. Female respondents make up 52% of the sample, while male respondents make up 48%.

### Q3. Education

		Frequency	Percent	Valid Percent
Valid	Diploma	99	25.8	25.8
	Graduate	169	44.0	44.0
	Post-graduate	100	26.0	26.0
	Secondary	16	4.2	4.2
	Total	384	100.0	100.0



**Analysis:**

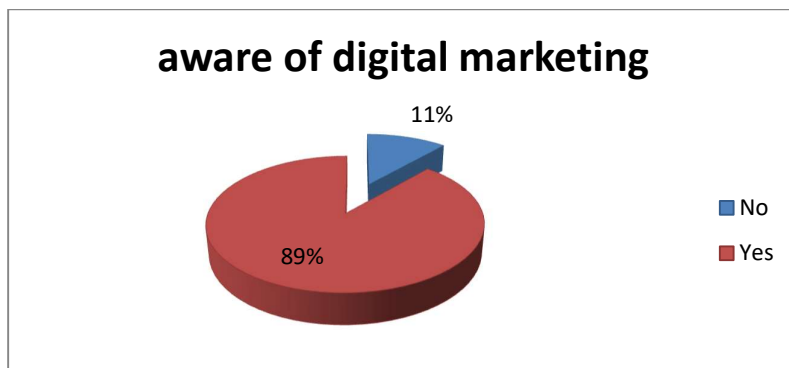
The graph above illustrates an evaluation of respondents' academic achievement.

**Interpretation:**

The study's graph illustrates the respondents' educational judgements. A diploma is held by 25.80% of respondents, a graduate degree is held by 44%, a postgraduate degree is held by 26%, and a secondary education is held by 4.20%.

**Q4. Are you aware of digital marketing?**

		Frequency	Percent	Valid Percent
Valid	No	44	11.5	11.5
	Yes	340	88.5	88.5
Total		384	100.0	100.0



**Analysis**

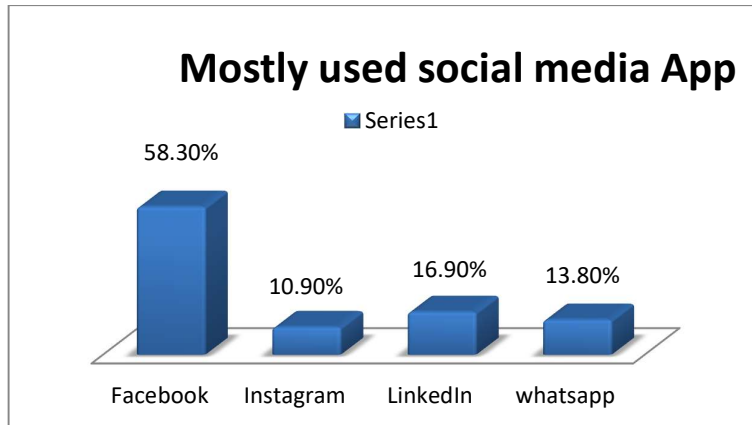
The above table shows consumer awareness about digital marketing. Nearly 89% of the respondents aware of digital marketing and rest of 11 % have no idea about digital marketing.

**Interpretation**

According to survey, significant no of consumers aware of digital marketing.

**Q5. Social media mostly using**

		Frequency	Percent	Valid Percent
Valid	Face book	224	58.3	58.3
	Instagram	42	10.9	10.9
	Linked In	65	16.9	16.9
	WhatsApp	53	13.8	13.8
	Total	384	100.0	100.0

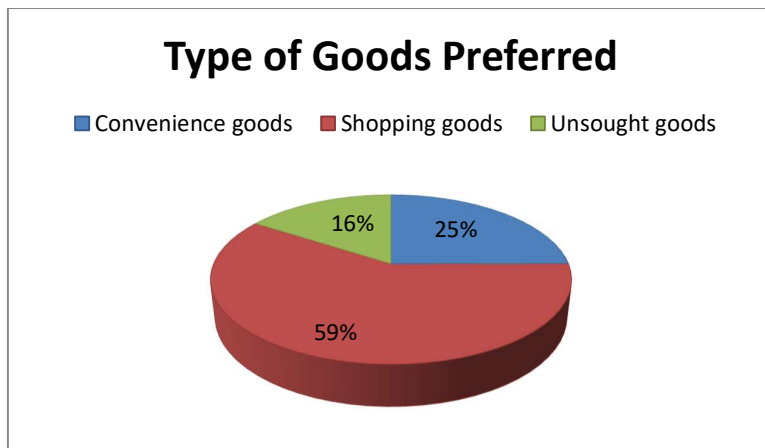


### Interpretation

The table above depicts the most popular social media apps used by consumers for purchasing. Almost 58.30 percent of respondents use Face book, 10.90 percent use Instagram and Linked In, while the remaining 13.80 percent use WhatsApp. As a result, it can be deduced that the majority of respondents use Face book and utilise Face book advertisements to make purchases.

