

## DECODING THE IMPACT OF SOCIAL MEDIA ADVERTISING ON TEENAGERS BUYING DECISION

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### ABSTRACT

*With the rise of internet access, social media sites have evolved into online marketplaces where ads blend in with user-created content, becoming an essential part of teenagers' everyday lives. The convenience of social media has led to its increased use by younger generations, who are increasingly making purchases online. The study's overarching goal is to learn how young internet shoppers are influenced by various social media influencers. To achieve this goal, 105 respondents provided primary data. In order to accomplish the study's aims, data was tallied and analyzed using statistical methods.*

**Keywords:** Teenagers, Social media, Advertising, Buying decision, Products

### I. INTRODUCTION

Through the use of social media, persons who may be located in various regions of the world are able to facilitate the exchange of ideas, opinions, stories, and information with one another. A few examples of the most popular social media platforms include Instagram and Facebook. User-generated material and individualised accounts are frequently provided by these networks. Brands are able to reach this enormous audience and produce large leads by utilizing social media platforms. There are approximately 3.78 billion people using social media throughout the world.

Instagram, Facebook, Twitter, and Snapchat are just few of the social media platforms that have grown pervasive in the life of adolescents. These platforms not only function as communication tools, but they also function as virtual markets. By incorporating commercials into these platforms in a seamless manner, the essence of marketing has been reimagined, and it has become more customized, interactive, and omnipresent. On the other hand, in contrast to traditional advertising mediums, social media platforms enable tailored campaigns that may reach particular demographics based on their interests, habits, and activities that they engage in online. adolescents are a group that is recognized for being susceptible to peer influence and trend adoption, and this accuracy in targeting is particularly impactful when focused at adolescents.

Teenagers' tastes and impressions of items are significantly influenced by the visual character of social media platforms, to a significant degree. A curated universe of lifestyles and commodities is presented to adolescents as a result of the proliferation of influencer marketing, which is a form of marketing in which individuals who have considerable internet followings endorse brands. The distinctions between advertising and organic, user-generated material are blurred by this curated content, making it difficult for adolescents to differentiate

between legitimate suggestions and promotional efforts of various kinds. Because of this, social media has become an effective tool for advertisers, allowing them to not only exhibit items but also identify them with lives that are desired and aspirational, so establishing a great emotional appeal.

A further factor that contributes to the amplification of advertising messages is the interactive elements of social media platforms. These aspects include likes, comments, and shares. Considering that adolescents are fundamentally social individuals who are looking for recognition and approval, it is more probable that they would interact with information that resonates with their peers. This participation, which might take the form of likes or comments, functions as a type of social proof, therefore bolstering the perceived worth of a product and increasing its popularity. "Fear of Missing Out" (FOMO) is a phenomena that is made worse by social media. This is because it allows adolescents to see their peers interacting with and promoting particular things, which in turn creates a feeling of urgency and a need to conform to the latest trends.

Additionally, the continual exposure to commercial information on social media platforms is a factor that contributes to the growing acceptance of consumerism among adolescents. A culture in which material items are given the same weight as social standing and personal worth is fostered by the abundance of promotional material. These carefully crafted pictures and storylines that are offered on social media platforms ratchet up the pressure that people feel to adhere to cultural norms of beauty, fashion, and success. This contributes to the perpetuation of a cycle in which adolescents feel obligated to make purchase decisions not only based on their own requirements and preferences, but also as a method of conforming to the standard societal norms and expectations that are established.

It is crucial, however, to acknowledge that the influence of advertising on social media platforms on adolescents is not a phenomena that can be generalized to all adolescents. The manner in which adolescents react to and absorb the messages sent by advertising is significantly influenced by a variety of factors, including socio-economic position, cultural background, and personal beliefs. The temptation of materialism that is pushed on social media may cause some people to give in to it, while others may develop the ability to think critically and the resilience to resist these pressures. To add insult to injury, research indicates that adolescents are not only passive consumers of advertising but rather actively participate in processes of interpretation, negotiation, and resistance, so displaying agency in their consumption decisions.

## II. REVIEW OF LITERATURE

Arora, Taanika & Agarwal, Bhawna (2020) The exponential expansion of social media platforms has attracted firms to focus on their customers by advertising through the most popular channels. Therefore, it is essential for marketers to meticulously create and then evaluate the success of their commercials. In order to understand how millennials in India feel about social media ads, this study aims to offer a theoretical framework that evaluates the impact of various factors in ads, including the amount of information offered, entertainment

value, credibility, interactivity, and privacy concerns. With the use of a Google Forms survey and non-probability sampling, we were able to collect data from 470 social network users. An exploratory factor analysis (EFA) and a confirmatory factor analysis (CFA) were conducted to validate the tailored scales. After that, in order to test the hypotheses, SPSS AMOS 22.0 was used for route analysis. Significant connections were found, which may shed light on how millennials in India feel about and respond to social media ads. Insights gained from this research may help marketers, advertisers, and brand managers craft social media ads with the right mix of features to sway opinions and prompt the behaviors they want.

