

Influence of Advertisement on Consumer Perception and Buying Practices

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ABSTRACT

Social media is an influential medium as an advertising platform, which in turn has reshaped brand presence and has been the mean wherein businesses communicate with the world for the method of promotion of goods and services of them over the past ten years. With information and communication technologies experiencing exponential growth, the use of social media enables promotional strategies that are interactive, engaging, and far-reaching which in turn influence consumer awareness and purchasing decisions. This research aims to explore the consumer perception of social media advertising as one of the parts that come from the influencer marketing field and the impact of that on the choice of personal care products in the Tirupur district that result of patronage intention. A sample of 150 social media users and consumers selected through purposive sampling with the help of a structured questionnaire were the sources of the primary data. Descriptive and inferential statistical methods were employed to analyze the data. The results reveal that female consumers indicate a higher understanding of social media advertising and also have a stronger desire to buy personal care products compared to their male counterparts. Next, the entire four examined dimensions of social media advertising correspond positively and significantly with consumers' patronage intention to those. Among them, the one that is called "Interaction" goes the longest, whereas "Accessibility" is the part that pulls the least. The study sets the stage for the crucial role that well-planned, also interactive social media, is playing in driving consumer behavior change, especially in personal care.

KEY WORDS: Social Media Advertisement, Consumer Perception, Patronage Intention, Personal Care Products, Accessibility

1. INTRODUCTION

In the modern, highly competitive business landscape, social media has become a leading force in influential marketing. Social networking platforms are widely used by consumers not only to seek product-related information but also to share opinions and experiences with others. These digital interactions have transformed how businesses communicate with their customers, offering a more personalized and interactive approach to advertising. Via social media advertising, companies can understand consumer preferences better and thus can influence decision-making more impelling by providing targeted product information.

In countries that are still developing, like India, the increase of social media usage is really fast and this has opened new roads for marketers that permit them to reach consumers in a very efficient way. Tirupur district, which is a famous industrial centre, is the place that has been mentioned. The digital engagement there has been rising, making it the perfect place for businesses to discover the potential of social media advertising. These platforms enable marketers to reach wide and diverse audiences, reduce communication barriers, and enhance brand visibility.

On a global scale, social media advertising is the second-largest segment in digital marketing. Influencer-based ads on these platforms have been a vital part of the social media market. The revenue from these ads was approximately \$153 billion in 2021, and it is expected that it will increase to \$252 billion in 2026. At present (2022), the portion of global digital advertising investment in the social media domain is about 33% (Hootsuite, 2022). In addition, social media has evolved into a place that users become more active, by taking part in creating, sharing, and discussing content within online communities, which in turn, adds more value to marketing efforts.

In this context, the current paper sets out to explore consumer perceptions of different factors of social media marketing and to find out if it has any impact on the buying intention of personal care products in Tirupur district. The inquiry is thus positioned to provide insights into how firms can effectively harness social media channels for deeper customer engagement and loyalty by grasping these perceptions.

2. STATEMENT OF RESEARCH PROBLEM

There are just over 3.4 billion internet users worldwide. More than 2.3 billion people have social media accounts in the world. Nearly 3.8 billion people have internet access through mobile devices. Close to 2 billion people are active mobile social media users. (Wearesocialsg, 2015). IAMAI (2022) internet and Mobile Association of India has made a report that Around 346 million Indians are engaged in online transactions including e-commerce, and digital payments and social media, entertainment and communications are the top three activities in which internet users are engaged across India. The report estimates that there will be 900 million internet users in India by 2025 and more than two-third of the users in urban India regularly access social media platforms. The number of social media platforms is huge that it allows information to be easily shared and new content to be generated in an online context (Chen et al. 2011). Social media is here to facilitate individuals in several ways, examples of sites are Facebook, YouTube, Twitter, etc. Individuals apply different social media tools, such as online forums and communities, recommendations, ratings and reviews, to interact with other users online. Actually, people are the main force that drives the process of information exchange and provision of social support (Ridings & Gefen 2004) online.

