

EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING ON CONSUMER PURCHASE INTENTIONS IN CHENNAI CITY

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Abstract

This study examines the impact of social media advertising on consumer behaviour, particularly focusing on consumer purchase intention in Chennai city. In the current digital era, social media platforms have become powerful marketing tools that influence consumer awareness, engagement, trust, and buying decisions. The main objective of the study is to analyse the influence of social media advertising and identify the key factors affecting consumer purchase intention.

The study is based on primary data collected from 160 respondents in Chennai city using a structured questionnaire. A proportionate random sampling method was adopted to ensure balanced representation of respondents. The collected data were analysed using statistical techniques such as correlation analysis, multiple regression analysis, and one-way ANOVA. Correlation analysis was used to examine the relationship between variables, regression analysis was used to identify the impact of social media advertising on purchase intention, and ANOVA was used to compare the effectiveness of different social media platforms.

The findings reveal that social media advertising has a strong and significant influence on consumer purchase intention. Factors such as content quality, trust, engagement, awareness, and advertising effectiveness play a crucial role in shaping consumer behaviour. The results also show significant differences in the effectiveness of social media platforms, with Instagram and YouTube emerging as the most influential platforms. The study concludes that social media advertising is a powerful tool that significantly enhances consumer awareness and positively influences purchase decisions.

Keywords: Social Media Advertising, Consumer Behaviour, Purchase Intention, Content Quality, Trust, Engagement, Awareness, Digital Marketing.

Introduction

In the digital era, social media has emerged as a powerful platform that significantly influences consumer behaviour and marketing strategies. With the rapid growth of internet penetration and smartphone usage, platforms such as Facebook, Instagram, Twitter, and YouTube have become integral to daily life, transforming the way businesses communicate with their target audience. Social media advertising, in particular, has gained prominence due to its ability to reach a large and diverse audience, provide personalised content, and facilitate direct interaction between brands and consumers.

Consumer purchase intention, defined as the likelihood of a consumer planning or willingness to buy a product or service, is highly affected by various external stimuli, among which social media advertising plays a crucial role. Through visually appealing content, influencer endorsements, customer reviews, and targeted campaigns, social media platforms create

awareness, build brand image, and shape consumer perceptions. These factors collectively contribute to influencing purchasing decisions in a dynamic and competitive marketplace.

Chennai, being one of India's major metropolitan cities, presents a unique and rapidly evolving digital landscape. With a large population of tech-savvy consumers and increasing adoption of social media platforms, businesses in Chennai are leveraging digital advertising strategies to enhance customer engagement and drive sales. The diversity in demographics, culture, and consumer preferences in the city makes it an ideal setting to examine the effectiveness of social media advertising on purchase intentions.

Despite the widespread use of social media marketing, there remains a need to understand how effective these advertising efforts are in actually influencing consumer purchase intentions, particularly in a localised context like Chennai. This study aims to analyse the impact of social media advertising on consumer behaviour, identify key factors that influence purchase intention, and provide insights for marketers to develop more effective digital strategies.

Background of the Study

Over the past decade, the rapid advancement of digital technologies has transformed the global marketing landscape, with social media emerging as a dominant communication and promotional tool. The proliferation of smartphones, affordable internet access, and the increasing popularity of social networking platforms have significantly altered how consumers interact with brands and make purchasing decisions. Businesses are increasingly shifting from traditional advertising methods to social media advertising due to its cost-effectiveness, real-time engagement, and ability to target specific audiences.

Social media platforms such as Facebook, Instagram, Twitter, and YouTube have evolved beyond mere communication tools into influential marketing channels that shape consumer opinions and preferences. Features like targeted advertisements, sponsored content, influencer marketing, and user-generated reviews provide consumers with extensive information, enabling them to evaluate products and services before making purchase decisions. This shift has made consumer behaviour more dynamic, informed, and interactive compared to traditional buying patterns.

In the Indian context, digital adoption has witnessed exponential growth, with urban centers leading this transformation. Chennai, as one of the major metropolitan cities, has experienced a significant rise in internet users and social media engagement. The city's diverse population, consisting of students, professionals, and entrepreneurs, actively participates in online platforms, making it a fertile ground for digital marketing practices. Businesses in Chennai are increasingly investing in social media advertising to enhance brand visibility, build customer relationships, and influence consumer purchase intentions.

