

Analyzing the Effectiveness of Social Media Advertising on Consumer Buying Behavior: A Study of Narowal

Saba Sultana¹, Farrah ul Momineen², Ainy Hafsa³

¹Lecturer, Department of Mass Communication and Media, University of Narowal, Pakistan.

²Assistant Professor, Department of Media and Communication Studies, Minhaj University, Lahore, Pakistan.

³BS, Department of Mass Communication and Media, University of Narowal, Pakistan.

Correspondence: saba.sultana@uon.edu.pk¹

ABSTRACT

Aim of the Study: The study aimed to analyze the role of social media advertisements on consumer behaviour in Narowal, Pakistan. The present research aims to determine the impact of social media advertising on consumer buying behavior, and the role of social media influencers and online reviews on influencing businesses and brands among consumer.

Methodology: Quantitative method was implied in the study. Data was collected through the survey method from 200 respondents, chosen through purposive sampling procedure.

Findings: The key findings revealed that social media advertisements have an impact on consumers purchasing behaviour. However, social media influencers and online reviews do not play a significant role in influencing businesses and brands among consumers. Furthermore, research findings supported that social media advertisement content plays a significant role in consumers' satisfaction and purchasing decisions.

Conclusion: The study concluded that the respondents have positive attitudes towards social media advertisement. Based on obtained results online marketing communication, especially online advertisement is effective in promoting online shopping through social media platforms.

Keywords: Social Media Advertising, Online Shopping, Consumer Behaviour, Online Reviews, Advertisement Content.

Introduction

Social media advertising is defined as promotional communication conveyed through social media platforms like Facebook, Twitter and Instagram to build brand image and awareness among users (Raji et al., 2018). According to these findings by 2025, social media sites will be used by 54% of the world's population (Worldometers, 2021). Among various social networking platforms, Instagram and Facebook have grabbed the attention of the youth at a massive level. Instagram is a video and photo-sharing social medium with around 1 billion active monthly users, making it one of the most popular social media apps

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globally. Social media sites provide virtual space for businesses to communicate with their target audience (Vinerean et al., 2013).

Social media platforms allow users to customize the display of their personal information (Treadaway & Smith, 2012). According to the report of April 2023, there are 2.989 billion users who use Facebook each day. This massive fan base platform grabs the attention of enterprises and brands to use it for business purposes (Sravanakumar & Lakshmi, 2012). Currently, Facebook has a 2.249 billion advertising audience globally. The total amount spent on social media advertisements worldwide in 2020 reached \$132 billion, out of the \$390 million allocated for Instagram advertising. And this figure is expected to transcend \$200 billion in 2024 (Statista Research Department, 2021).

Instagram and Facebook advertising has a notable impact on consumer behaviour and this impact has been a subject of interest for researchers. Ad credibility, entertainment, and informativeness are important factors in shaping the consumers' perception towards the online market. Instagram advertisements can be adequate in improving consumers' association with brands (Gober et al., 2019).

Online reviews play an important role in influencing the buying decisions of users (Younas, S. 2022). Zhu and Zhang (2010) state that customers go through online reviews to discover product quality by consulting the reviews of previous customers. The results of a survey state that 33.3% of the respondents often refer to online reviews and 25.5% always consider online ratings while making a purchase. Further, 45.1% of respondents consider online reviews, especially for online shopping. The results further corroborate that 93% of consumers rely on online reviews for making online purchases. Considering online reviews for seeking details regarding the product or service and online reviews helps customers to make quick purchasing decisions (Gosai, 2020). The e-tailors must emphasise the importance of online reviews as these reviews have a substantial impact on consumer purchase decisions. Further, these reviews help the e-tailors to know about the strength and weaknesses of their product (Liu & Zhou, 2012).

The growing social media marketing trends have paved the way for social media influencer marketing trends. The influencers are those who become celebrated on the social media platforms with their expertise and acquaintance on different topics (Lou & Yuan, 2019). As it is believed that users prefer their recommendations, brands and businesses now work with social media influencers who have millions of followers on social media platforms (DeVeirman et al., 2017; Godey et al., 2016). This helps brands grow and develop. According to a study by Kanwar and Huang (2022), social media influencers have no immediate impact on consumers' intentions to make purchases. While consistent with further investigations that have assessed that reference reliability has a role in fostering parasocial relationships, which aids in boosting the consumer's purchasing intention.

