Research Article

A Study on the Effect of SNS Advertisement on Purchase Behaviour of Consumers

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Abstract

Today's digital world is changing business parameters as well where ensuring positive purchasing decisions of customers is essential. In India, while the financial crisis is affecting business scenarios, this study has aimed to show how Social Networking Services (SNS) is helping in advertising and hence, attracting customers for better business growth. The significance of this chosen topic has been maintained in every phase of discussion by providing maximum relevant data from authentic resources. The use of social networking sites in the field of advertising has improved the market structure and business strategies of various organizations and also influenced the purchasing behaviour of the people. The main objective of this study is to evaluate the concept of SNS in the present market situation and how it influences the behaviour of the consumer. Along with that this study also prevail certain advantages and disadvantages related to it. For collecting the facts relevant data collection tools are also used in the research process to make the study comprehensive and reliable. The advertisement on the social media platforms makes a process of step for the purchase of product. These steps make the purchasing behaviour easy and convenient for the customers.

Keywords: Social Network Services (SNS), Customers, Purchasing nature, Benefits, Social platforms, Indian industries, Social media marketing, consumer behaviour, Brand image, purchase intention, social media platforms, social networking sites

Introduction

Since 1980, the internet connection has brought revolutionary changes in business operations and customers' behaviour. The proliferation of Social Network Services (SNS) has become in the limelight during the last decade that gave this decade an identity of Industry 4.0 where every individual performances are being conducted by digital media marketing. In India, consumer behaviour or client behaviour is dependent on various concerning factors those help in reflecting customers' needs in a comprehensive manner. Apart from online retail marketing, healthcare, education, games, and other professional services are promoting themselves through SNS advertisement (Singh, 2017). It is showing that web-based services are allowing organisations and businesses to connect with each other in an effective manner that incorporates business profile and networking features for influencing customers' purchasing decisions.

With the growing population in India, the demand for online purchase is increasing as people are seeking for services of home-delivery that can reduce travel cost, time and effort. There are various online channels those the organisations are using for promoting businesses are manipulating the purchasing mind-set of customers such as Facebook, Instagram, Youtube, Byju's, Various matrimonial sites and other platforms. Online advertisements through these platforms are bringing global customers closure and they are having a platform to compare any categorical product before investing money in any (Verma, 2021). Surveys are showing that customers are positively adopting these SNS advertisement processes from the end of industrial firms so that they can get aware about

any essential thing from those ads and make their minds to purchase. Social media platforms are growing as e-commerce platforms as well as company websites itself. India is gradually becoming an e-commerce shopping destination of customers that is increasing the demand for SNS advertisements of businesses.
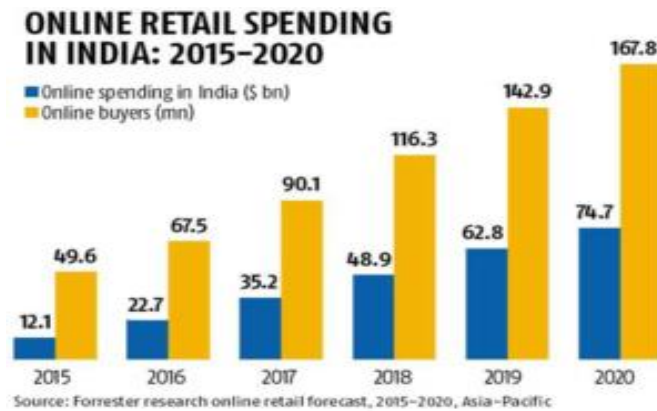

Figure 1: E-commerce growth in India
(Source: Kumar & Ayodeji, 2020)

Companies are investing huge amounts in online advertisement of business operations such as new product launch, policy & norms, product details with various creative contents. It is showing a result of betterment in online buyers as well that in 2015 the number of online customers were just 12.1 bn that has been reached 74.7 bn in 2020. This huge growth is enough to represent a clear scenario of how effectively SNS advertisement can grow through online media marketing strategies. Attracting customers became much easier than previous time and customers are also enabled to pursue any product from any region of India by getting informed in detail. In this context, a major problem has occurred that is directed towards safety and security measures which are also affecting customers' minds before purchasing from any company. The growth of cyber-security issues in India has been recorded in 2018 by 208456 that rose more in 2020 (Kaushik. 2020). This threshold is weakening the power of the SNS platform along with its significance that customers are thinking twice before paying online and sharing confidential data in the similar manner.