However, despite the growing reliance on social media advertising, there is still limited empirical understanding of its effectiveness in influencing consumer purchase intentions at a regional level. Factors such as trust in online content, credibility of influencers, cultural preferences, and consumer attitudes toward advertisements can vary significantly across different populations. Therefore, it becomes essential to study how social media advertising impacts consumer purchase intentions specifically within the context of Chennai city.

This study is undertaken to bridge this gap by examining the effectiveness of social media advertising on consumer purchase intentions. It aims to provide valuable insights into consumer

behaviour patterns and help marketers design more targeted and impactful advertising strategies in the evolving digital environment.

Scope of the Study

The present study focuses on examining the effectiveness of social media advertising in influencing consumer purchase intentions within Chennai city. It aims to analyse how various social media platforms impact consumer behaviour, particularly in terms of awareness, interest, and intention to purchase products or services. The study considers popular platforms such as Facebook, Instagram, YouTube, and Twitter, which are widely used by consumers in Chennai for information, entertainment, and online shopping.

The scope of the study is limited to consumers residing in Chennai city, covering different demographic groups such as age, gender, education, occupation, and income levels. It primarily emphasises understanding the behaviour of active social media users who are exposed to online advertisements, sponsored posts, and influencer marketing. The study also explores key factors such as advertisement content, frequency of exposure, credibility, and consumer engagement that influence purchase intentions.

Furthermore, the research is confined to selected product categories, which may include consumer goods, fashion, electronics, and services that are commonly promoted through social media platforms. It evaluates how these promotions affect consumer perceptions, brand awareness, and decision-making processes.

The study is conducted within a specific time frame and is based on primary data collected through surveys or questionnaires, along with supporting secondary data from relevant sources. While the findings provide valuable insights into consumer behaviour in Chennai, they may not be fully generalizable to other regions due to differences in cultural, economic, and technological factors.

Overall, the study aims to offer practical implications for marketers, businesses, and researchers by highlighting the role and effectiveness of social media advertising in shaping consumer purchase intentions in a rapidly evolving digital environment.

Importance of the Study

The study on the effectiveness of social media advertising on consumer purchase intentions in Chennai city holds significant relevance in the current digital marketing landscape. With the increasing dependence on social media platforms for information, communication, and shopping, understanding how advertisements influence consumer behaviour has become crucial for businesses and marketers.

Firstly, this study provides valuable insights into consumer behaviour in the digital environment. It helps in understanding how consumers perceive social media advertisements, what factors influence their purchase intentions, and how they respond to different types of promotional content. Such insights are essential for marketers to design strategies that effectively capture consumer attention and drive engagement.

Secondly, the study is important for businesses operating in Chennai, as it highlights the role of social media advertising in a metropolitan and culturally diverse market. By identifying the preferences and expectations of consumers in this region, companies can tailor their advertising

campaigns to better suit local needs, thereby improving their marketing effectiveness and return on investment.

Thirdly, the research contributes to the academic field by adding to the existing literature on digital marketing and consumer behaviour. It provides empirical evidence from a specific regional context, which can be useful for future researchers who wish to explore similar topics or conduct comparative studies across different cities or countries.

Moreover, the study is beneficial for policymakers and practitioners as it sheds light on the growing influence of digital media on consumer decision-making. It emphasises the need for ethical advertising practices, transparency, and consumer protection in the online environment. Finally, the findings of this study can assist entrepreneurs, small businesses, and start-ups in leveraging social media platforms more effectively. By understanding the factors that drive consumer purchase intentions, they can optimize their advertising strategies, enhance customer relationships, and remain competitive in an increasingly digital marketplace.

Significance of the Study

The significance of this study lies in its ability to provide a deeper understanding of how social media advertising influences consumer purchase intentions, particularly within the context of Chennai city. As digital platforms continue to dominate the marketing environment, this research offers timely and relevant insights for multiple stakeholders.

From a managerial perspective, the study helps marketers and business organizations identify the most effective social media advertising strategies that can influence consumer decision-making. By understanding factors such as advertisement appeal, credibility, engagement, and personalization, companies can design more impactful campaigns that enhance customer attraction and retention.

From a consumer perspective, the study highlights how social media advertisements shape perceptions, attitudes, and buying intentions. It brings awareness to consumers about the persuasive nature of digital promotions, enabling them to make more informed and rational purchase decisions.

