

## **Social Media Advertisements: Paraphernalia on College Students Buying Behaviour**

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### **ABSTRACT**

*The manufacturer is moving from traditional to modern form of advertising. Social media advertisement is a form of modern advertising and it links manufacturers to a large number of consumers across the globe through digital marketing strategy which provides plenty of profitable openings to the business to boost the growth of businesses. Most of the leading companies are now recognising social media advertisement as an effective platform to advertise their products and services. Social media advertisement has created a simple and quick way for business to display their products or services with information, offers and discounts. More buyers are emerging as loyal customers through social media sites than before for collecting data regarding what they are willing to get from the manufacturers or advertisers of products or services. Hence the advertisers are using social media as a weapon to target the audience especially the college students with regard to their buying behaviour. This research article also suggests that advertisers have to be keen in their advertisements.*

**Keywords:** *Social media advertisements, Process of social advertisements*

### **Introduction**

In past days the newspaper was the most common media, but in present scenario mobile phones and other communication devices dominate all over the world [1]. Youngsters of today are depending on social media advertisements for gathering information related to the latest trends [2]. Social media is the virtual place where youngsters spend their maximum time to chat, search and view advertisements towards products and services. Youngsters are the dynamic observers who can observe many things from social media sites and it helps them to increase the knowledge about the current trends and information related to the arena of marketing [3]. Hence the researcher intended to analyse how social media work as a paraphernalia of advertisement on the buying behaviour of college students. The analysis of data in a common way involves several closely related procedures which are carried out to shorten the collected data and systematize it in such a manner thereby to get the answer for the research questions. The data were coded and analysed with the help of Statistical Package for Social Sciences (SPSS).

### Statement of the problem

The entrance of Information Communication Technology (ICT) and digitalisation across the globe have brought paradigm shift in the operation of trade and commerce [2]. These paved ways and means for the growth of e-commerce and the significance of social media advertisement in business. Social media statistical reports explains that, there are 230 million energetic social media users in India [3]. Hence the manufactures and sellers prefer to concentrate on electronic advertising through which they can draw attention of younger population and cover maximum number of audiences. The popular and preferable mode of choice for advertisement is social media advertisements. Because it is a modern advertising tool to reach out multi number of viewers, irrespective of being in anywhere of the world due to broadband connectivity.

### Objectives of the study

1. To study the demographic profile of the college students exposed to social media advertisements.
2. To measuring the social media advertisement as a tool to influence the buying behaviour of college students.

### Methodology

This section explains the methodology undertaken for research purpose. The sample size was determined with Solvin's Formula and the data were collected from 28 arts and science college students.

### Demographic profile

The demographic profile has an important role in the inspiration of social media advertisements on buying behaviour of youngsters.

**Table 1 Demographic Profile**

Demographic Profile		No. of Respondents	Percentage
Gender	Male	92	23.7
	Female	296	76.3
	<b>Total</b>	<b>388</b>	<b>100.0</b>
Age	17-20 years	318	82.0
	21-24 years	63	16.2
	25-28 years	7	1.8
	<b>Total</b>	<b>388</b>	<b>100.0</b>
Educational	UG	313	80.7
	PG	68	17.5

<b>Qualificat ion</b>	Scholars (M.Phil / Ph.D.)	7	1.8
	<b>Total</b>	<b>388</b>	<b>100.0</b>
<b>Marital Status</b>	Married	17	4.43
	Unmarried	371	95.6
	<b>Total</b>	<b>388</b>	<b>100.0</b>
<b>Residenti al Status</b>	Rural	210	54.1
	Urban	178	45.9
	<b>Total</b>	<b>388</b>	<b>100.0</b>
<b>Family Income</b>	Up to 10,000	38	9.8
	10,001- 30,000	186	47.9
	30,001- 50,000	123	31.7
	50,001- 70,000	25	6.4
	Above 70,000	16	4.1
	<b>Total</b>	<b>388</b>	<b>100.0</b>
<b>Family Expenses</b>	Up to 10,000	69	17.8
	10,001- 20,000	205	52.8
	20,001- 30,000	94	24.2
	30,001- 40,000	11	2.8
	40,001- 50,000	4	1.0
	Above 50,000	5	1.32
	<b>Total</b>	<b>388</b>	<b>100.0</b>

**Source: Computed Data**

The above indicates that 76.3 per cent (296) of the respondents are female and 23.7 per cent (92) of the respondents are male. Female respondents are high in the study area. They were preferring to choose Arts and Science programmes compared to male respondents. It is understood that the male respondents prefer to undertake professional courses like Medicine, Engineering. It also indicates that 82 per cent (318) of the respondents are in the age group of 17 -20 years, 16.2 per cent (63) per cent of the respondents are in the age between 21 to 24