While the situation is indicating that customers' attitude is changing gradually with the advertisement transformation from offline to online platform, it is emphasizing that customers are becoming aware enough about firms and their values. Hence, a strong relationship with the firms are made in India where various religious and cultural people though maximum of them are choosing online media platforms for getting knowledge about brands and purchase goods or services (Wang *et al.* 2021). Cognitive, behavioural and affective components are the main three factors that are influencing online purchasing decisions of customers and making a clear overview about customers' feeling and external attitude. In that case, the *Tri-Component Model of Consumer Attitude* is emphasising on beliefs, feelings and actions that ensures purchasing decisions (Pangriya & Kumar, 2018). In India, mostly people are having online retail services

The main motive of this research is to elaborate the role of Social Network Services over customers' purchasing behaviour at different Indian industries. It has been found that India is a financially weak country that is dealing with several challenges to operate businesses and gaining expected outcomes in which social networking sites are playing a vital role in faster resolving. In that scenario, several aspects have been prioritised in this study to get a clear understanding over the selected topic. At the first measure, it is necessary to understand the need of SNS in the Indian market and then evaluating how it can influence customers' buying behaviour to comply with each other. By considering customers the primary ladder of success, the impact of NSS has been evaluated over the companies'

growth where they are using various strategic paths. Alongside all the positivity, challenges have also been discussed to keep a balance in the whole study and not represent it as manipulative work.

Literature review

- **Necessity of SNS recognition**

People of today's date are highly dependent on the social media platforms that are directly connected with the influencing role of SNS on customers' purchasing behaviour. Individual customers are having different tastes and needs from any business and products or services. SNS is a great platform where maximum details about anything can be collected and it is also easier for industries to talk about policies and norms through social media platforms (Seo, & Park, 2018). SNS advertisement has affected the education system, in a huge way as parents can compare the best process to expose their children to enhance their career development journey. India's education system is continuously modifying and therefore, trying to adopt most of the modern features to make the platform effective. Children are learning through online platforms while playing games online that is ensuring positive business deals in the education sector through its online advertisements (Lee & Cho, 2020). Besides, industrialists are posting their new launches, goals and needs of services and products on behalf of global people.

During SNS advertisements, marketers are using creative content to attract customers. On the other hand, SNS and its creative contents are becoming a learning platform for exploring more new ideas to the next generation so that they can represent something new and effective as well. Stronger public relation making has become easier with the help of SNS that is increasing its market demand by boosting business productivity.

Significance

In the present era of technology, social networking sites play a significant role in the development of society. People having access to SNS get the latest information about themself and the whole world based on their interest, age and gender. As per Shin, Chae & Ko (2018), all this information is stored in the server of the company, which helps in developing advertising strategies according to the interest of the people and their target location. It also helps an organization to enhance the value of their brand and retain loyal customers through the help of advertisement that ultimately affects the purchasing behaviour of the customer.

Research Gap

In this research process relevant information has not been found related to the subject such as the growth of SNS in the global market, negative impact of SNS advertisement on the minds of the younger generation and the social constraint related with SNS practice in the society.

Problem Statement

The problem related with SNS advertising affects the purchasing behaviour of the customers. The strategies evolving over time in SNS advertising is creating an effect on the minds of the people, it is creating both positive impact as well negative impact on them. That can be seen in the purchasing trends of people changing over time after getting influenced from SNS advertising. According to Mir (2017), in the present situation where every information is available on social media, the influence it is creating on people is changing the thinking ideologies of people over time. Most of the people related with SNS are always on the verge of changing their lifestyle fast with the latest trends.

Objective

The main objective of this study is:

- To understand the concept of SNS in advertising
- To understand the impact of SNS advertising in the purchasing behaviour
- To provide relevant information to solve the issues related with SNS advertising
- To recommend certain strategies to improve SNS advertising influences on people.

Advantages and Challenges of using SNS

SNS refers to social networking sites in short, where various online platforms are used for interaction. Some of the most famous social networking sites used for business purposes as well as for interaction with people are Facebook, YouTube, Linked In, and integral. The use of SNS in the field of advertising provides various advantages such as a greater number of audience. As per Kuss & Griffiths (2017), every individual person in the present situation owns a smartphone and has an internet connection on it, which makes it easier for advertising companies to reach millions of people. Once an ad is placed on the internet it can be seen by millions of people at the same time and that can ultimately increase the customer base.