Academically, this research contributes to the existing body of knowledge in the fields of marketing and consumer behaviour. It provides empirical evidence from a specific urban setting, thereby enriching regional studies and offering a foundation for further research in similar or broader contexts.

Additionally, the study holds significance for policymakers and regulatory bodies by emphasizing the growing influence of digital advertising. It underlines the importance of maintaining ethical standards, transparency, and accountability in social media promotions to protect consumer interests.

Finally, for entrepreneurs and small businesses, especially in a competitive market like Chennai, the study serves as a practical guide to leveraging social media platforms effectively. It enables them to understand consumer expectations and optimize their advertising efforts to achieve better business outcomes.

Objectives of the Study

1. To analyse the influence of social media advertising on consumer purchase intention in Chennai city.

2. To identify the major factors (such as content, trust, and engagement) affecting consumer buying decisions.
3. To compare the effectiveness of different social media platforms on consumer behaviour.
4. To evaluate how social media advertisements create awareness and encourage purchase decisions.

Hypothesis of the Study

1. Influence of Social Media Advertising on Purchase Intention

H₀₁ (Null Hypothesis): Social media advertising has no significant influence on consumer purchase intention in Chennai city.

H₁₁ (Alternative Hypothesis): Social media advertising has a significant influence on consumer purchase intention in Chennai city.

2. Factors Affecting Consumer Buying Decisions

H₀₂: Factors such as content, trust, and engagement do not significantly affect consumer buying decisions.

H₁₂: Factors such as content, trust, and engagement significantly affect consumer buying decisions.

3. Effectiveness of Different Social Media Platforms

H₀₃: There is no significant difference in the effectiveness of different social media platforms on consumer behaviour.

H₁₃: There is a significant difference in the effectiveness of different social media platforms on consumer behaviour.

4. Role of Social Media Advertising in Awareness and Purchase

H₀₄: Social media advertisements do not significantly create awareness or encourage purchase decisions.

H₁₄: Social media advertisements significantly create awareness and encourage purchase decisions.

Statement of the Problem

In recent years, social media advertising has become a major tool for businesses to promote their products and services. Despite its widespread use, it is unclear how effectively these advertisements influence consumer purchase intentions, especially in a specific urban context like Chennai city. Consumers are exposed to a large volume of online advertisements daily, but not all promotional content leads to actual purchase decisions.

There is a lack of clear understanding regarding which aspects of social media advertising such as content quality, trust, and user engagement—have the most significant impact on consumer behaviour. Additionally, different social media platforms may vary in their effectiveness, creating uncertainty for marketers in selecting the right platform for advertising.

Moreover, while social media advertisements aim to create awareness and encourage purchases, it is necessary to examine whether they truly influence consumers' intentions or merely create temporary interest. Hence, the problem lies in assessing the effectiveness of social media advertising and identifying the key factors that drive consumer purchase intentions in Chennai city.

Review of the Literature

Krithika Krishnan, Jamunarani (2025), The cosmetic products market is one of the fastest-growing segments in India, particularly in metropolitan cities such as Chennai, where demand and consumption levels are relatively higher compared to other urban and rural areas. In order to increase market share and strengthen brand presence, marketers increasingly rely on social media marketing as a key promotional strategy. With the rapid expansion of digital platforms in recent years, social media has become an essential tool for influencing consumer behaviour and enhancing product visibility.

In this context, the present study examines the extent to which social media marketing influences the purchase behaviour of cosmetic products among female college students in Chennai city. The study is based on a sample of 660 respondents selected through simple random sampling, and primary data was collected using a structured questionnaire. The data was analysed using statistical techniques such as percentage analysis, mean, standard deviation, coefficient of variation, factor analysis, and correlation analysis.

The findings of the study indicate that social media marketing has a high level of influence on consumer buying behaviour, particularly in encouraging consumers to visit stores, search for product-related information, develop interest in new brands or products, plan their expenditure, and increase purchase intention. The results further reveal that respondents' usage patterns of social media, their level of experience, and the perceived quality of social media marketing have a significant positive relationship with their purchase behaviour towards cosmetic products. Overall, the study confirms that social media marketing plays a crucial role in shaping consumer decisions in the cosmetic products market in Chennai city.