The general availability of the internet has given individuals the opportunity to use social media, from email to Twitter and Facebook, and to interact without the need for physical meetings (Gruzd et al. 2011). Social media websites such as Facebook, Twitter, YouTube provide consumers with tremendous opportunities to share and disseminate brand related content and product usage information around the world. In addition, the networking of individuals through social media provides shared values, leading to a positive impact on trust (Wu et al. 2010). There is a vast change in the media of advertisement during the past decade and the sellers/manufacturers are now choosing the social media for the advertisement of their products and services in addition to the traditional advertising channels such as television, newspapers, etc. Social media advertising is more common and popular for Personal-care Products, fashion and lifestyle, electronics, etc. and the sellers/manufacturers of such products communicate the advertisement messages to covert the ordinary customers into potential customers.

Research on Social Media Advertisement has been of substantial interest to the marketing/advertising managers and academics. Therefore, studying, understanding and analyzing the users/consumers' perception on the dimensions of social media advertisement (as one of the important Influential Marketing components) on Patronage Intention towards Personal-care Products is an essential part of a marketing strategy formulation process.

3. CONCEPTUAL/THEORETICAL FRAMEWORK

3.1 INFLUENTIAL MARKETING AND SOCIAL MEDIA MARKETING

'Influential marketing', also known as influencer marketing, is a type of marketing strategy that focuses on using key individuals or groups to drive a brand's message to a larger market. These individuals or groups, known as influencers, have a significant following and are considered experts or influential figures within their niche or industry. Influencer marketing typically involves collaborating with influencers to create content that promotes a brand's products or services. This can take various forms, including sponsored posts on social media platforms, product reviews, endorsements, or appearances at events. The goal is to leverage the influencer's credibility and reach to increase brand awareness, engage with target audiences, and ultimately drive sales or conversions.

Influential marketing has become increasingly popular with the rise of social media platforms like Instagram, YouTube, and TikTok, where influencers have amassed large and dedicated followings. Businesses often partner with influencers whose audience aligns with their target market, allowing them to reach potential customers in a more authentic and relatable way compared to traditional advertising methods.

While according to Asad and Alhadid (2014), social media is “a collection of online tools that facilitate interaction and communications between users”. Social Media Marketing defined as “a strategic and methodical process to establish the company’s influence, reputation, and brand within communities of potential customers, readers or supporters” (Neti, 2011). Social media marketers are able to establish the consumer interaction. Moreover, the interaction provides more values due to the lesser amount of cost spent but deliver more impact than traditional media channels. Internet or mobile based tools like Facebook, Twitter, YouTube, and MySpace are some examples of social media platforms, which combine technology and social interaction (Neti, 2011). The goal of using social media in marketing is making the distribution of corporate message easily accessible to everyone that driven by word-of-mouth from a trusted third-party source (Zai, 2015).

3.2 SOCIAL MEDIA ADVERTISEMENT

Generally, advertising is part of the promotional mix and is one of the important elements of Influential Marketing as well as marketing strategy of a business organization. It plays a key role in the communication process among an organization and its consumers. The main objective of any advertising is to influence the consumers and to achieve the preferred responses towards the products and services advertised in the media. Social media advertising is a term used to describe online advertising (paid efforts) that focus on social networking sites. One of the major benefits of advertising on a social networking site (e.g. Facebook, Twitter) is that advertisers can take advantage of the user’s demographic information and target their ads appropriately. Social media advertising combines current targeting options (like geotargeting, behavioral targeting, socio-psychographic targeting, etc.), to make detailed target group identification possible. With social media advertising, advertisements are distributed to users based on information gathered from target group profiles.