Statement of Problem

Social networking sites (Instagram and Facebook) advertising has a substantial impact on consumer behaviour, and this influence has been a subject of interest for researchers. Understanding the impact of social media advertisements on youth's purchasing behaviour is essential for marketers, as this will help them tailor their advertising approaches accordingly. The research is designed to analyse how different Instagram and Facebook advertising content, appeals and online reviews affect the behaviour of consumers. The research study further aimed to provide sufficient information to online advertising businesses about the online advertising strategies which they can utilize to influence their target audience.

Rationale of the Study

Social media has not only changed traditional communication but marketing communication as well. Social media network has become the top communication tool among consumers (Blackshaw & Nazzaro, 2006).

Narowal is a small town with a limited marketplace and brand availability. The people, especially demand trending products which are hardly available in their region. Online purchasing is one of the better and most preferred options for them. Today social media platforms are not only used as entertainment mediums but are one of the flexible marketplaces for people around the globe. These platforms (Facebook & Instagram) are providing this global market to its users all over the world regardless of the limitations of the area. Therefore this research aims to analyze the role of advertising factors (audience interest, influencers' credibility, post credibility and ad content) in the behaviour of consumers of Narowal.

Objectives of the Research

1. To examine the impact of social media (Instagram and Facebook) advertisements on consumer buying behaviour
2. To examine the influence of online reviews on the purchasing intention of the buyers
3. To examine the role of social media influencers in rising brand awareness among users.
4. To identify the relationship between social media advertisement content and users' level of satisfaction

Review of Existing Literature

Social Media advertisement and Consumer Purchasing Behaviour

Balakrishnan, Dahnil, & Yi (2014) explored that social media platforms are a useful tool for promoting businesses and products through online marketing communication, particularly online advertising. Shiju (2023) concluded that in terms of brand recognition and exposure, online advertising is highly effective. Businesses need to put more resources into digital advertising and learn about the habits of consumers to sufficiently modify their digital advertising campaigns.

Karadeniz & Kocam (2019) examined that all these variables affect the buying behaviour of the consumers, therefore companies and brands should value these independent variables of the research. Vinerean et al., (2013) explored that companies and brands must be aware of the vital role of social media sites in influencing online shopping behaviour among consumers. For a successful social media marketing companies need to design effective online marketing strategies according to the consumer interest.

Yeo et al., (2020) in this study determine the effects of social media advertising on the purchasing intentions of consumers. The outcome of the research concludes that interactivity, information, trust, brand image and vividness in social media advertising have a sustainable effect on the consumers' online purchase intention. KV et al., (2021) designed their study to determine the social media advertising factors that influence the purchase intention of consumers. Different factors such as attention-grabbing details, emotional appeals, and celebrity endorsement have been studied to discover their impact on consumers. The reviewed literature identified these variables affecting social media advertisement influence.

Role of Influencers in Social Media Advertisement

Rameshkumar (2022) coined that 27.33% of the respondents are influenced by positive comments from previous users, discount and promotion ads influence 24% of the respondents, 21.33% are influenced because of frequent exposure to products or ads, photos and videos of the advertised product influence 10.67% of the respondents and 16.67% of them are influenced because of celebrities inclusion in the advertisement. The study revealed that Instagram is ranked first and Facebook is ranked second most preferred by youngsters compared to other social media platforms.

Gunawan & Kania (2022) described that brand awareness is strongly influenced by the effectiveness of advertising. He further concludes that social media advertising is one of the influential media as its users are growing rapidly and the results of the study highlight its positive effect. Lim et al. (2017) evaluate the efficacy of social media influencers, focusing on the source's dependability, attractiveness, message

transmission, and product compatibility. The study found that participants with positive perception toward social media influencers were more conceivable to plan to purchase endorsed item.