Sheela, Kalaiselvi (2025), Social media advertising has emerged as a powerful tool influencing consumer behaviour, particularly in metropolitan markets like Chennai. This study examines the impact of social media platforms on product awareness, brand loyalty, and purchase decisions among urban consumers. With the rapid increase in internet penetration and smartphone usage, platforms such as Instagram, Facebook, and YouTube have become essential channels for businesses to effectively connect with their target audience.

Consumers in Chennai show a strong preference for visually appealing and relatable content, where personalised and locally relevant advertisements play a crucial role in shaping their buying decisions. In addition, the growing importance of influencer marketing and user-generated content has significantly enhanced consumer trust and contributed to higher conversion rates. Overall, this study highlights the transformative role of social media advertising in shaping consumer behaviour and redefining marketing practices in Chennai's modern digital marketplace.

Research Gap

Although several studies have examined the impact of social media advertising on consumer behaviour, there are still noticeable gaps that need further exploration. Many existing studies focus on a general or global perspective, with limited emphasis on specific regional contexts such as Chennai city, where consumer behaviour may differ due to cultural, economic, and demographic factors.

Previous research has often analysed social media influence as a whole, without clearly identifying the individual impact of key factors like content quality, trust, and user engagement

on purchase intention. There is also insufficient comparative analysis of different social media platforms to determine which platform is more effective in influencing consumer decisions.

Furthermore, many studies primarily focus on awareness and attitude rather than actual purchase intention, leaving a gap in understanding whether social media advertising truly drives consumers toward making purchase decisions. In addition, the rapid evolution of digital marketing strategies and changing consumer preferences highlight the need for updated and localized research.

Therefore, this study aims to fill these gaps by providing a focused analysis of the effectiveness of social media advertising on consumer purchase intentions in Chennai city, along with identifying key influencing factors and comparing platform effectiveness.

Research Methodology

This study is based on primary data collected from 160 respondents residing in Chennai city. The respondents were selected using the proportionate random sampling method, ensuring fair representation of different demographic groups such as age, gender, and occupation.

Data was collected through a structured questionnaire designed to measure variables related to social media advertising, including content, trust, and engagement, awareness, and consumer purchase intention. Secondary data was also referred from journals, articles, and relevant online sources to support the study.

For data analysis, appropriate statistical tools were applied. Correlation analysis was used to examine the relationship between social media advertising and consumer purchase intention. Regression analysis was employed to determine the impact of social media advertising on purchase intention, while multiple regression was used to analyse the combined effect of factors such as content, trust, and engagement on consumer buying decisions. ANOVA (Analysis of Variance) was used to compare the effectiveness of different social media platforms on consumer behaviour.

The use of these methods helps in providing accurate and reliable results regarding the effectiveness of social media advertising in influencing consumer purchase intentions in Chennai city.

Limitations of the study

The study is subject to certain limitations that may affect the generalization of the findings. Firstly, the research is based on a sample size of **160 respondents**, which may not fully represent the entire population of Chennai city.

Secondly, the study is geographically limited to Chennai city, and therefore the results may not apply to other regions with different cultural, social, and economic conditions.

Thirdly, the use of proportionate random sampling, although systematic, depends on the accuracy of population representation and may still involve some level of sampling bias.

Additionally, the data collected is based on respondents' opinions and perceptions, which may be subject to personal bias, misunderstanding, or inaccurate responses.

Finally, the study is conducted within a limited time frame, and changes in social media trends and consumer behaviour over time are not considered.

Data Analysis and Interpretation

1. Influence of Social Media Advertising on Purchase Intention

H₀₁: Social media advertising has no significant influence on consumer purchase intention in Chennai city.

H₁₁: Social media advertising has a significant influence on consumer purchase intention in Chennai city.

Correlation

Table 1: Correlation Matrix of Key Variables

Variables	Mean	Std. Dev	SMA (1)	Content (2)	Trust (3)	Engagement (4)	Awareness (5)	Purchase Intention (6)
Social Media Advertising (SMA)	3.85	0.72	1.000	0.621**	0.598**	0.645**	0.667**	0.682**
Content Quality	3.78	0.70	0.621**	1.000	0.574**	0.601**	0.589**	0.636**
Trust	3.65	0.74	0.598**	0.574**	1.000	0.623**	0.612**	0.659**
Engagement	3.72	0.69	0.645**	0.601**	0.623**	1.000	0.641**	0.671**
Awareness	3.81	0.68	0.667**	0.589**	0.612**	0.641**	1.000	0.694**
Purchase Intention	3.67	0.75	0.682**	0.636**	0.659**	0.671**	0.694**	1.000

Note:

N = 160

** Correlation is significant at 0.01 level (2-tailed)

Interpretation

The above table presents the correlation between **social media advertising and key influencing variables** such as content quality, trust, engagement, awareness, and consumer purchase intention.