Another advantage is the visibility of the brand and increased loyalty, due to the presence of a huge number of people on social media platforms. The chance of increasing the brand popularity increases, people can view the product and share the information with others increases the loyalty factors in customers. Apart from the advantages, it curtails there are certain that exist in SNS advertising and that is choosing the right platform for the right product. In the words of Fisher & Kordupleski (2019), there are only a few marketers that invest in researching the market before choosing their platform, but it can lead to a decrease in market growth.

In the advertising field understanding the target audience is the key factor for increasing sales in any business. Not understanding the needs of the target audience before creating the content on the social media platform can pose a challenge for the company to attract customers through social media platforms. Creating the right content after analysing the need of the target audience can considerably increase customer engagement toward the product or service.

- **Impact of SNS or Customers' Purchasing Behaviour**

Social networking sites are a two-way mode of communication and have the capacity to influence the purchasing behaviour of the customer. Globally people have started using social media for sharing information, receiving knowledge related to a product, and also in their purchasing habits. Around 54% of people use social media to gather information related to a particular product or service and the information received acts as a source of information to influence their purchasing behaviour. According to Sangroya & Nayak (2017), the buying behaviour of a person is influenced by three factors: personal, physiological, and social. Where the personal factors deal with personal choices of an individual, physiological is related with attitudes and social is important in the social world. All these factors have been influenced by social networking by providing people with a wide variety of choices to choose from along with that providing relevant information regarding the products and turning them into potential customers.

Giving sales and discounts on different occasions is the biggest contributing factor affecting the physiology of a person. It somehow changes the behaviour of a person and influences their buying behaviour. Promotion of products with the help of social media influences creates an impact on the social behaviour of a person. Purchasing products after getting influenced affects the social norms and customs of the people.

- **Impact of SNS in Indian Business Growth**

Social media acts as a tool for establishing connections between people, however over the past few years different social networking sites acted as a medium of expanding business all over the world. In India, various companies entered the world of digital media to reach their customers and provide

insightful information related to their products. In the words of Ebrahim (2020), an increase in the number of information related to any information has resulted in increased sales of mobile phones in India. Usage of the internet for different purposes has also increased in establishing different internet service providers that ultimately affect the business in India. As per Bohutska (2019), the inclusion of transparency in information related to products or services has significantly increased the base of customer service in India. Social media allows the business to improve to respond to the grievances as soon as possible and solve the needs of the customers in a short period because social media can destroy the business or make the business. All the international brands before establishing their venture in India do post on different social media platforms. For example, McDonald's which is a global fast-food restaurant having outlets in more than 3600 countries used social media as a platform to engage audiences and attract customers in India.

The use of social media in influencing the growth of Indian business is caused by the product availability and awareness of the product on different social media platforms which makes international industries and companies to invest in India and see the potential of Indian business on the social media platforms.

● **Methods**

In the collection of data related to the research, there are various research methods used in the study. Conducting a proper and comprehensive research process improves the efficiency of the research and enhances the validity of the study. In this research, the use of research philosophy is identified as the most crucial part of the research and the researcher has identified three different types of research philosophy namely positivism, interpretivism, and realism. According to Marsonet (2019), in this research approach, the researcher identified the use of the *Positivism approach*. This approach focuses on identifying the factual knowledge and behaviour of the people through observation. The researcher analysed and studied the behaviour of the customer purchasing through online platforms and how it affected their behaviour.

The research approach is another such tool used in the research to collect data and information related to the study. Establishing a correct and effective research approach helps in effectively understanding the entire research process. In the conduct of this study, the researcher has used an *inductive research* approach for analysing the data. The inductive research approach focuses on observation and theories related to the data collected. The observation is based on the facts and figures present in the world and moves towards extracting more generalized ideas. In this approach, the researcher analysed the concept of SNS relevant in the Indian business growth and derives a relation between the consumer behaviour with that of the social media platform. In the words of Pettit, Kinney& McCoy (2017), along with the research, the use of research design also plays an important part in the research process. Thus the research design used in this study is descriptive design, in the descriptive design, the use of *descriptive comparative* is conducted in establishing a comparison between traditional methods of advertising with the new SNS advertising method. Analysis of population using online media tools for purchasing products with those of store visiting products.