Nurhandayani et al., (2019) designed their study to analyse the effects of social media influencers and brand image on the purchase intentions of consumers. He further added that companies and brands prefer social media influencers to deliver their message which has a positive impact on shaping the image of their company that helps in driving sales. Kanwar and Huang (2022) conducted this study to examine the influence of social media influencers on Taiwanese customers' buying intentions. According to their most recent research, social media marketing through influencers appears to be one of the best tools for Taiwanese marketers.

Ao et al. (2023) studied the qualities of social media influencers on customer attention and their purchase intentions that provided a meta-analysis of empirical findings from the literature. Eight traits of social media influencers were identified by the researchers, including expertise, reliability, homophily, credibility, entertainment value, product congruence, attractiveness, and educational values. The study's findings showed that because consumers are frequent users of social media platforms and follow and favor social media influencers, the traits of social media influencers have an impact on consumer attention and purchase intention.

Social Media Ad Credibility and Consumer Behaviour

Sarioglu (2022) explored the effects of consumers' attitudes towards social media advertisements on their purchasing behaviours. Torabi & Belanger (2022) investigated the influence of social media and online reviews on the purchasing decisions of university students. The conclusion described that approximately 50% of the respondents use social media for online shopping monthly at least once a month.

Younas (2022) conducted this research to investigate advertisement factors which play a role in consumer buying decisions. The study concluded that social media marketing reach is more than traditional advertising techniques. It allows businesses to reach their targeted audience more efficiently.

Social Media Advertisement and Consumers' Attitude towards Brands

Gober et al., (2019) explored the effect of Instagram advertisements on consumers' attitudes towards brands. He further found that determining consumer attitude towards brand personalization is not an important factor. Further, the investigation in this study highlights that Instagram advertisements can be adequate in improving consumers' association with brands.

Agam (2017) examined the effects of Instagram viral marketing on customer brand awareness. Utilizing several social media sites (Facebook and Instagram), fashion designer Martin Shakir studies viral marketing. Bligin (2018) suggested that businesses and companies must establish and strengthen brand interaction with individuals to establish successful brand communication on social media.

Sundaram et al., (2020) concludes that Facebook, blogs, media meshing and Twitter are the platforms preferred by firms for distributing information and raising customer engagement.

Jayasuriya et al.,(2018) sought to synthesize the prior studies on the effect of social media marketing on consumer-based brand equity. Findings revealed that, age and education have a considerable impact on social media marketing, whereas gender, income, and consumer lifestyle have no discernible influence. Marketers can expedite their marketing efforts by taking advantage of this research.

Maria et al., (2019) examine the effects of social media marketing, the efficiency of advertising, and word-of-mouth on brand awareness and its consequences on customer purchasing intentions. It is said that customer purchasing preferences are influenced by the degree of consumer brand familiarity. Dehghani (2013) examined the possible link between social media and advertising in enhancing the brand image and its impact on the purchase intention of consumers. Findings revealed that brand image positively influences the purchasing intention of consumers.

Treadaway & Smith (2012) concluded that companies that want to launch any new product must use social media marketing strategy as it has a significant impact on product awareness among the public.

Online Reviews and Consumer Behavior

Gosai (2020) determined that considering online reviews for seeking details regarding the product or service and online reviews helps customers to make quick purchasing decisions. Lee (2009) conducted this study to explore the effects of online reviews on the purchasing intention of consumers. Results of the study revealed that individuals who process the content deeply express more positive responses after they encounter a strong augmented quality version of online reviews and individuals who are not deeply involved express more positive attitudes towards large quantity versions of online reviews.

Liu & Zhou (2012) accomplished that negative reviews by previous consumers have a substantial impact on both consumer buying intention and product perception. The finding of this study describes that high-quality online reviews act as a strong persuasive tool than low quality and the purchasing intention of consumers grows with the increasing number of reviews. Constantinides & Holleschovsky (2016) found that reviews are a substantial source among customers for making purchase decisions. Online reviews affect consumers' buying behaviour.

Theoretical Framework

The Social Learning Theory and the Uses and Gratification Theory served as the foundation for this study.