3.3 USERS’ PERCEPTION ON DIMENSIONS OF SOCIAL MEDIA ADVERTISING

Consumers/Users’ Perception may be defined as a feeling of favorableness or unavoidableness that an individual has towards an object or product or service. Consumer Perception basically comprises of opinions, views, experiences, etc., towards some objects or products/brands/services, etc. Therefore, understanding the consumers’ perception on the advertisement is important for the marketers. The indicators of social media marketing that is used throughout this research are based on the consumers/users’ perception on the dimensions of social media advertisement that consist of online communities, interaction, sharing of content and accessibility. Research shows that customer reviews have grown quickly on the internet (Chris et al. 2008). Amazon.com is a good example of using customer reviews, with almost 10 million available (Do-Hyung et al. 2007). Online communities depicted as a community around a common interest of products or businesses built through the use of social media (Taprial & Kanwar, 2012). Online communities are now a place to share information and gain knowledge about products and services (Chen et al. 2011). The interaction in social media becomes important as it enables communications, whereby the social media itself is said to be another communication tool to improve users’ experience (Kim & Ko, 2010).

Research has shown that potential consumers are more interested in other users’ recommendations rather than merely vendor-generated product information (Ridings & Gefen 2004). Hence, consumers/users’ perception on such interactions, provided through social media, help increase the level of trust and reduce perceived risk. Sharing of content talks about the scope of an individual exchanges, distributes, and receives content in a social media setting in which the possible content can be in the form of picture, video, or status update. Based on Taprial and Kanwar (2012), accessibility refers to the easiness to access and the minimal costs to use the social media that makes user with online access able to initiate or participate in the conversations.

3.4 PATRONAGE INTENTION

Patronage intention refers to a consumer's inclination or likelihood to continue purchasing products or services from a particular business or brand in the future. It encompasses the consumer's overall attitude and willingness to remain loyal to a specific brand based on factors such as satisfaction, trust, perceived value, and previous experiences. Understanding patronage intention is crucial for businesses as it helps them predict and influence consumer behavior, ultimately leading to enhanced customer retention and long-term success.

Patronage intention in the context of social media advertisement for personal-care products indicates the consumers' tendency to continue purchasing such products from a specific brand due to exposure to advertisements on social media platforms. It encompasses consumers' attitudes towards the brand, their satisfaction with the products, trust in the brand's messaging, and perceived value derived from social media promotions. Social media advertisements for personal-care products often leverage influencer endorsements, user-generated content, and interactive campaigns to engage audiences and foster brand loyalty. Understanding the impact of social media advertisements on patronage intention helps marketers tailor their strategies to effectively engage consumers, build trust, and drive long-term brand loyalty in the competitive personal-care industry.

4. RESEARCH METHODOLOGY

Research methodology refers to the structured process adopted to investigate and address a specific research problem. This study follows both exploratory and descriptive approaches to gain an in-depth understanding of the subject. A mixed-method research design was employed, integrating both qualitative and quantitative data collection and analysis methods to ensure a comprehensive perspective.

The study focuses on individuals residing in Tirupur district who are active social media users and consumers of personal care products. Given the undefined size of this target population, purposive sampling, a non-probability sampling technique, was chosen for participant selection. This method allowed the researcher to deliberately select respondents who meet specific criteria relevant to the study's objectives. The selected participants were required to be at least 19 years of age, regular users of social media for a minimum duration of two years, and consumers of personal care products.

Primary data was gathered using a structured questionnaire, which was administered to a total of 150 respondents. To analyse the collected data and test the research objectives and hypotheses, various statistical tools—both descriptive and inferential—were applied. This analytical approach helped in drawing meaningful insights and offering well-founded interpretations based on the data.

5. DATA ANALYSIS AND DISCUSSION

The data, after collection, has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan.

5.1 PERCEPTION ON SOCIAL MEDIA ADVERTISING DIMENSIONS

In this study, four dimensions are considered and used for analyzing the Social Media Advertising and its impact on Patronage Intention of consumers towards Personal-care Products.