Enehasse, Assia & Sağlam, Mehmet (2020) The purpose of this research was to identify the ways in which digital media marketing and consumer confidence in brands affect purchasing decisions. In addition, the research looked at the impact of brand trust on the correlation between digital media ads and consumer actions. Participants in this study were Turkish consumers who have purchased products from the brand client. The data was gathered using a combination of surveying and convenience sampling. The total number of surveys sent to customers was 150. The data was examined using structural equation modeling and confirmatory factor analysis. Digital media advertising significantly and positively influenced customer behavior, according to the data. Also, consumers' faith in the company affected the correlation between digital media ads and their actions. Most previous studies have neglected to include the mitigating influence of brand trust. However, our current study has addressed this gap in the research. The ongoing inquiry has certain limitations, and further recommendations have also been included at the end of the proposal.

Hasan, Rakibul et al., (2019) Because of the rise of social media, we now communicate with one another more often in our daily lives. Because we spend so much time here, it has become an integral part of the consumer decision-making process, a process in which young people are often portrayed as the change agents. Because of this, companies are making more and more efforts to communicate with their customers, particularly teenagers, using various social networking platforms. On the other hand, the area is quite congested because there are a great deal of activities taking place within it. The research aims to help businesses in Dhaka understand how to influence the purchase choices of teenagers by tapping into certain social media activity. The choice to buy anything is seen as the end result after considering antecedents such as online peer communication, social networking groups, brand fan pages, and social media advertising. The aforementioned concepts have been followed in the production and testing of hypotheses using Structural Equation Modeling with AMOS 20. Three hundred and eighty-one college and university students from all around Dhaka participated in the survey. The study found that sponsored advertising, social media groups, and brand fan sites all influence consumers' purchasing decisions. Interestingly, the significance of online peer communication was shown to be negligible. Advertising companies that are interested in promoting their brands through social networking platforms may benefit from the suggestions for media investment management that are provided by the findings of the research.

Sama, Ramzan (2019) Marketers pour money into several types of media in an effort to sway

customer behavior (CB). Every media platform has its own unique advertising composition that captivates customers in its own unique way. The media habits of consumers have changed as a result of digitalization. As a result, we need to learn more about the impact of advertisements on CB across different media. This article takes a look at how commercials on different platforms affect consumers' cognizance, interest, conviction, purchase, and actions after the purchase. We used an online survey for this study. Five hundred and twenty-nine students in India participated in the survey. Kruskal-Wallis (K-W) tests, exploratory factor analyses (EFAs), and Cronbach's alpha were among the statistical methods used to examine the data. The research shows that newspaper advertising impact all five stages of CB. Statistical research suggests that television and the Internet have a role in the development of AWR, INT, and CON in consumers. Magazines and newspapers were also found to be effective media in influencing customers' PUR and PPUR behavior. Using this study as a guide, advertising managers may spend in the right medium to make ads more objective.

Bharucha, Jehangir. (2018) There has been meteoric growth in the Indian market. Among India's youth, social networking is quickly becoming a must-have. Are Indian consumers influenced by social media when making purchases? Companies do flood consumers with material on social media, but is it really useful? A total of 145 social media users, spanning the ages of 16 to 30, were surveyed online to get their statistics. Individuals that participated in the online survey from March 5th to May 16th, 2017 provided the data. You can't deny the impact that social media has on young people in Mumbai and throughout India. Despite the many advantages of social media for consumers, they all center on the dissemination of information. Social media has put a wealth of information at the fingertips of consumers, empowering them to make fast and trustworthy purchasing decisions. Additionally, customers may express themselves through social media, which enables them to communicate with the brands and companies they often buy from. According to the research, there are a number of ways in which both companies and social media platforms can help customers get the most out of social media and how users may improve their own social media experience.

Tektas, Mehmet et al., (2016) Consumer purchasing patterns have shifted due to the proliferation of smartphones and the ease, speed, and accessibility of information, communication, and social media that come along with them. People are increasingly using social media to reflect on their purchases, share opinions with friends and family, and even shape their preferences in response to company ads and marketing activities. Businesses who get this are working hard to maximize their social media presence. Examining how college students who utilize social media are influenced by corporate marketing to make purchases was the main goal of this study. The findings show that when students use social media to study things, they obtain basic information via following ads, they are influenced by comments, and they assess suggestions. Responding positively to students' inquiries and remarks on any product has a noticeable influence on their purchasing behavior, according to research.

