

Role of Social Media Advertisements in Shaping Purchase Intentions among Young Consumers

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Abstract

This study explores the role of social media advertisements in shaping the purchase intentions of young consumers in Mehsana, Gujarat. The research examines attitudes toward social media advertisements, demographic influences, and the relationship between social media usage and consumer behaviour. Data was collected from 113 participants aged 18-35 through structured surveys, utilizing standardized scales to measure dimensions such as awareness, knowledge, credibility, privacy concerns, and preferences. The study found that Instagram, YouTube, and WhatsApp were the most used platforms, with 77% respondents spending 30 minutes to 3 hours daily on social media. Key reasons for use included entertainment, brand information, and staying connected. Significant differences in attitudes were found based on social media usage duration for dimensions like awareness, knowledge, liking, intention to purchase, and purchase behavior. Only awareness differed by income, and gender differences were found in privacy concerns and liking. Brand followers showed higher levels of awareness, knowledge, and purchase intention.

Keywords- Awareness, Consumer behaviour, Knowledge, Liking, Purchase intention, Social media advertisement, Social media usage

INTRODUCTION

In today's digital era, social media has emerged as a ubiquitous platform that profoundly influences various aspects of daily life, including communication, entertainment, and commerce. Among its myriad functionalities, social media has become a powerful tool for marketers to engage with consumers, particularly the younger demographic. With the proliferation of smartphones and internet connectivity, young individuals are increasingly turning to social media platforms as a primary source of information, entertainment, and social interaction. Against this backdrop, this research aims to explore the influence of social media advertisement on the intention to purchase among youngsters. As digital

natives who have grown up in an interconnected world, young consumers exhibit distinct behaviors and preferences when it comes to engaging with brands and making purchasing decisions. Understanding the mechanisms through which social media advertisement affects their intentions to purchase is crucial for marketers seeking to effectively leverage these platforms to drive consumer engagement and foster brand loyalty.

LITERATURE REVIEW Consumer Behavior

Consumer behavior, as outlined in "Consumer Behavior" by Schiffman and Kanuk, refers to the study of individuals and groups in the processes involved when they

select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their needs and desires. This comprehensive exploration includes the examination of various factors such as psychological, social, and cultural influences that shape consumers' decisions in the marketplace (Schiffman & Kanuk, 2013)

Purchase Intention

Purchase intention refers to an individual's expressed inclination or predisposition to buy a particular product or service within a specified timeframe (Shukla, 2019). It is a key concept in consumer behavior research, representing the cognitive and affective processes that precede the actual purchase decision. Purchase intention is influenced by various factors, including perceived product value, brand trust, emotional appeal, personal values, convenience, and the overall shopping experience (Lee et al., 2019; Mirabi et al., 2015; Patel et al., 2021; Gupta et al., 2015).

Influence of Social Media on Consumer Behavior

Shukla conducted a comprehensive study examining the influence of social media marketing on young consumers. They found that social media platforms are powerful tools for shaping attitudes, fostering brand awareness, and creating engagement among the youth. Social media platforms serve as sources of information for consumers researching products or services (Shukla, 2019). Users rely on reviews, recommendations, and discussions on platforms like Facebook, Instagram, and Twitter to discover new products and gather insights before making purchase decisions (Abd Jalil et al., 2010). Influencers on social media platforms play a significant role in shaping consumer behavior. Consumers often trust recommendations from influencers they follow, leading to increased interest and potential purchases. Brands

leverage influencer partnerships to enhance their visibility and credibility (Lee et al., 2019).

Social media provides a platform for users to share their experiences and purchases. The concept of social validation influences consumer behavior, with individuals being more likely to engage with products or services that are endorsed or used by their peers. The visibility of social interactions can impact the perceived popularity and desirability of a product (Patel et al., 2021). Brands use social media as a means to engage with their audience. Regular interaction, sharing of content, and responding to customer inquiries contribute to building brand loyalty. Engaged and loyal customers are more likely to make repeat purchases and act as brand advocates (Gupta et al., 2015).