Table 1 MEAN ANALYSIS

PERCEPTION ON SOCIAL MEDIA ADVERTISING DIMENSIONS

ASPECTS	N	Mean	RANK
Online Communities	150	11.22	Third
Interaction	150	12.56	First
Sharing of Contents	150	11.92	Second
Accessibility	150	10.43	Fourth
CONSUMERS' PERCEPTION ON SOCIAL MEDIA ADVERTISING	150	46.13	

Source: Primary Data

Based on the analysis presented in Table 1, it is evident that among the various dimensions of social media advertising, 'Interaction' holds the highest mean score ($M = 12.56$), indicating it is the most influential factor as perceived by consumers. In contrast, 'Accessibility' records the lowest mean score ($M = 10.43$), suggesting it is the least impactful dimension in the context of social media advertising. The overall mean score reflecting consumer perception across all dimensions stands at 49.04, which corresponds to 76.88% of the total possible

score (49.04 / 60×100). This demonstrates that consumers in Tirupur district have a relatively high level of awareness and positive perception—exceeding 76%—regarding the role of social media advertising in influencing their purchasing behavior for personal care products.

H_0 : There is no significant difference between the Male and Female consumers/users with respect to Social Media Advertising towards Personal-care Products.

An independent-samples t-test was conducted to compare the difference between the Male and Female consumers with respect to Social Media Advertising towards Personal-care Products.

Table 2
GENDER – PERCEPTION ON SOCIAL MEDIA ADVERTISING DIMENSIONS

VARIABLE	GENDER						t - valu e	p – value
	MALE			FEMALE				
	N	Mean	SD	N	Mean	SD		
CONSUMERS' PERCEPTION ON SOCIAL MEDIA ADVERTISING	85	47.33	6.554	65	51.55	4.889	4.543	0.000* *

Source: Primary Data (**1% Level of Significance)

As the P value (0.000) is lesser than Sig. Value (0.01) in the Overall Perception on Social Media Advertising Score (0.000), the Null Hypothesis is rejected. Based on the mean score, we can say that the mean score of Female consumers/users ($M = 51.55$) is more than the Male consumers ($M = 47.33$). Hence, it can be said that the Female consumers have more perception on Social Media Advertising towards Personal-care Products than Male consumers/users. Hence, there is a significant difference between the Male and Female consumers/users with respect to Social Media Advertising towards Personal-care Products.

5.2 PATRONAGE INTENTION TOWARDS PERSONAL-CARE PRODUCTS

H_0 : There is no significant difference between the Male and Female consumers/users with respect to Patronage Intention towards Personal-care Products due to Social Media Advertising.

An independent-samples t-test was conducted to compare the difference between the Male and Female consumers/users with respect to Patronage Intention towards Personal-care Products due to Social Media Advertising.

Table 3
GENDER – PATRONAGE INTENTION TOWARDS PERSONAL-CARE PRODUCTS

VARIABLE	GENDER						t - valu e	p – value
	MALE			FEMALE				
	N	Mean	SD	N	Mean	SD		
PATRONAGE INTENTIO TOWARDS PERSONAL- CARE PRODUCTS	85	17.33	5.634	65	19.84	4.210	4.632	0.000* *

Source: Primary Data (**1% Level of Significance)

As the P value (0.000) is lesser than Sig. Value (0.01) in the Patronage Intention towards Personal Care Products Score (0.000), the Null Hypothesis is rejected. Based on the mean score, we can say that the mean score of Female consumers/users ($M = 19.84$) is more than the Male consumers ($M = 17.33$). Hence, it can be said that the Female consumers have more intention to patronize the Personal-care Products due to the influence of Social Media

Advertising than Male consumers/users. Hence, there is a significant difference between the Male and Female consumers/users with respect to Patronage Intention towards Personal-care Products due to Social Media Advertising.

5.3.1 CORRELATION ANALYSIS

H_0 : There is no significant relationship between the Consumers' Perception on the dimensions of Social Media Advertisement and Patronage Intention towards Personal-care Products.

A Pearson product-moment correlation was run to determine the relationship between the users/consumers' perception on the Social Media Advertisement and Patronage Intention towards Personal-care Products.