Social Learning Theory

Social learning theory is a psychological framework that explains the role of media in shaping individuals' behaviour and societal outcomes. In this theory, Albert suggests that the individual learns by imitating and observing the content presented by media. It highlights the significant impact of media content and usage on the behaviour and attitude of the individual and their social norms and values. According to the social learning theory people are more likely to imitate the actions of influential media figures, public figures, fictional characters, celebrities, or trends. It underlines the role of individuals' cognitive processes, framing that individuals' content in attention, retention, reproduction, and motivation process while observing others (Akers & Jennings, 2015).

The social learning theory narrates that individuals learn by observing and imitating the content presented in media. When an ad is presented on social media (Facebook and Instagram) by any well-known personality or any social media influencer it grabs the attention of users and it will form a memory (retention) in their minds.

Uses and Gratifications Theory

The uses and gratification theory of Blumler and Katz (1973) coined that people use media to gratify their specific needs. Unlike other media theories of media that view media consumers as passive receivers, the uses and gratification theory characterises users as active consumers who control their media consumption. The theory has highlighted several needs and gratification of users.

Hypotheses

- H1: There is a relationship between social media Advertising and consumer buying behaviour.
- H2: Social Media influencers' ads and online reviews have influenced businesses and brands among consumers.
- H3: Social media advertisement content (influencer credibility, post credibility, creativity advertisement video) has a direct relation with the self-satisfaction of the users.

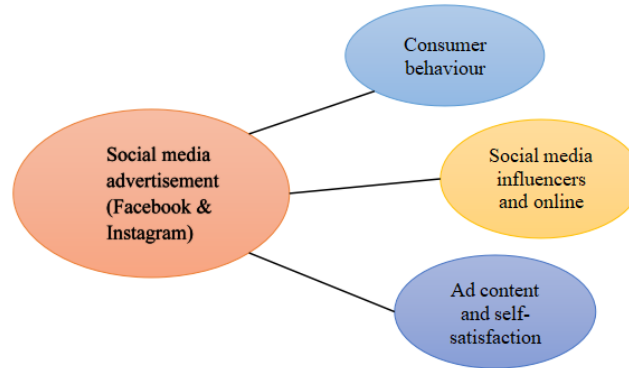


Figure 1: *Hypotheses of the Study*

Methodology

The present study implied quantitative research method. The study used a cross sectional survey to determine the impact of social media adverting on consumer buying behavior. The participants chosen for this study were the University students of Narowal. The sample consisted of 200 students, chosen through purposive sampling procedure. A five point Likert scale was developed to measure the impact of social media (Instagram and Facebook) advertisements on consumer buying behavior, the influence of online reviews on the purchasing intention of the buyers, to examine the role of social media influencers in rising brand awareness among users and to identify the relationship between social media advertisement content and users' level of satisfaction. Groves (2009) claimed that a survey must include at least a sample, a mechanism for gathering data (such as a questionnaire), and specific inquiries or items that can be converted into data for statistical analysis. Depending on its goal, a survey may concentrate on a variety of subjects, including preferences, opinions, behavior, or factual data.

Reliability

In order to examine the internal consistency, the Cronbach Alpha test has been implied.

Table1: *Cronbach's Alpha (Reliability)*

	N	%	Alpha	N of items
Valid	200	100.0	.772	20

The score of Cronbach's Alpha in the relevant study was .772, which was higher than .70 and indicated that the validity of the questionnaire's dependability.

Variables of the Study

Independent Variable: It is the type of variable that stands alone and is not affected by the change in the other variables. Social media (Facebook & Instagram) advertisement is the independent variable of this study.

Dependent Variable: The dependent variable relies on the other variable and can be changed if the other variable is changed or affected. "Consumer Behaviour" is the dependent variable in this study.

Operationalization

Social Media: Social media includes number of networking platforms that allow users to start and manage their online businesses. It is a global market place for all kind of businesses. Social media platform allow users and businesse an easy access around the globe for buying and selling. It is an effective tool to promote a business and connect with existing and potential customers.

Advertisement: Advertisement is defined as the marketing strategy for generating website traffic, sharing marketing content for the promotion of any business and rising it revenue. Advertisements through online platform are interactive as it allow users to response.