Influence of Social Media Advertisement on Purchase Intention

Abd Jalil, S., Abd Jalil, K., & Latiff, A. A. explored the role of social influence and peer endorsement in social media advertising. Their findings indicated that consumers are more likely to express an intention to purchase when exposed to advertisements endorsed or shared by their peers, emphasizing the importance of social validation in the purchase decision-making process (Abd Jalil et al., 2010). Gupta, Kishore & Verma examined the influence of trust in brands and source credibility on purchase intentions. Their research demonstrated that consumers are more likely to intend to purchase when they trust the brand and perceive the information in the social media advertisement as credible (Gupta et al., 2015). Wang, Chu, Yu, Chen & Hu, Y. conducted a study on the effects of social media advertising frequency on consumers' attitudes and purchase intentions. Their findings suggested that an optimal frequency of exposure positively influences purchase intentions, while excessive exposure may lead to audience fatigue (Wang et al., 2024).

Attitude towards Social Media Advertisement

Recent studies have investigated the impact of content and creativity in social media advertisements on consumers' attitudes. According to Mirabi, Akbariyeh & Tahmasebifard engaging and visually appealing content positively influences attitudes towards advertisements, leading to increased brand recall and purchase intentions (Mirabi et al., 2015). Similarly, Shukla emphasized the importance of narrative storytelling in creating a positive attitude, as narratives evoke emotional responses and enhance ad effectiveness (Shukla, 2019). Lee, Goh & Mohd Noor found that consumers exhibit more favorable attitudes towards advertisements that are personalized based on their interests and online behavior (Lee et al., 2019). This personalization creates a sense of relevance, enhancing overall ad effectiveness and reducing perceived intrusiveness (Wang et al., 2024).

RESEARCH METHODOLOGY

The research aims to explore the impact of social media advertisements on the purchase intentions of young adults residing in Mehsana, Gujarat. The objectives of the study are to examine attitudes toward social media advertisements, explore the

relationship between these attitudes and purchase intentions, and analyse relationship among demographic variables, social media usage, and attitudes toward advertisements and purchase intentions. The study included a sample size of 113 participants, selected through non-probability convenient sampling. The sampling element consists of both male and female individuals aged between 18-35 years, with at least one active account on any social media platform. Convenience sampling is employed to facilitate the accessibility of participants and streamline the data collection process (Zikmund et al., 2025). Data was collected through structured surveys, incorporating standardized scales to assess the impact of social media advertisements on purchase intention (Malhotra, 2020). The survey has covered aspects such as the usage of social media, frequency of following any brand or product or service on social media, purchase intention and its different dimensions. The dimensions were awareness, knowledge, credibility, privacy concern and preference influence. Demographic details like gender and annual family income were also collected (Duffett, 2017; Hair, 2015).

DATA ANALYSIS

Demographics and usage of social media

The study incorporated demographic strata as under.

Table 1: Demographic details.

(Sample Size = 113)		Frequency	Percentage
Gender	Male	67	59%
	Female	46	41%
Annual Family Income	0-250,000Rs.	65	58%
	250,001 – 500,000Rs.	28	25%
	500,001 – 750,000 Rs.	10	9%
	750,001 – 10,00,000	4	4%
	10,00,001 – 12,50,000 Rs.	2	2%
	Above 12,50,000 Rs.	4	4%
Duration of Social Media Usage per Day	Up to 30 minutes	10	9%
	31-60 minutes	31	27%
	1-3 hours	56	50%
	3 - 5 hours	11	10%
	More than 5 hours	5	4%

(Source: Prepared by author based primary data)

It was also found that Instagram (92%), YouTube (91%) and WhatsApp (87%) were top three social media used and followed by Snapchat (65%), Facebook (47%) and Telegram (46%). The Duration of social media usage was found between 30 minutes to 3 hours for 77% of respondents Table 1. Along with this it was also found

that Instagram, YouTube and WhatsApp were often used. The Fig. 1 indicates reasons for using social media, entertainment and getting information about brands, products and services and staying in touch with friends and family were top three among all. Fig. 2 indicates that 63 % of respondents were following any brand on social media.