All the data and information used in the research process are made possible with the help of certain data collection tools. These data collection tools are primary data collection and secondary data collection. According to Davidson *et al*. (2019), in this research process, the use of secondary data is taken into consideration. Under the secondary collection tool there are two subsections one is secondary qualitative data and the other is secondary quantitative data. In this research process, the researcher has used *secondary qualitative data* because qualitative data provide a wide area of data and information such as online surveys, journals related to social media impact, and various online sources.

The collection of secondary data and information is followed by a sampling method. In this research process, the researcher has used *convenience sampling methods* for collecting the information. This

sampling method is conducted on taking information from the random population that was proved to be convenient for the research and are close to hand in collecting the information.

Data Analysis And İnterpretation

In this research process the data thus collected are taken from considering different methodologies. In the study the positivist research approach helped the researcher identify all the different aspects and behaviour of people through observation. As per Jebb, Parrigon & Woo (2017), the use of an inductive research approach helped in collecting data and information based on certain different theories. Descriptive research design has facilitated the idea of making comparisons between the traditional methods of advertising with those of SNS. In this study consideration of secondary qualitative data provides a wider area for collecting information.

Findings of the Analysis

After the analysis of the study and evaluating all the concepts, the result that derives from the analysis is that in the present state of globalization. Where new technology is developing and innovation is taking place at a random pace the future of the world lies in technology. All the business approaches and strategies are evolving taking into consideration the future prospects and the use of technology and social media platforms. As per Edney et al. (2020), the increase in social networking sites tends to influence the behaviour of the consumer by influencing all the factors that are essential in developing the thought process of an individual. The use of digital platforms conveniently shapes the preferences of the people and also changes their outlook towards a particular product.

The use of social media as an advertising tool not only benefits the people with a wide range of choices available for them at the tip of their hand on a single app but also for companies to engage a large number of audience. However, engagement of a large number of audience and the right audience requires the right kind of strategy and market research based on the target audience. Nonetheless improper use of strategy and social media platforms can drive away from the potential costumes and disrupt the functioning of the organization. In the modern world the number of users of social media is increasing rapidly day by day. According to the review of RAWAL and SAAVEDRA TORRES (2017), at this time every person has a smart phone in their hand. The population of the world has forgotten the mode of purchasing the products, in the traditional mode of purchasing the customers need to go to the store physically and choose a product for them and purchase them. But in the digital world everyone uses the technology for purchasing products. Advertising in social networking sites increases the number of views of the population.

Along with that, the brands and the organization get opportunities to sell their products. So the organizations are advertising their products on social networking sites. The social media also helps the organizations to reach out to those people whom they do not know. The advertisements on SNS make a relationship or connection between the customers and sellers across the globe. As per the opinions of Erdem *et al.* (2017), 31% of the customers use the social media sites to research for a product. In addition to this, the customers do not need to go anywhere if they want to purchase something. They just need to use social media for the product and get the detailed information and advertisements of the products and contact the sellers immediately for purchase.

The social networking sites enhance the small businesses to come online and make the businesses internationally. In accordance with the Jain *et al.* (2018), the purchases of products from the social media sites have increased by 47%. The selling of products and goods has become easier for the organization with the help of SNS advertisements. The impact of Covid-19 pandemic has increased the advertisements on social media sites. As all over the world has faced the situation of complete lockdown. The customers have changed their physical shop to an online shop for purchasing goods. The customers can watch the ads of products that they want to buy and make purchases of the product

just with simple steps. The organization can make the advertisement and post it to social media easily with simple convenient steps and reach out to millions of people around the world.

Discussion

From the above-illustrated data it is clear that SNS advertisement is beneficial for both customers and organisations that are helping in faster growth of Indian businesses that are directly connected with the national economy. The study has focused on elaborating the negative sides of SNS advertisement as well that is indicating a major problem of security issues. In that situation, it is seemingly affecting both the organisational growth and customers' purchasing intention. Therefore, companies are extending security networks by increasing their resilience. It has also been noted that customers are active enough to take steps against any security issues by informing the firms and taking legal steps if required. Hence, the concept has become clearer that SNS advertisement is not only enhancing business growth by ensuring business deals but also creating security and other major concerns in the same aspect. It has also been analysed that implementation of poor content that can affect anyone's beliefs can also create a major challenge that customers can change their minds of purchasing. Advertisement content always needs to be attractive and informative that can click on customers' minds with one shot (Okada, Masui, & Tsumura, 2018). Hence, the findings are saying that marketers must focus on their networking safety measures along with advertising contents to make it effective.