Findings

By concentrating on the size, distribution, composition, components, determinants, and consequential changes of the entire population in terms of different parameters like age, sex, etc., demographic analysis can help to understand the perception of the community with respect to demographic characteristics, claim (Yusuf, Martins, and Swanson 2014). The age group with the highest number of participants is 18 to 25 and the least is 23 to 25 years. Females dominated the participation i.e. 119 females while males at second i.e. 81 males.

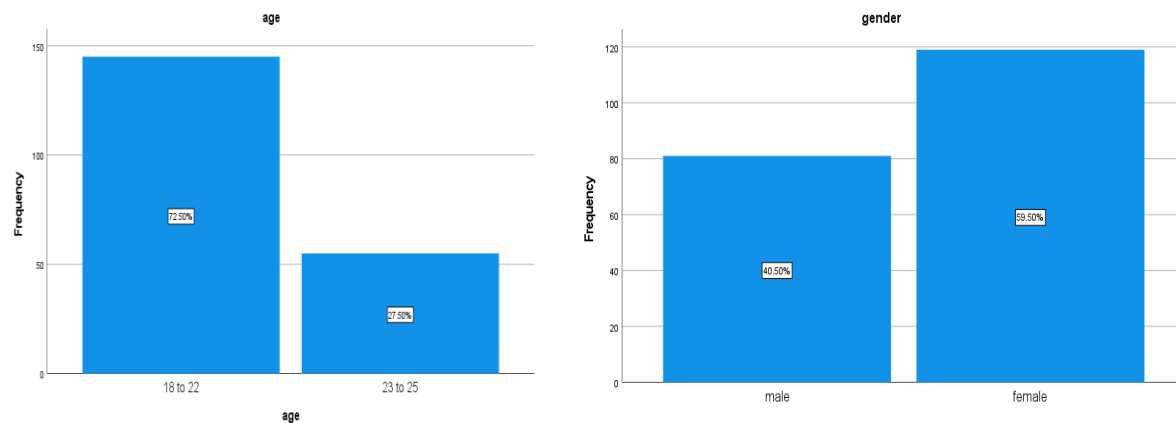


Figure 2 &3: Age and Gender of the Respondents

The figure below shows that 15% of respondents prefer Facebook for online shopping, followed by 57.5% of respondents prefer Instagram, 16.5% use both Facebook as well as Instagram and rest 11% prefer other than these two.

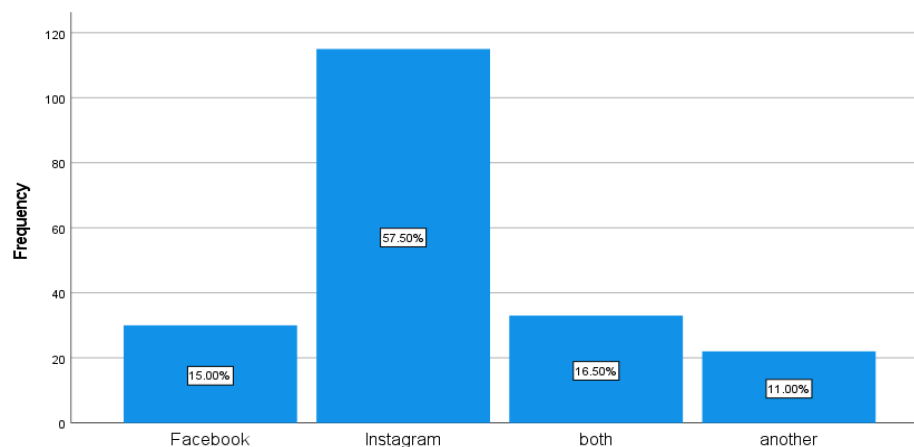


Figure 4: Use of Social Media for Online Shopping

Table 2 depicts that the mean value of (social media advertisement) is 2.2963, (consumer online shopping behavior) is 3.4300, (Advertisement content) is 3.4750 and social media influencers and online reviews is 3.6192. Moreover, the standard of e of (social media advertisement) is .53348, (consumer online shopping behavior) is .71776, (Advertisement content) is .71593 and social media influencers and online reviews is .70322.