### Q6. Type of Goods Preferred

		Frequency	Percent	Valid Percent
Valid	Convenience goods	96	25.0	25.0
	Shopping goods	227	59.1	59.1
	Unsought goods	61	15.9	15.9
	Total	384	100.0	100.0

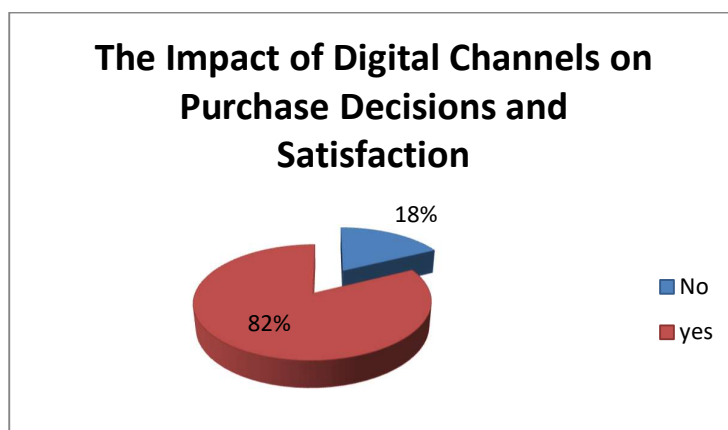


#### Interpretation

The table above depicts the sort of product favoured with the use of electronic means. On the one hand, over 60% of those surveyed purchase shopping items, 25% buy convenience things, and the remaining 16% buy specialised or unexpected items. As a result, it may be deduced that the majority of respondents acquire purchasing products via digital marketing.

#### Q7. Purchasing Decision and Happiness are influenced by the use of digital channels.

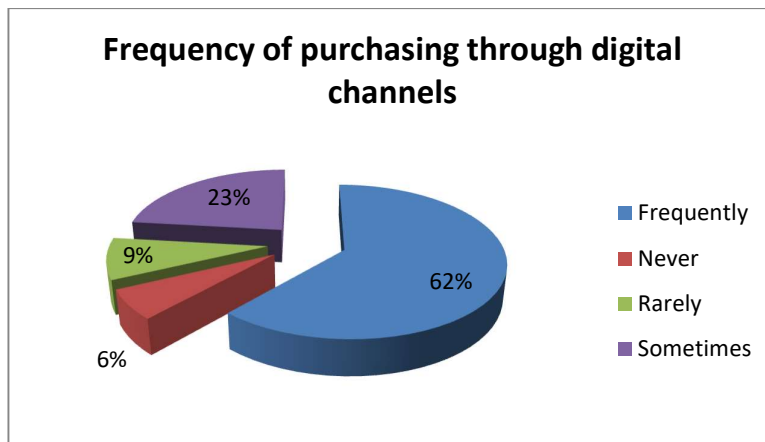
		Frequency	Percent	Valid Percent
Valid	No	68	17.7	17.7
	yes	316	82.3	82.3
	Total	384	100.0	100.0



The table depicts the impact of digital channels on purchasing choices and customer satisfaction. 82% of respondents are affected by digital channels and are pleased with their purchases, While 18% are unaffected by digital outlets and are content with their purchases. The majority of respondents are influenced by and happy with digital platforms with their performance their purchases made via them.

**Q8. Frequency of purchasing through digital channels.**

	Frequency	Percent	Valid Percent
Valid Frequently	237	61.7	61.7
Never	24	6.3	6.3
Rarely	34	8.9	8.9
Sometimes	89	23.2	23.2
Total	384	100.0	100.0



**Interpretation**

The frequency of buying through digital channels is shown in the table. 9 percent of respondents buy rarely, 23 percent buy sometimes, 62 percent buy frequently, and 6 percent never buy via a digital channel. As a result, the vast majority of respondents make their purchases via on-line technologies.

**Descriptive statistics and Cronbach alpha (Consumers' Attitude toward Social Media Advertising)**

Consumer purchase intentions	Mean	Mode	Std. Deviation	Skewness	Kurtosis	Reliability Cronbach Alpha
I believe that purchasing on-line saves me time.	3.75	4	1.245	-0.911	-0.140	
It's a significant benefit for me to be able to purchase products on-line at any time of day.	3.78	5	1.347	-0.909	-0.442	

I will shop on-line only if the on-line price is cheaper than the actual pricing.	3.69	4	1.301	-0.870	-0.358	0.811
On the internet, delivery of items and services takes a long time.	3.69	4	1.285	-0.869	-0.318	
Purchasing on-line is just as secure as shopping in a store.	3.58	5	1.519	-0.651	-0.916	
The information provided on the internet regarding goods and services is adequate.	3.80	4	1.256	-1.009	-0.079	

The findings show that the mean score is larger than 63 and the mode is 5 for all "Consumers' Attitude toward Social Media Advertising" statements. This shows that the majority of respondents agree with the remarks. Because the skewness and kurtosis are so low, the replies are regularly distributed. According to the findings, Cronbach alpha coefficient for the factors in the concept "Customers' Attitudes towards Social Media Marketing" is 0.811, showing that internal consistency reliability exists.