Table 4
SOCIAL MEDIA ADVERTISEMENT – PATRONAGE INTENTION

VARIABLE	N	'r' VALUE	P - VALUE	RELATIONSHIP	REMARKS	
					SIGNIFICANT	RESULT
Perception on Social Media Advertisement - Patronage Intention	150	0.816*	0.000	Positive	Significant	REJECTED

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

As the P value is lesser than Sig. Value (0.01) in the Social Media Advertisement and Patronage Intention relationship, the Null Hypothesis is rejected. There is a high positive and significant correlation ($r = 0.816$) between Social Media Advertisement and Patronage Intention of the consumers who using social media applications. Therefore, it is concluded that there is a significant relationship between the Consumers' Perception on the dimensions of Social Media Advertisement and Patronage Intention towards Personal-care Products.

5.3.2 MULTIPLE REGRESSION ANALYSIS

Regression is the determination of statistical relationship between two or more variables. Multiple Regression Analysis was carried out to determine the best linear combination of Social Media Advertisement dimensions namely Online Communities, Interaction, Sharing of Content and Accessibility for predicting Patronage Intention towards Personal-care Products.

Table 5
CONSUMERS' PERCEPTION ON SOCIAL MEDIA ADVERTISEMENT DIMENSIONS – PATRONAGE INTENTION

MULTIPLE REGRESSION ANALYSIS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.884	.623		1.753	.184
	Online Communities	.187	.015	.345	6.123	.000**
	INTERACTION	.459	.007	.523	8.457	.000**
	Sharing of Content	.201	.015	.436	7.110	.000**
	Accessibility	.073	.019	.111	2.896	.012*

Dependent Variable: PATRONAGE INTENTION TOWARDS PERSONAL-CARE PRODUCTS

The combination of all four independent variables relating to the consumers' perception on Social Media Advertisement dimensions significantly predicts the dependent variable i.e., Patronage Intention of the consumers (social media users) of Personal-care Products, $F(4, 145) = 453.218$, p

= .000 which is lesser than .001 (Sig. Value 2-tailed) and Adjusted R Square = 0.728 or 73% (large effect).

Out of four independent variables (Social Media Advertisement dimensions), 'Interaction' (0.523) is the strongest influencing factor in predicting dependent variable – 'Patronage Intention' of consumers towards Personal-care Products. The beta weights suggest that the 'Interaction' only contribute most (0.523) to predict Patronage Intention. From the unstandardized coefficient, it is found that the one unit increase in the 'Interaction' would increase the 'Patronage Intention' by 0.459 units. Sharing of Content (0.436), Online Communities (0.345) and Accessibility (0.111) are also significantly predicting the Purchasing Intention of consumers towards Personal-care Products but lesser than 'Interaction' dimension.

6. FINDINGS, SUGGESTIONS AND CONCLUSION

From the results, it is concluded that the users/consumers' perception on the four dimensions of Social Media Advertisement has strong relationship with Patronage Intention and all the four dimensions predict the Patronage Intention towards Personal-care Products significantly. It is found from the study that female consumers/users have perceived more on the various dimensions of social media advertising and have more intention to patronize the personal-care products than their counter- part. The study found that Consumers/Users' Perception on all the four dimensions of social media advertisements have positive and significant relationship with Patronage Intention of consumers/users towards personal-care products. Out of four dimensions of social media advertisement, consumers/users' perception on "Interaction" has stronger influence and "Accessibility" has weaker influence on Patronage Intention with respect to Personal-care products than other dimensions.

It is suggested that social media marketers should take steps to improve the contents of products information and also accessibility of contents. It is also suggested that instant customers' feedback and recommendation should be monitored more closely and the role of online participation should be viewed as vital in assisting online marketers to effectively design their advertising strategies in order to attract more consumers/users and also capture larger market share. It is concluded that present study contributes towards helping social media organizations and advertising agencies set a proper social media advertising strategy by analyzing social network dimensions and their effect on Patronage Intention of consumers towards personal-care products.

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