Armağan, Ece & Çetin, Aysenur (2013) Because of the rise of social media, consumers'

communication habits have been changing, and new marketplaces have opened up that clients may access whenever and whenever they choose. From this vantage point, the most valuable demographic of internet users are teens, since they spend so much time there. They have done everything from shopping online to reading blogs, seeing video clips, and visiting photo-sharing sites. They are the most crucial demographic for businesses to attract since they are the most affected by their peers when it comes to product choices, brand names, size, and form while shopping. On top of that, they are notorious trend setters and spend more irresponsibly than any previous age group. In order to prove the importance of peer communication, this essay will analyze the factors that affect teens' purchase intentions and choices on social media platforms. This research will poll students at Adnan Menderes University's Faculty of Economics and Administrative Sciences on their thoughts and feelings about communicating with their peers.

Ahmed, Shumaila & Ashfaq, Ayesha (2013) Focusing on how advertisements affect customers' buying behaviors is the main goal of this research article. Customers' perceptions of the brand, the ad's persuasiveness, and celebrity endorsement are the three most influential factors in advertising when it comes to making a purchase decision. A significant amount of influence is exerted on the purchasing behavior by the image of the product that is constructed by the advertising. The questionnaires were used to gather the primary data for the study, while the internet, journals, and business magazines were used to obtain the secondary data. This survey research was carried out in the month of January in 2013. The sample size was 120 people; 50 of those people worked for the government or semi-government, 30 were from the business elite, and 40 were private sector employees. A creative and well-executed commercial has always been shown to have a significant influence on the purchasing patterns or behaviors of customers, according to the findings of the study. At the same time, the price and the quality of the goods are also taken into consideration, since they have a significant influence on the purchasing behavior of consumers. The same can be said for the celebrity endorsement, which does have a role in the purchasing behavior to some degree. The study concludes that these factors have a positive effect on consumers' propensity to buy a product because they encourage brand loyalty, which in turn increases awareness of the advertised good and changes consumers' propensity to make a purchase.

### III. RESEARCH METHODOLOGY

Information gathered directly from digital clients via a structured questionnaire. Journals, periodicals, and websites were among the secondary materials used for this study. Garrett ranking, frequency distributions, and percentages were used to examine the gathered data. July 2020–September 2020 was the time frame of the research. Selected adolescents (ranging in age from thirteen to nineteen) are the sole subjects of the research. A total of 105 participants were chosen at random using a suitable random selection approach for this investigation.



#### IV. DATA ANALYSIS AND INTERPRETATION

**Table 1: Time Spend By Teenagers in Social Media**

S. No.	Time Spend	Percentage
1	Up to 1 hr per day	15.0
2	1hr - 3hr per day	55.0
3	Over 3 hours per day	30.0

According to the data shown above, 55% of respondents spend 1-3 hours daily on social media, 30% spend more than 3 hours daily, and 15% spend up to 1 hour daily.

**Table 2: Teenager Preference on Social Media Networking Sites**

S. No.	Preference	Mean Score	Rank
1	Facebook	64.0	II
2	Instagram	66.0	I
3	Whatsapp	52.0	IV
4	Twitter	50.0	V
5	Youtube	56.0	III
6	Snapchat	44.0	VII
7	Pinterest	42.0	VIII
8	Linkedlin	46.0	VI

The data in the table above shows that the ranking of the social media sites that teens choose and which influence their purchase choices is consistent with expectations. Teenagers place Instagram at the top of their list of favorite social media networking sites, while Facebook is placed second among other social media platforms.

**Table 3: Teens' Perceptions of the Role of Social Media Ads in Their Purchase Decisions**

S. No	Particulars	Percentage (%)
1	The frequent exposure of products/advertisement	20.0
2	Positive comments of previous users	29.0
3	Inclusion of celebrities in advertisement	14.0
4	Discounts and promotion	26.0

5	Photos & videos and content of the products posted	11.0
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Table 3 lays out all the factors that teens consider when making a purchase decision based on social media ads. According to the survey, 29% of people are swayed by the positive reviews left by other users, 26% by sales and promotions, 20% by constant exposure to ads and products, 14% by the presence of famous people in ads, and 11% by product images and videos.

**Table 4: Social media advertising effectiveness**

S. No.	Particulars	Percentage (%)
1	Extremely effective	33.0
2	Very effective	26.0
3	Moderately effective	19.0
4	Slightly effective	16.0
5	Not at all effective	6.0

According to the statistics in the table above, 33% of respondents think social media ads are very effective, 26% think they are very effective, 19% think they are moderately effective, 16% think they are slightly effective, and 6% think they are completely ineffective.

## V. CONCLUSION

People of all ages and both sexes utilize social media in some capacity while making purchases. Whether it's to learn more about the brand overall, check for sales and promotions, or read reviews. Businesses need to put more resources into social media and work on establishing a solid presence there. It saves time and money while reaching more people. This is why it's a great choice for ads, among other things. The impact of social media advertisements on teenagers' purchase decisions reflects the societal shift to a digital and interconnected environment. Finding a middle ground that makes good use of social media while limiting its negative effects is crucial as we go through this terrain. Doing so would enable youths to make educated purchasing decisions, which in turn will guarantee that their time spent on social media is beneficial to their growth and happiness.

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