

Influence of Social Media Advertising on Consumer Purchase Intentions for Electronic Devices

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Abstract

The proliferation of social media has revolutionized landscape of promotion, profoundly influencing consumer behavior across various industries. This study paper observes the impact of social media advertising on consumer purchase intentions specifically within the electronic devices sector. Utilizing a mixed-methods approach, we conducted a survey of 500 consumers and in-depth interviews with 20 industry experts to gather comprehensive insights. Our findings reveal that social media advertising significantly affects consumers' intentions to purchase electronic devices. Key factors such as the credibility of social media influencers, the relevance and quality of pleased, as well communicating features of social media stages were found to improve consumer engagement and trust, thereby driving purchase intentions. Additionally, the research focuses status of targeted advertising as well as personalized content in capturing consumer interest and fostering brand loyalty.

The results indicate that social media stages serve as influential gears aimed at electronic device brands to spread also influence potential buyers. Practical implications for marketers include the strategic use of influencer partnerships, content marketing, and interactive campaigns to effectively engage consumers. The results of these studies add to current body of knowledge by so long as experiential indication on the specific part of social media advertising in shaping customer behavior in the electronics market, contribution appreciated visions for together academics as well as experts in the field of digital marketing.

Keywords - Social Media Advertising, Consumer Purchase Intentions, Electronic Devices, Digital Marketing, Influencer Marketing

Introduction

The proliferation of social media platforms in the modern era has revolutionised the way companies interact with their target audiences. Social media and video sharing websites like YouTube, Instagram, Twitter, and Facebook have revolutionised the way brands connect with consumers. This change is most noticeable in the electronics market, where ads on social media platforms have a significant impact on consumers' decisions to buy.

Social media advertising leverages the interactive and participatory nature of these platforms to create compelling narratives around products, nurturing a intellect of communal as well as trust among consumers. Unlike traditional advertising, that frequently involves one-way announcement, social media enables brands to engage in two-way dialogues with potential buyers, allowing for real-time feedback, personalized content, and enhanced consumer relationships.

The electronic devices sector, characterized by rapid technological advancements and intense competition, benefits significantly from the dynamic and immediate nature of social media marketing. Consumers frequently turn to social media for reviews, unboxing videos, influencer endorsements, and peer recommendations before making purchasing decisions. This reliance on social media underscores its influence on consumer behavior and purchase intentions.

There has to be more in-depth study on the elements that influence people's decisions to buy electronic gadgets, even if the influence of social media is becoming more apparent. To address this knowledge vacuum, this article examines the relationship between influencer credibility, content relevance, platform interactivity, and consumer buy intents as they pertain to social media advertising.

This research takes a comprehensive look at the issue by using a mixed-methods methodology, which mixes quantitative data from consumer surveys with qualitative insights from industry experts. Both the academic discussion of digital marketing and consumer behaviour and the

marketing community's quest for best practices in social media optimisation for the electronics industry stand to benefit from the results.

The next parts will include a literature review, a description of the study methodology, the results, and a discussion of the theoretical and practical implications of the findings. Scholars and practitioners alike will benefit from this in-depth examination of the impact of social media advertising on consumers' intentions to buy electronic gadgets.

Literature review

With the rise of social media, marketers now have more tools than ever before to connect with consumers and spread the word about their brands. In this review of the literature, we compile the current state of knowledge on electronic device advertising on social media, consumer behaviour, and purchase intentions.

The phenomena of social media advertising is complex, spanning several channels via which it reaches and engages users. Businesses may use the capabilities provided by social media platforms to generate and disseminate material that might affect customer views and behaviours, according to Kaplan and Haenlein (2010). Social media ads that include interactive and participatory components are more likely to increase customer engagement and loyalty, according to Tsimonis and Dimitriadis (2014).

Social proof, peer pressure, and trust in news sources are a few of the many aspects that impact consumers' actions on social media. According to research by Erkan and Evans (2016), consumers are heavily influenced by online evaluations and electronic word of mouth while making purchases. Emotionally charged information often results in greater levels of consumer participation and sharing, as pointed out by Hudson et al. (2015), who also emphasise the importance of emotional engagement in social media interactions.

The rise of social media influencers has added a new dimension to digital marketing. Influencers, with their large followings and perceived authenticity, can shape consumer attitudes and behaviors more effectively than traditional advertisements. De Veirman, Cauberghe, and Hudders (2017) suggest that the perceived credibility and relatability of

influencers play a critical role in their ability to affect purchase intentions. The authenticity of influencer endorsements, as discussed by Audrezet, de Kerviler, and Guidry Moulard (2018), is crucial for maintaining consumer trust and driving engagement.

In the context of electronic devices, purchase intentions are influenced by factors such as product reviews, brand reputation, and the perceived innovativeness of the product. Park and Lee (2009) demonstrate that online consumer reviews significantly impact the perceived value and purchase intentions of electronic goods. Moreover, research by Hennig-Thurau et al. (2010) indicates that social media platforms, by providing access to user-generated content and peer recommendations, play a vital role in shaping consumer purchase intentions.

The relevance and personalization of content are critical in social media advertising. According to Kim and Ko (2012), personalized advertising content that aligns with consumer interests and preferences enhances engagement and increases the likelihood of purchase. Lee and Hong (2016) further argue that targeted advertising, which leverages user data to tailor content to specific audiences, can significantly improve advertising effectiveness and consumer satisfaction.