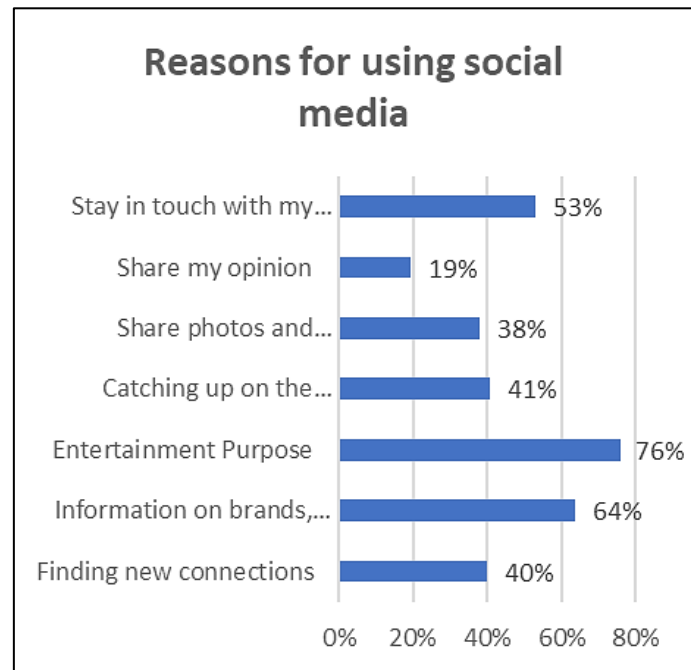


Figure 1: Reasons for using social media.

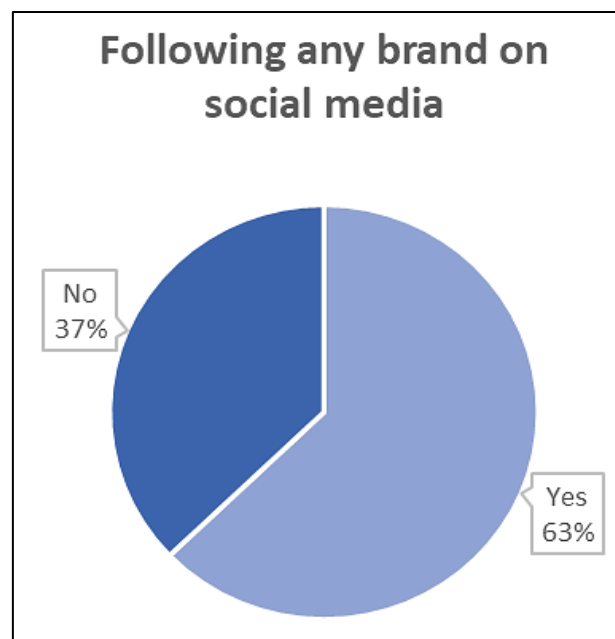


Figure 2: Following any brand on social media.

RELIABILITY AND NORMALITY TEST

Table 2: Reliability and normality statistics of dimensions of attitude towards social media advertisement.

S. No.	Scale	Items	Cronbach Alpha	Skewness	Kurtosis
1	Awareness Dimension	8	0.667	1.699	5.466
2	Knowledge Dimension	8	0.791	1.570	5.530
3	Credibility Dimension	4	0.813	0.792	1.721
4	Privacy Concern Dimension	4	0.699	0.737	0.592
5	Liking Dimension	8	0.787	0.613	1.612
6	Preference Influenced Dimension	8	0.830	1.164	2.098
7	Intent to Purchase Dimension	9	0.852	0.755	1.675
8	Purchase Dimension	8	0.826	0.329	0.577

(Source: Prepared by author based primary data)

Cronbach alpha of all items of scales was more than 0.6 which minimum acceptable value. All the scale were between acceptable values of skewness fall between -3 and $+3$, and kurtosis is appropriate from a range of -10 to $+10$ Table 2, (Arora et al., 2020)

difference in attitude towards social media advertisements among groups based on social media's usage duration, ANOVA was run. Hypothesis was;

H_{0a} : There is no significant difference in attitude towards social media advertisements among groups based on social media's usage duration.

Difference in Attitude towards Social Media Advertisements

To test if there is significant

Table 3: ANOVA test - groups based on social media's usage duration.

Dimension	Df	Mean Sq.	F	P Value	Result (H0)	Difference
Awareness	5	0.819	0.876	0.025	Rejected	Significant
Knowledge	5	0.256	0.595	0.004	Rejected	Significant
Credibility	5	0.492	0.819	0.539	Accepted	Insignificant
Privacy Concern	5	0.795	1.135	0.347	Accepted	Insignificant
Liking	5	0.149	0.317	0.902	Rejected	Significant
Preference	5	0.457	0.928	0.466	Accepted	Insignificant
Intention to Purchase	5	0.429	0.844	0.521	Rejected	Significant
Purchase	5	0.164	0.317	0.902	Rejected	Significant

(Source: Prepared by author based primary data)

There were five groups based on usage of social media in terms of time ranging from below 30 minutes to more than five hours a day. It was found that response towards awareness, knowledge, liking, intention to purchase and purchase itself were significantly different among groups

based on social media's usage duration. However, response towards credibility, privacy concern and preference was not significantly different Table 3.