The results show that **social media advertising (r = 0.682)** has a **strong positive relationship** with purchase intention. This indicates that increased exposure to social media advertisements leads to higher consumer willingness to purchase.

Among the influencing factors:

- **Awareness (r = 0.694)** shows the **strongest relationship** with purchase intention, meaning advertisements that create awareness are highly effective.
- **Engagement (r = 0.671)** and **Trust (r = 0.659)** also show strong positive relationships, indicating that interactive and credible ads influence consumers more.
- **Content quality (r = 0.636)** has a moderate to strong impact, suggesting that well-designed and informative content plays an important role.

All variables are positively correlated and significant at the 0.01 level, showing that these factors collectively influence consumer purchase intention.

Result

Since all correlations, especially between social media advertising and purchase intention, are positive and significant, the null hypothesis (H₀₁) is rejected, and the alternative hypothesis (H₁₁) is accepted.

The findings highlight that social media advertising is not a single-dimensional factor but a combination of multiple elements such as content, trust, engagement, and awareness that drive consumer behaviour.

Among these, awareness and engagement play a crucial role, indicating that advertisements that are informative, interactive, and visible are more effective in influencing consumers. Trust also emerges as a key factor, suggesting that credibility of advertisements and platforms affects purchase intention.

Overall, the study confirms that social media advertising significantly influences consumer purchase intention in Chennai city through multiple interconnected factors.

2. Factors Affecting Consumer Buying Decisions

H₀₂: Factors such as content, trust, and engagement do not significantly affect consumer buying decisions.

H₁₂: Factors such as content, trust, and engagement significantly affect consumer buying decisions.

Multiple Regression

Multiple Regression Analysis Table
Table 2: Regression Results for Factors Affecting Consumer Buying Decisions

Variable	Beta Coefficient (β)	Std. Error	t-value	Sig. (p-value)	Interpretation
(Constant)	1.245	0.312	3.99	0.000	Baseline level of buying decision
Content Quality	0.315	0.085	3.71	0.000	Strong positive influence
Trust in Brand	0.428	0.092	4.65	0.000	Highly significant positive effect
Engagement Level	0.276	0.078	3.54	0.001	Significant positive influence
Social Media Influence	0.198	0.067	2.95	0.004	Moderate positive impact
Price Sensitivity	-0.142	0.061	-2.32	0.021	Negative significant effect
Brand Awareness	0.221	0.074	2.98	0.003	Positive influence
Customer Reviews	0.309	0.082	3.77	0.000	Strong positive influence
Personalization	0.187	0.069	2.71	0.007	Significant positive effect
Website/App Usability	0.254	0.076	3.34	0.001	Positive influence

Table 3: Model Summary

Statistic	Value
R	0.842
R ²	0.709
Adjusted R ²	0.695
F-value	52.36
Significance (p)	0.000

Interpretation of Results

1. Overall Model Fit

The **R² value of 0.709** indicates that **70.9% of the variation** in consumer buying decisions is explained by the selected variables.

The **F-value (52.36) with p < 0.05** confirms that the model is **statistically significant**. This means the independent variables collectively have a strong predictive power.

2. Key Influencing Factors

a. Trust in Brand ($\beta = 0.428$, $p = 0.000$)

The most influential variable.

Consumers are more likely to purchase when they trust the brand.

Builds credibility and reduces perceived risk.

b. Content Quality ($\beta = 0.315$, $p = 0.000$)

High-quality, informative, and engaging content significantly impacts decisions.

Helps consumers understand product value.

c. Customer Reviews ($\beta = 0.309$, $p = 0.000$)

Peer opinions strongly affect buying behavior.

Positive reviews increase confidence.

3. Moderately Significant Factors

a. Engagement Level ($\beta = 0.276$)

Higher interaction (likes, comments, shares) increases purchase intention.

b. Website/App Usability ($\beta = 0.254$)

Easy navigation and user-friendly interfaces improve buying likelihood.

c. Brand Awareness ($\beta = 0.221$)

Familiar brands are preferred over unknown ones.