<b>Intention to Engage in eWOM Behavior</b>	<b>Mean</b>	<b>Mode</b>	<b>Std. deviation</b>	<b>Skewness</b>	<b>Kurto sis</b>	<b>Cron bach alpha</b>
By and large, I am interested in 'following' products/services marketed on my social media network(s) for advertising that I like on social media."	3.84	4	1.278	-1.059	0.205	0.837
By and large, I am interested in demonstrating my support for products/services by like them (e.g., pressing the 'Like' button) on my social network(s) for commercials that I enjoy on social media.	3.65	4	1.353	-0.816	-0.592	
I refer the products/services to my friends / peers/relatives after watching advertisements which I like on social media	3.6	5	1.434	-0.728	-0.869	

"I would 'become a fan' of products/services promoted on my social networking site(s) if the advertising piqued my interest."	3.89	5	1.339	-1.087	0.074	
---	------	---	-------	--------	-------	--

For all expressions of Intention to Engage in eWOM Behavior, the data show a mean score higher than 3 and a mode of 4. The majority of respondents supports the assertions. The responses are regularly distributed, with very little skewness and kurtosis. The Cronbach alpha of the variables in the construct "Intention to Engage in eWOM Behaviours" is determined to be 0.837, indicating the existence of internal consistency reliability.

Social media advertising measure	Mean	Mode	Std. Deviation	Skewness	Kurtosis
I'm interested in purchasing things that are advertised on social media.	3.92	4	0.922	-1.612	2.866
I intend to purchase things marketed on social networking sites in the coming years."	3.92	4	0.871	-1.805	3.939
Advertisements on social media do increase purchase intent of featured brands	3.96	4	0.893	-1.732	3.622
If I were to purchase an item, I would recollect the marketing on social media.	3.88	4	0.919	-1.670	3.118
I'm likely to purchase some of the things advertised on social media.	3.96	4	0.897	-1.701	3.489
I intend to buy the things promoted on social media.	3.88	4	0.949	-1.538	2.428
Advertisements on social networking sites have a detrimental effect on purchasing decisions.	2.92	4	1.359	-0.052	-1.470
Social media advertisements have a favourable effect on my purchasing choice.	3.88	4	0.918	-1.676	3.140

For all Purchase Intentions assertions, the data show a mean score higher than 3 and a mode of 4. The statements are supported by the majority of respondents. Because the amount of skewness and kurtosis is relatively low, the distribution of the replies is determined to be regularly distributed. The findings demonstrate that the Cronbach alpha of the constructs variables is "Intention to Visit Companies' Websites" is 0.953, indicating that there is internal consistency and dependability.

#### 10. Findings of Study

- Significant no of respondents were from 18-25 age group which means very young group respondents were more.

- Significant no of respondents were female.
- Significant no of respondents completed their graduation degree that means respondents were well-educated.
- Significant no of consumers aware of digital marketing
- Majority of respondents acquire purchasing products via digital marketing.
- The majority of respondents are affected by on-line platforms and are content with their present condition as a result of digital platform purchases.
- Vast majority of respondents make their purchases via on-line technologies.

According to the report, customers are affected by digital channels and are happy with purchases made through digital media, most notably via e-commerce platforms such as Flip kart, Amazon, and Snap deal. They mostly purchase retail things such as clothing cosmetics, gadgets, and so on. Customers like digital marketing since it allows them to save time by buying when it is convenient for them. The basic problem is a loss of technical skills, which may be solved by offering demo sessions to clients.

#### **The Advantages of Social Media Advertising**

- **Cost:** In compared to other forms of advertising, the cost of social advertisements is quite inexpensive.
- **Reach:** Social media advertising allows us to reach a large number of individuals.
- **User Satisfaction and Loyalty:** The company may set up a dedicated customer support account, improving the public's perception of the brand and making itself more accessible to current and prospective customers with queries.

- **Limitations of the Study**

Each scientific endeavour has defects and limits. Several of these are included into the research design itself while others are included into the study at different phases of operation. The following are the study's limitations: The respondents are chosen using the convenience sampling approach. As a consequence, the study's findings may be skewed. Due to the short time frame of the study, it was impossible to undertake in-depth research on the many topics. For a truly thorough examination, time, money, and other resources were limits.