Table 2: *Mean Values of the Variables*

	M	S.D.	N
Social media advertisement	2.2963	.53348	200
Consumer online shopping behaviour	3.4300	.71776	200
Advertisement Content	3.4750	.71593	200
Social media Influencers & Online Reviews	3.6192	.70322	200
Valid N			200

The table 3 indicates the association between the independent variable (Social media advertisement) and depended variables (online shopping behavior), Online social media advertisement correlate with consumer online shopping behaviour at -.256. The p significance value is (.000) for online shopping behaviour which indicates that there is value of p is less than (values of a, alpha)($p < 0.05$) therefore, H1 is accepted and H0 is rejected.

Table 3: *Correlation Analysis for Online Shopping Behaviour*

		Online Shopping	Social Media Adv
Online Shopping	Person Correlation	1	-.256**
	Sig. (2-tailed)		.000
	N	200	200
Social Media Adv	Person Correlation	-.256**	1
	Sig. (2-tailed)	.000	
	N	200	200

The table 4 indicates the association between the independent variable (Social media advertisement) and depended variables (social media Influencers and online reviews). Social media advertisement correlate with social media influencers and online reviews at -.039. For social media influencers and online reviews the p significance value is (.580) which indicates that the value of p is greater than (value of a, alpha)($p > 0.05$) therefore H2 is rejected and H0 is accepted.

Table 4: *Correlation Analysis for Social Media Influencers and Online Reviews*

		Social Media Adv	SM Inflc & Online Revs
Social Media Adv	Person Correlation	1	-.039**
	Sig. (2-tailed)		.580
	N	200	200
SM Inflc & Online Revs	Person Correlation	-.039**	1
	Sig. (2-tailed)	.580	
	N	200	200

The table 5 indicates the association between the independent variable (Social media advertisement) and depended variables (Advertisement content). Social media advertisement correlate with advertisement content at -.206. For advertisement content the p significance value is (.002) which indicates that the value of p is less than (value of a, alpha)($p < 0.05$) therefore, H3 is accepted and H0 is rejected.

Table 5: *Correlation Analysis for Advertisement Content*

		Social Media Adv	Adv Content
Social Media Adv	Person Correlation	1	-.215**
	Sig. (2-tailed)		.002
	N	200	200
Adv Content	Person Correlation	-.215**	1
	Sig. (2-tailed)	.002	
	N	200	200

Table 6 indicates the R value which is .215^a that indicates about positive association among Variables while, value directs the ratio difference in the outcome variables to explain social media influencers and online reviews which can be explained by the model which is -.042. Moreover, the adjusted R² value is .046.

Table 6: *Model Summary of regression 1*

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.215 ^a	.046	-.042	.70267

a. Predictors: (Constant), Social media Advertisement

Table 7 presents the mean square of 4.758 is obtained by dividing the "Regression" component's sum of squares, which is 4.758, by the number of degrees of freedom (df). The regression model's variability is much greater than what would be predicted by chance, according to the F-value of 9.636. The low p-value (Sig) of 0.002, which denotes strong statistical significance, supports this. In conclusion, the significant F-test and low p-value suggest that the predictor "social media advertisement" may have a meaningful effect on the dependent variable.

Table 7: *ANOVA of regression 1*

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	4.758	1	4.758	9.636	.002 ^b
Residual	97.762	198	.494		
Total	102.520	199			

a. Dependent variable: Online shopping

b. Predictors: (Constant), Social media adv

The regression analysis's coefficients are displayed in the table 8. The dependent variable's value is represented by the "Constant" coefficient, which is 4.096. This intercept is extremely significant, according to the significantly low p-value (Sig) of 0.000. A one-unit increase in independent variable value is linked to a 0.290-unit reduction in the dependent variable, according to the predictor's coefficient of -0.290. The standardized coefficient (Beta) of -0.215 provides more evidence in favor of this link. The coefficient for "social media advertisement" is statistically significant, according to the t-value of -3.104. Overall, the findings suggest that the predictor has a notable influence on the dependent variable "Online shopping behaviour" which is supported by the intercept and its substantial coefficient.