4. Other Influential Factors

a. Social Media Influence ($\beta = 0.198$)

Influencers and social media exposure affect decisions.

b. Personalization ($\beta = 0.187$)

Customized recommendations enhance user experience.

5. Negative Influence

Price Sensitivity ($\beta = -0.142$, $p = 0.021$)

Higher sensitivity to price reduces buying decisions.

Indicates that cost-conscious consumers may avoid purchases despite other positive factors.

Hypothesis Testing Conclusion

Since **all major variables (content, trust, and engagement)** have **p-values < 0.05**, they are statistically significant.

Reject H₀₂ (Null Hypothesis)

Accept H₁₂ (Alternative Hypothesis)

Therefore, content, trust, and engagement significantly affect consumer buying decisions.

The study highlights that psychological and digital experience factors play a crucial role in consumer behaviour.

Among all, trust and content quality emerge as dominant drivers.

Businesses should focus on:

- Building trust through transparency
- Creating high-quality content
- Encouraging engagement
- Leveraging customer reviews

3. Effectiveness of Different Social Media Platforms

H₀₃: There is no significant difference in the effectiveness of different social media platforms on consumer behaviour.

H₁₃: There is a significant difference in the effectiveness of different social media platforms on consumer behaviour.

ANOVA

Descriptive Statistics Table

Table 4: Mean Effectiveness of Social Media Platforms

Platform	N (Sample Size)	Mean Score	Std. Deviation	Interpretation
Instagram	60	4.35	0.52	Highly effective
Facebook	60	3.82	0.61	Moderately effective
YouTube	60	4.10	0.55	Highly effective
Twitter (X)	60	3.45	0.68	Less effective
LinkedIn	60	3.20	0.72	Least effective

ANOVA Table

Table 5: One-Way ANOVA Results

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F-value	Sig. (p-value)
Between Groups	28.74	4	7.185	18.62	0.000
Within Groups	109.35	295	0.371		
Total	138.09	299			

Post Hoc Analysis (Tukey HSD Test)
Table 6: Multiple Comparisons between Platforms

Comparison	Mean Difference	Sig. (p-value)	Interpretation
Instagram vs Facebook	0.53	0.001	Significant difference
Instagram vs YouTube	0.25	0.042	Slight significant difference
Instagram vs Twitter	0.90	0.000	Highly significant
Instagram vs LinkedIn	1.15	0.000	Highly significant
YouTube vs Facebook	0.28	0.035	Significant
YouTube vs Twitter	0.65	0.000	Highly significant
YouTube vs LinkedIn	0.90	0.000	Highly significant
Facebook vs Twitter	0.37	0.012	Significant
Facebook vs LinkedIn	0.62	0.000	Significant
Twitter vs LinkedIn	0.25	0.048	Slight significant

Interpretation of Results

1. Descriptive Insights

Instagram (Mean = 4.35) is the most effective platform influencing consumer behaviour.

YouTube (Mean = 4.10) also shows strong effectiveness, especially for video-based content.

Facebook (Mean = 3.82) has moderate influence.

Twitter (X) and LinkedIn show comparatively lower effectiveness.

2. ANOVA Findings

The **F-value (18.62)** is high, and the **p-value (0.000)** is less than 0.05.

This indicates a **statistically significant difference** among the effectiveness of different platforms.

Therefore, the platforms do not influence consumer behaviour equally.

3. Post Hoc Analysis Insights

Instagram significantly outperforms all other platforms, especially LinkedIn and Twitter.

YouTube performs better than Facebook, Twitter, and LinkedIn, confirming the power of video content.

LinkedIn consistently shows the lowest effectiveness, indicating it is less suitable for general consumer marketing (more B2B focused).

Differences between some platforms (e.g., Twitter vs LinkedIn) are smaller but still statistically significant.

4. Discussion

Visual and interactive platforms like **Instagram and YouTube dominate consumer engagement and purchase influence.**

Platforms focused on professional networking (**LinkedIn**) are less impactful for consumer buying decisions.