The analysis is also making it clear that online business platforms are increasing so fast with its growing customers that businesses are concentrating on SNS platforms for advertising and promotion. Furthermore, a storing sense is coming from the customer community that is fostering the need of SNS with its potential resilience to promote business parameters (Chai *et al.* 2019). Adaptation of such changes in the traditional business advertisement process is ensuring an efficient success rate in this age of high-end competencies. This research report has found the risk-management paradigms as well through social networking sites that is enlightening the significance of overall study and showing the largely associated contemporary digital environment. Firms' ability has been navigated for attracting customers with innovative features that can maximise the advantages by reducing challenges in its journey.

In the entire study, the researcher has tried to cover the measures that are relevant with the selected topic and researched critically to show how SNS is working for the betterment of business development. The study has evaluated the need of SNS and its current market demand that would help future readers to know the overall scenario and customers' perception towards SNS. The positive impact of NSS over the customers and businesses are making a clear sense that Indian firms must adopt SNS advertisement methods for grabbing a larger consumer community that can enhance business sales rate at a certain level while crisis situations are affecting the market negatively. Clear descriptions of challenges are also useful to make readers aware about its negative consequences so that advertisement strategies can be changed and improved. Business growth and deployment are adding an extra value to make the study trustworthy and sensible to integrate in future works.

A huge number of customers are on social media platforms in this modern world. In order to purchase something the customers look at the recommendations and reviews of the other customers who have already bought that product. Moreover, it is important for the businesses to be present in the online platforms to diversify the business. According to the reviews of Ferreira and Barbosa (2017) the social media platforms introduce the products and have power to generate the lead from the potential customers. In addition to this, the social networking sites also helps the customers from the start to the purchase of the products and as well as beyond from these. If the businesses wants lead and profits by advertising in the social media platforms it is necessary for the organization to aware the customers with its brand and offerings. After the steps of advertisement, the businesses news social, networking influencers who are responsible to narrow the choices of the customers.

The continuous dialogue delivery between the organization and the customers makes a strong connection. Additionally, the brief informative and attractive contents attract the customer to stick with a specific brand. The ways in which the SNS advertisements impact the purchasing behavior of consumers are mentioned below:

1. Need identification

This is the first step where the advertisements help the businesses to identify the needs or expectations of the customers. In addition to this, customers recognize that they need something to purchase so this identifies the need. According to the reviews of Kim *et al.* (2019), it can range from purchasing a shirt and returning an electronic gadget, wanting to watch a movie, and wearing jeans.

2. Product search

In this stage the customers or the prospects are seeking more brief details of the products that they thought to purchase. In addition to this, the prospects see the reviews, recommendations, blogs, websites and ads for the products. If the business wants credibility of the grand they need the help of SEO and paid ads. The SEO and paid ads may help the businesses to influence the customers to make a purchase of product

3. Evaluation of the product

With the reviews and recommendations the brands could identify the needs of the customers based on their search results. The previous search results of the customers help the organization to narrow down the choice of products of the consumers. At this step the marketing strategy of the brand will help them to convince the customers that the needs have been matched.

Thus, with these steps the customers get influenced and the social networking advertisements help the customers to make purchases (Salvation and Sorooshian, 2018).

Observation

After the analysis of the study it can be observed from the above facts that in the present situation of globalisation, every business is on the verge of expanding themselves in the global market. There is an interdependence of one business to the other and at the same time influence each other as well. In the same manner SNS and its relation with advertising markets influence each other for the growth as well as influence people and change their purchasing habits based on their interest.

Conclusion

This research concludes the impact of the SNS advertisements on the purchasing behavior of customers. According to the many studies of research, advertising on social networking platforms can generate a huge number of responses from the customers. Along with that, the customers are becoming attentive towards the authenticity of the content which is advertising on the social media sites. The recommendations on the social media platforms are generally more followed by the customers to purchase products rather than the reviews of the company reviews of the products. The advertisements on the social media platforms affect the customers' purchasing behavior with simple steps. At first, social media helps the organizations to identify the needs of the customers through their previous research, after that the consumers search for more information about the products. In addition to this, social media evaluates the need of the products and makes a decision to make a purchase. At last the customer purchases the product from the social media sites. The social networking sites also help the customers to write a review about the products after purchase regarding their satisfaction.

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