- **Suggestions**

**The following are some ideas for improving digital marketing:**

- a) Improve technological improvement in digital marketing promotion.
- b) Collect and apply the customer input in the proper manner.
- c) Ensure that the consumer receives a transparent and high-quality solution both before and after the transaction.
- d) Raising public knowledge of digital marketing.
- e) Online clients must be given with a thorough description of the items.

## **11. Implications of Study**



Extensive study on internet marketing in a national setting is still in its early stages and requires more focus. Because there have been few cross-cultural research, ideas and their application are likely to alter in the future; thus, further studies should be done to measure the purchasing behaviour of a broader population from diverse sections of India. Furthermore, the survey analysed consumers' opinions only based on the respondent's recollection of on-line shopping site experience. Further research should be conducted to assess the customer experience of before, real, and post website visits in order to determine the linkages of other factors under consideration. Furthermore, additional inferential statistics such as regression analysis and multivariate analysis may be used to offer a more in-depth knowledge of the subject matter.

## 12. Conclusion

Consumers are getting more knowledgeable and vigilant as the internet and social media proliferate. Technological innovation increases market rivalry. Social media may help firms keep market share and increase revenues. The purpose of this study was to determine the effects of on-line marketing on viewers' purchasing intentions. People will notice beautiful social media advertising, according to the study. A marketer's goal is to attract consumers of all ages by using a variety of techniques such as visual appeal, humour, emotional appeal, self-improvement appeal, celebrity endorsements, tag lines, Apps like WhatsApp, You Tube, Face book, Instagram, and Quora are widely utilised and may serve as good advertising platforms. Social media is now part of the promoting mix. Understanding how customers engage with social media may help marketer's better uses this channel for advertising. Consumers now have a voice on social media. Marketers have a lot of potential, but they must concentrate on the correct things. This research intends to add to the body of knowledge in this sector and help marketers make better use of this medium.

## References

- Al-azzam, A. F., & Al-mizeed, K. (2021). The Effect of Digital Marketing on Purchasing Decisions : A Case Study in Jordan. *The Journal of Asian Finance ...*, 8(5), 455–463. <https://doi.org/10.13106/jafeb.2021.vol8.no5.0455>
- Siva Kumar, T., & Chandra Sekhar, S. (2019). Impact of e-Marketing on Influencing Consumer Purchase decision. IJSDR1911004 *International Journal of Scientific Development and Research*, 4(11), 24–27. [www.ijedr.org](http://www.ijedr.org)
- Nawaz, S. S., & Kaldeen, M. (2020). Impact of digital marketing on purchase intention. *International Journal of Advanced Science and Technology*, 29(4), 1113–1120.
- Omar, A. M., & Atteya, N. (2020). The Impact of Digital Marketing on Consumer Buying Decision Process in the Egyptian Market. *International Journal of Business and Management*, 15(7), 120. <https://doi.org/10.5539/ijbm.v15n7p120>
- Rehmani, M., & Ishfaq, M. (2011). The Impact of E-Media on Customer Purchase Intention. *International Journal of Advanced Computer Science and Applications*, 2(3), 100–103. <https://doi.org/10.14569/ijacsa.2011.020317>

- Impact of Digital Marketing on Consumer Purchase Decision. (2019). *International Journal of Innovative Technology and Exploring Engineering*, 9(2S2), 453–455. <https://doi.org/10.35940/ijitee.b1214.1292s219>
- Tiffany, J R, Santhana Kamala, J S, & Phorkodi, J M. (2018). A Study on Impact of Digital Marketing in Customer Purchase Decision in Thoothukudi. *International Journal of Science, Engineering and Management (IJSEM)*, 3(4), 2456–1304.
- Ikechukwu, A., Victor, O., Gerald, N., & Jeff, O. (2017). Effects of Online Marketing on the Behaviour of Consumers in Selected Online Companies in Owerri, Imo State – Nigeria. *International Journal of Business and Management Invention*, 6(6), 32–43. [http://www.ijbmi.org/papers/Vol\(6\)6/version-3/E0606033243.pdf](http://www.ijbmi.org/papers/Vol(6)6/version-3/E0606033243.pdf)
- Umair Manzoor, Sajjad Ahmad Baig, Muhammad Hashim, & Abdul Sami. (2020). Impact of Social Media Marketing on Consumer’s Purchase Intentions: The Mediating role of Customer Trust. *International Journal of Entrepreneurial Research*, 3(2), 41–48. <https://doi.org/10.31580/ijer.v3i2.1386>
- Pütter, M. (2017). The Impact of Social Media on Consumer Buying Intention. *Journal of International Business Research and Marketing*, 3(1), 7–13. <https://doi.org/10.18775/jibrm.1849-8558.2015.31.3001>
- Yeo, S.F., Tan, C.L., Lim, K. B. (2020). Effects of Social Media Advertising on Consumers’ Online Purchase Intentions. *An International Journal*, 12(1), 89–106.