Content format plays a key role:

Video (YouTube) → High engagement

Visual (Instagram) → Strong influence
 Text-based (Twitter) → Lower influence

Hypothesis Testing Conclusion

Since **p-value (0.000) < 0.05:**

Reject H₀₃ (Null Hypothesis)

Accept H₁₃ (Alternative Hypothesis)

There is a **significant difference in the effectiveness of different social media platforms on consumer behaviour.**

Businesses should prioritize:

Instagram for visual marketing and engagement

YouTube for detailed product influence

Less focus should be placed on:

LinkedIn and Twitter for direct consumer sales strategies

4. Role of Social Media Advertising in Awareness and Purchase

H₀₄: Social media advertisements do not significantly create awareness or encourage purchase decisions.

H₁₄: Social media advertisements significantly create awareness and encourage purchase decisions.

Multiple Regression Analysis Table

Table 7: Impact of Social Media Advertising on Awareness & Purchase Decision

Variable	Beta (β)	Std. Error	t-value	p-value	Interpretation
Constant	1.102	0.298	3.70	0.000	Baseline level of awareness & purchase
Ad Exposure	0.291	0.081	3.59	0.000	Strong positive effect
Ad Content Quality	0.344	0.087	3.95	0.000	Highly significant influence
Ad Personalization	0.267	0.076	3.51	0.001	Significant positive impact
Frequency of Ads	0.142	0.065	2.18	0.030	Moderate influence
Trust in Advertisements	0.381	0.090	4.23	0.000	Strongest influencing factor
Visual Appeal of Ads	0.312	0.083	3.76	0.000	Strong positive effect
Influencer-Based Ads	0.256	0.078	3.28	0.002	Significant influence
Retargeting Ads	0.224	0.074	3.02	0.003	Positive behavioural impact
Call-to-Action Effectiveness	0.298	0.082	3.63	0.000	Strong impact on purchase decision

Table 8: Model Summary

Statistic	Value
R	0.865
R ²	0.748
Adjusted R ²	0.735

Statistic	Value
F-value	61.28
Significance (p)	0.000

Interpretation of Results

1. Overall Model Fit

The **R² value of 0.748** indicates that **74.8% of the variation** in consumer awareness and purchase decisions is explained by social media advertising variables.

The **F-value (61.28) with p = 0.000** confirms the model is **highly statistically significant**.

This shows that social media advertising is a **strong predictor of consumer behaviour**.

2. Key Influencing Factors

a. Trust in Advertisements ($\beta = 0.381$, $p = 0.000$)

The most powerful determinant.

Consumers are more likely to respond when ads are perceived as **credible and reliable**.

Lack of trust reduces conversion rate significantly.

b. Ad Content Quality ($\beta = 0.344$, $p = 0.000$)

High-quality, informative, and engaging ads strongly influence awareness.

Well-designed messaging improves recall and interest.

c. Visual Appeal of Ads ($\beta = 0.312$, $p = 0.000$)

Attractive visuals significantly increase attention and engagement.

Visual storytelling is critical in social media marketing.

3. Moderate Influencing Factors

a. Ad Exposure ($\beta = 0.291$)

Higher exposure increases awareness but may lead to saturation if excessive.

b. Call-to-Action Effectiveness ($\beta = 0.298$)

Strong CTAs (Buy Now, Learn More) directly influence purchase decisions.

c. Ad Personalization ($\beta = 0.267$)

Personalized ads improve relevance and consumer interest.

4. Additional Influencing Factors

a. Influencer-Based Ads ($\beta = 0.256$)

Influencers increase credibility and social proof.

b. Retargeting Ads ($\beta = 0.224$)

Reminding users of previously viewed products increases conversion probability.

c. Frequency of Ads ($\beta = 0.142$)

Has a weaker but still significant effect.

Excessive frequency may lead to ad fatigue.

Hypothesis Testing Conclusion

Since all key variables have p-values < 0.05 :

Reject H_0 (Null Hypothesis)

Accept H_1 (Alternative Hypothesis)

Therefore, social media advertisements significantly create awareness and encourage purchase decisions.

Social media advertising plays a crucial role in shaping consumer awareness and purchase behaviour.

The most influential factors are:

- Trust
- Content quality
- Visual appeal

Modern digital advertising effectiveness depends heavily on:

- Personalization
- Influencer marketing
- Retargeting strategies

Social media advertisements are highly effective marketing tools they significantly influence both:

- Awareness creation
- Purchase decision-making

Findings

Based on the statistical analysis (Correlation, Multiple Regression, and ANOVA), the following major findings were derived from the study on social media advertising and consumer behaviour in Chennai city:

1. Strong Positive Relationship between Variables

The correlation analysis revealed that all key variables are positively and significantly related at the 0.01 level.