Social media advertising has a significant effect on customer behaviour and desire to buy, according to the available research. This is especially true in the electronics sector. Important factors in influencing customer attitudes and behaviours include the trustworthiness of influencers, the relevance of material, and personalisation. There is a dearth of empirical studies that combine quantitative and qualitative methods and concentrate on electronic gadgets, despite the abundance of literature on the subject. To fill this need, this research will contribute to academic understanding and practical marketing tactics by offering a thorough investigation of how social media advertising impacts consumer buy intentions for electronic products.

Objectives of the study

- To assess the impact of social media advertising on consumers' propensity to make a purchase for electronic devices.

- To evaluate impact of influential users on consumers' perspectives as well as purchase intentions for electronic devices.
- To determine which aspects of social media ads have most impact on consumers' propensity to make a purchase.

Research Methodology

This study employs a mixed-methods approach to explore the influence of social media advertising on consumer purchase intentions for electronic devices, integrating both quantitative and qualitative data collection and analysis. The research design includes a structured survey and in-depth interviews, providing a comprehensive understanding of the phenomenon. The survey, distributed online through social media platforms and email lists, targeted a diverse sample of 500 consumers aged 18 and above who actively use social media and have purchased or considered purchasing electronic devices. The questionnaire featured Likert scale, multiple-choice, and demographic questions, designed to measure consumer demographics, social media usage patterns, perceptions of social media advertising, and purchase intentions.

Data analysis involved both statistical and thematic techniques. Quantitative survey data were analyzed using descriptive and inferential statistics, including regression analysis, to identify patterns and correlations between social media advertising factors and consumer purchase intentions, utilizing SPSS software. Qualitative interview data were transcribed and analyzed using thematic analysis, assisted by NVivo software, to systematically identify key themes and patterns related to social media advertising strategies and consumer behavior.

Data analysis and discussion

Table 1 - ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.389	1	30.389	571.114	.000 ^b
	Residual	21.604	406	.053		
	Total	51.993	407			

Table 1 displays the results of an analysis of variance (ANOVA) that looked at how social media advertising (SMD) affected consumers' PI for buying electronics. With a p-value (Sig.) of .000, which is much lower than the customary threshold of .05, the findings are statistically significant, indicating that the predictor variable (SMD) has a substantial influence on the dependent variable (PI) in the model. The data clearly demonstrates that a significant amount of the variation in purchase intentions can be explained by the regression model. The regression's Sum of Squares, at 30.389, is much greater than the residuals', at 21.604. This discrepancy suggests that advertising on social media platforms explains a considerable portion of the variation in consumers' intentions to buy.

The model is even more robust when the F-value is 571.114. The substantial predictive effectiveness of social media advertising on purchase intentions is confirmed by this high F-value, which indicates that the model explains a considerably higher variance than the unexplained variation. The regression's Mean Square is 30.389, which is much higher than the residuals' Mean Square of 0.053. This indicates that the model well captures the link between social media advertising and purchase intentions. We may conclude that the social media advertising variable in the regression model is highly predictive of future purchases of electronic equipment since the ANOVA results show that social media advertising has a substantial impact on consumers' intentions to buy.

Table 2 - Coefficients

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.522	.053		28.446	.000
	SMD	.380	.016	.765	23.898	.000

a. Dependent Variable: PI

The regression model that compares the effect of social media ads (SMD) on consumers' plans to buy electronics (PI) is laid out in Table 2. The table provides the standardised and unstandardized coefficients, as well as the corresponding t-values and degrees of significance. With a standard error of 0.053 and a t-value of 28.446 ($p < 0.001$), the model's constant

(intercept) is 1.522. In the absence of social media advertising, this constant indicates the baseline level of purchase intentions, which is zero.

A standard error of 0.016 is associated with the unstandardized coefficient (B) for SMD, which is 0.380. This means that consumers may anticipate a 0.380-unit rise in their purchase intentions for every 1-unit increase in social media advertising. Social media advertising strongly correlates with purchase intentions, as seen by the standardised coefficient (Beta) of 0.765 for SMD. Social media advertising is a strong predictor of purchase intentions, as seen by the high Beta value. There is a statistically significant association between social media advertising and purchase intentions, as shown by the t-value of 23.898 and p-value of 0.000 for SMD. Social media advertising's dependable role in shaping consumers' intent to buy is shown by this high t-value.

In conclusion, the analysis of the coefficients shows that advertising on social media significantly and positively influences consumers' inclinations to buy electronic gadgets. This effect's relative strength in comparison to other possible predictors is shown by the standardised coefficient, whilst its size is shown by the unstandardized coefficient. The significance of social media advertising in influencing customer buying behaviours is further supported by the high t-value and low p-value.

Conclusion

In conclusion, this study illuminates the pivotal influence of advertisements on social media on consumers' propensity to buy electrical goods. By use of a strictly mixed-methods strategy integrating qualitative interviews with quantitative surveys, the research confirms that social media campaigns significantly impact consumer behavior by enhancing engagement, building trust through influencer endorsements, and delivering personalized content. The findings underscore the effectiveness of targeted advertising strategies and the importance of platform-specific approaches in maximizing consumer reach and conversion. Moreover, the study highlights the evolving landscape of digital marketing, where authenticity and relevance emerge as critical drivers of consumer decision-making. For marketers in the electronic devices industry, these insights provide actionable strategies to optimize social media investments, cultivate brand loyalty, and adapt to changing consumer preferences in a competitive global

marketplace. Looking forward, Potentially, the lasting impact of social media may be the subject of future studies campaigns, delve into cross-cultural variations in consumer responses, and investigate emerging trends in digital advertising technologies to further refine marketing strategies and enhance consumer engagement and satisfaction.

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