H_{0b} : There is no significant difference in attitude towards social media advertisements among groups based on income.

Table 4: ANOVA test - groups based on income.

Dimension	Df	Mean Sq.	F	P Value	Result (H0)	Difference
Awareness	5	0.819	0.876	0.049	Rejected	Significant
Knowledge	5	0.256	0.595	0.704	Accepted	Insignificant
Credibility	5	0.492	0.819	0.539	Accepted	Insignificant
Privacy Concern	5	0.795	1.135	0.347	Accepted	Insignificant
Liking	5	0.149	0.317	0.902	Accepted	Insignificant
Preference	5	0.457	0.928	0.466	Accepted	Insignificant
Intention to Purchase	5	0.429	0.844	0.521	Accepted	Insignificant
Purchase	5	0.164	0.317	0.902	Accepted	Insignificant

(Source: Prepared by author based primary data)

There were six groups based on income. Response only towards awareness was found to be significantly different among different income groups. Responses towards rest of the dimensions were indifferent Table 4.

Attitude towards Social Media Advertisements and Gender

Independent Samples T Test was run. Hypothesis was;

H_{0c}: There is no significant difference in attitude towards social media advertisements between males and females.

Table 5: Independent samples test-gender.

Dimension	P Value	Result (H0)	Difference
Awareness	0.478	Accepted	Insignificant
Knowledge	0.709	Accepted	Insignificant
Credibility	0.668	Accepted	Insignificant
Privacy Concern	0.048	Rejected	Significant
Liking	0.487	Rejected	Significant
Preference Influenced	0.981	Accepted	Insignificant
Intention to Purchase	0.863	Accepted	Insignificant
Purchase	0.979	Accepted	Insignificant

(Source: Prepared by author based primary data)

It is evident from that male and female indicated significant difference in their response towards privacy concern and liking. They indicated no significant difference in their response towards awareness, knowledge, credibility, and preference, intention to purchase and purchase Table 5.

Attitude towards Social Media Advertisements and Followers

H_{0d}: There is no significant difference in attitude towards social media advertisements between those who follow any brand and those who did not follow any brands on social media.

Table 6: Independent samples test - followers & non-followers of any brand on social media.

Dimension	P Value	Result (H0)	Difference
Awareness	0.038	Rejected	Significant
Knowledge	0.009	Rejected	Significant
Credibility	0.114	Accepted	Insignificant
Privacy Concern	0.052	Accepted	Insignificant
Liking	0.096	Accepted	Insignificant
Preference	0.020	Rejected	Significant
Intention to Purchase	0.025	Rejected	Significant
Purchase	0.025	Rejected	Significant

(Source: Prepared by author based primary data)

Between followers and non-followers, there was significant difference among their responses towards awareness, knowledge, preference, intention to purchase and purchase whereas there was no difference towards credibility, privacy concern and liking Table 6.

FUTURE SCOPE OF THE RESEARCH

This research can be extended through many ways in future. It can be pursued with different age group, region and cultural settings. The impact of specific social media platform can also be studied. Other consumes psychology related variables like trust, emotional response or authenticity of advertisement can also be studied.

CONCLUSION

The findings reveal that 59% of respondents were male and most belonged to families with an annual income under ₹2, 50,000. Key social media platforms were Instagram, YouTube, and WhatsApp, with 77% spending 30 minutes to 3 hours daily. Entertainment, brand information, and staying connected were the main reasons for usage, and 63% followed at least one brand. Significant differences in attitudes toward advertisements were found based on social media usage duration, particularly for awareness, knowledge, liking, intention to purchase, and purchase behavior, while no differences were observed for credibility, privacy concern, or preference. Income analysis showed only awareness varied significantly. Gender analysis revealed significant differences in privacy concerns and liking but no differences in other dimensions. Followers of brands on social media showed significantly higher levels of awareness, knowledge, preference, purchase intention, and behavior. These results emphasize the importance of social media in shaping consumer behavior, suggesting that brands should effectively adapt their strategies to target specific consumer segments effectively.

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