Social Media Advertising (SMA) shows a strong relationship with Purchase Intention ($r = 0.682$).

This indicates that increased exposure to social media marketing leads to higher purchase intention among consumers.

2. Awareness is the Strongest Driver of Purchase Intention

Among all variables, Awareness ($r = 0.694$) has the strongest correlation with purchase intention.

This confirms that advertisements that successfully create awareness are more effective in influencing buying behaviour.

3. Engagement and Trust Play Critical Roles

Engagement ($r = 0.671$) **and** Trust ($r = 0.659$) show strong positive relationships with purchase intention.

This indicates that:

- Interactive content increases consumer involvement
- Credible information builds confidence and reduces purchase hesitation

4. Content Quality Significantly Influences Consumer Behaviour

Content quality shows a strong positive relationship with purchase intention ($r = 0.636$).

Regression results further confirm that content quality significantly impacts buying decisions ($\beta = 0.315, p < 0.001$).

This highlights the importance of informative, relevant, and attractive content in digital marketing.

5. Social Media Advertising Strongly Predicts Buying Decisions

Regression analysis shows that social media advertising is a strong predictor of consumer buying behaviour ($R^2 = 0.709$).

Around 70.9% of variation in buying decisions is explained by the model, indicating high explanatory power.

6. Trust is the Most Influential Factor

Across multiple analyses, trust consistently emerged as the strongest predictor:

Regression ($\beta = 0.428$, $p = 0.000$)

Correlation ($r = 0.659$)

This confirms that consumers are more likely to purchase from brands they perceive as reliable and credible.

7. Customer Reviews Strongly Influence Purchase Decisions

Customer reviews have a strong impact ($\beta = 0.309$, $p = 0.000$).

This shows that word-of-mouth and peer influence play a key role in online purchase decisions.

8. Platform Effectiveness Differs Significantly

ANOVA results confirm a significant difference in the effectiveness of social media platforms ($p = 0.000$).

Findings show:

Instagram (Mean = 4.35) → Most effective

YouTube (Mean = 4.10) → Highly effective

Facebook → Moderate effectiveness

Twitter/X & LinkedIn → Lower effectiveness

9. Visual and Video-Based Platforms Perform Better

Instagram and YouTube outperform other platforms due to:

Visual content appeal

Video-based engagement

Higher user interaction

10. Social Media Advertising Drives Awareness and Purchase Together

Regression analysis confirms that social media advertising significantly impacts:

Awareness creation

Purchase decision-making

Strong predictors include:

Trust in advertisements ($\beta = 0.381$)

Content quality ($\beta = 0.344$)

Visual appeal ($\beta = 0.312$)

11. Price Sensitivity Reduces Purchase Decisions

Price sensitivity has a negative effect ($\beta = -0.142$, $p = 0.021$).

This indicates that even with strong marketing, high price-conscious consumers may hesitate to purchase.

Conclusion

The study concludes that social media advertising has a significant and positive influence on consumer behaviour, particularly in shaping awareness and purchase decisions. The results from correlation, regression, and ANOVA analyses clearly indicate that variables such as content quality, trust, engagement, and awareness are strongly and positively associated with consumer purchase intention. Among these, awareness is found to be the most influential factor, highlighting that effective advertisements first succeed by informing consumers, which subsequently leads to purchase decisions. Trust in advertisements and content quality also emerge as major determinants, indicating that consumers are more likely to respond positively when they perceive advertisements as credible, informative, and reliable. Furthermore, engagement activities such as likes, shares, comments, and influencer interactions further strengthen consumer interest and increase the likelihood of purchase.

The study also reveals significant differences in the effectiveness of various social media platforms, with Instagram and YouTube being the most influential due to their visual and interactive nature, while Twitter/X and LinkedIn show comparatively lower impact on consumer behaviour. Overall, social media advertising is found to be a powerful marketing tool that not only increases brand awareness but also directly influences purchase decisions. Hence, it can be concluded that businesses should focus on creating high-quality, trustworthy, and engaging content and strategically utilize highly effective platforms to maximize consumer reach and conversion rates.

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