years and 1.8 per cent (7) of the respondents are in the age between 25-28 years. It is inferred that majority of the undergraduate respondents are in the age group of 17-20 years. It is also detected that very few respondents are step into higher education after 25 years due to the possibility, availability of circumstances and passion towards particular career. Furthermore 80.7 per cent (313) of the respondents are doing their advancement courses, 17.5 per cent (68) of the respondents are doing their post- graduation and 1.8 per cent (7) are research scholars. It is concluded that the strength of the undergraduate programme is higher in all Arts and Science colleges compared to postgraduate and research programmes. The table also elaborates that 95.6 per cent (371) of the respondents are single and 4.43 per cent (17) are married. It is inferred that; majority of the respondents are unmarried. It shows that, only after graduation young people are getting in to family life. This study is focusing on youth attitude towards buying behaviour by the encouragement of social media advertisements. Therefore, it is agreed that the unmarried respondents make significant changes in the buying behaviour of their family through the information gathered through advertisements. Moreover 54.1 per cent (210) are from the rural area and 45.9 per cent (178) are from the urban area. It is inferred that a high number of the colleges are situated in the rural areas and nearness of the place helps the female respondents to join in Arts and Science colleges. Moreover, the college bus facilities facilitate to choose rural colleges due to quality education, discipline and other factors. The above table portrays that 47.9 per cent (186) of the families are earning between Rs.10,001-Rs.30,000 per month and 4.1 per cent (16) of families have income above Rs.70,000 per month. It also projects the monthly family expenditure of respondents 52.8 per cent (205) respondents were spent Rs.10,001-Rs.20,000 and 1.32 per cent (5) spend above Rs.50,000 per month. It is analysed that the families are attracted to buy the products from social media sites, as the e-commerce platform product are cheap compared to traditional market which is dominated by the middle men's commission.

### **Social Media Advertisement as a Tool to Influence the Buying Behaviour**

Buying behaviour represents the actions taken by a person before purchasing any products or services. The following table indicates how social media advertisements influence the buying behaviour of the respondents.

**Table 2 Social Media Advertisement as a Tool to Influence the Buying Behaviour**

<b>Ways of Influence</b>	<b>Mean</b>	<b>Standard Deviation</b>
Update the details of products and services	3.503	1.2399
Impressed by advertisements	3.454	1.2515
Induced to purchase products and services	3.405	1.2215
It is trustworthy to buy products and services	3.366	1.2452
Eye catchy than traditional forms of advertising	3.459	1.2054
Easy to compare discounts and offers of competitors	3.562	1.2024
Helps to trace the products/services	3.539	1.2539
Assist to select the products based on colour and design	3.389	1.2308
Support to promote brand	3.528	1.2479
Craving to purchase branded products	3.485	1.2502
Helps to consider the comments and reviews of experts	3.358	1.1978
Informative than traditional advertising	3.606	1.1329
Interactive than other advertising mode	3.528	1.1599
Able to compare the quality and price of the competitor's product and services	3.508	1.1355
Triggered to buying products and services due to repetitive advertisements	3.526	1.1711
Enhance the knowledge	3.490	1.2082
Advertisements help to confirm whether the products and services have service facility after the sale	3.466	1.2395
Advertisements help to verify whether the defects of the goods are returnable and reimbursed	3.531	1.2164
Advertisements of others influenced the buying decision	3.361	1.1872
Helps to learn about fashions	3.461	1.1773

Watch advertisements to buy products and services in order to impress others	3.399	1.1890
Easy to memorize the symbol/logo of brand seen in social media advertisements	3.425	1.2038
Easy to recognize the brand features while making purchase	3.510	1.1647
People's respect for goods purchased with the help of social media advertisements	3.322	1.2355

**Source: Computed Data**

According to the mean score, social media advertisements are 'Informative than traditional advertising' (3.606) which is followed by 'Easy to compare price discounts and offers of competitors products or services' (3.562) and 'Helps to trace the products or services available in the market' (3.539) and the respondents are least influenced with the statements such as 'Advertisements of others influenced the purchasing decision' (3.361), 'Helps to consider the comments and reviews of experts' (3.358), 'People's respect for goods purchased with the help of social media advertisements' (3.322).

It is concluded that social media advertisements are informative and it can easily reach and get positioned in the mind of respondents than traditional advertisements. It helps the respondents to trace the availability goods in the market. Moreover, the capturing campaign method used to attract many respondents in the study area. The reason behind the low mean score to the statement, comments and reviews of experts is that the respondents never think about the reviews and opinions of others because it may be from the reviewer's own experience. Hence, it does not affect the respondents till facing any defects.

**Suggestions**

- The youngsters can be trained in disciplined manner so, they can easily identify the good and bad advertisements.
- The youngsters can become aware of "A hand book on Adolescents/Students on Cyber safety" and behave as per the guidelines offered by the ministry of home affairs so as to secure themselves from unauthorised dealers or hackers.
- The youngsters can safeguard their devices by timely updated antivirus or other forms of security devices so as to protect their personal data.
- Some of the youngsters can come forward to invent the software just that escan 19 software be alert and avoid mishandling their devices.

- The youngsters can be transparent and accountable to their parents and teachers when they are abused by social media threats so as to save themselves from being victim of fraud or scam.

### **Conclusion**

In the contemporary era, social media advertisement as a tool to shape the buying behaviour of youngsters. Using social media platform, the advertisers created a favourable effect in the market demand. It has become a modern tool in the hands of both producers as well as youngsters particularly the college going students. It helps them to better connect, rediscover, assist one another and helps them in their individual and group activities. It has become part and parcel of their lives and it became a third eye for a person who is involved in social media.

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