Table 8: *Coefficient of regression 1*

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig
1 (Constant)	4.096	.220		18.609	.000
Social Media Adv	-.290	.930	-.215	-3.104	.002

a. Dependent Variable: Online shopping

The model summary table 9 shows that the predictor variable (social media advertisements) and the dependent variable have a significant linear connection. The model's capacity to explain the variance in the dependent variable appears to be very constrained based on the low R-squared.002 and adjusted R-squared-.003 values. Although its tiny magnitude suggests a tenuous association, the positive R .039^a value indicates a positive correlation.

Table 9: *Model Summary of regression 2*

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.039 ^a	.002	-.003	.70445

b. Predictors: (Constant), Social media Advertisement

Discussion and Analysis

The study found that the majority of respondents use social media for online shopping. The selected sample of the study showed that 31% of the respondents personally prefer online shopping, whereas 11.5% strongly agree that they do. Moreover, 14% of respondents state that they prefer online shopping very frequently, whereas 31.50% of the respondents prefer online shopping frequently. The study results show that 29.50% of respondents state that social media ads very frequently provide them with information about the latest trends, and 35% of respondents say that they frequently get information from social media ads about the latest trends. In the study, 41% of the respondents preferred clothing ads, 23.5% preferred cosmetics ads, and 21.5% preferred shoe ads. Moreover, the study indicates that 42% of the respondents are attracted by brand advertisements, followed by 23% by creative video ads, 18.50% by sales ads, and 16.50% by influencer ads.

The findings of the study revealed that 10.5% of respondents strongly agree, while 43.5% of the respondents agree that social media advertising plays a role in their buying decisions. The findings of the study depict the effectiveness of social media advertisements. As 44% of respondents agree and 15.5% of respondents strongly agree that social media ad motivate their purchasing desires. Further, 5% of respondents strongly agree, and 34% agree that social media ads contain enough information that motivates them to make purchasing decisions after encountering the ad.

Furthermore, 30.5% have a neutral response towards the question. A sample of the respondents revealed that 50.5% of respondents agree, and 20% strongly agree that brands and trends are encouraged among them by social media influencers. Further, 41% of the respondents agree, and 20.50% strongly agree that positive reviews encourage them to purchase the advertised product. The outcomes of the study reflect that 40% of the respondents agree and 19.5% strongly agree that online reviews help in building brand credibility. In a question regarding online reviews and customer satisfaction, the majority of the respondents, i.e., 45.5% agree and 16.5% strongly agree that online reviews help them feel satisfied with the quality of the product.

However, 43% of the respondents agree and 23% strongly agree that they get attracted by the sales ad. Additionally, 32% of users agree and 12.5 strongly agree that when a celebrity endorses any product in an advertisement it motivates their purchasing intention. The finding shows that 44% of the respondents agree while 11.5% strongly agree that advertising by any credible source appeals to them more. Furthermore, findings reveal that 47% of the respondents agree whereas 16.5% strongly agree that they feel satisfied with the trends shown in advertisements on social media and adopt those trends.

The findings supported the H1 “There is a relationship between social media Advertising and consumer buying behavior”. The findings are in lined with the findings of SHIJU(2023) and Yeo et al.,(2020) that digital advertising influence the consumer buying behaviours. Furthermore, the outcome of the research concludes that interactivity, information, trust, brand image and vividness in social media advertising have a sustainable effect on the consumers' online purchase intention.

The results did not supported the H2: “Social Media influencers' ads and online reviews have influenced businesses and brands among consumers”. The research study of Lim et al. (2017) also coined thae same as participants who had a positive view toward social media influencers were more likely to plan to purchase the endorsed item.

The findings of the present research supported the H3: “Social media advertisement content (influencer credibility, post credibility, creativity advertisement video) has a direct relation with the self-satisfaction of the users”. Studies of Younas (2022) and Sarioglu (2022) also proved the same that ad credibility on social media platforms positively affects the social shopping intentions of consumers. Moreover, social media users with the help of different platforms search for information related to particular products that satisfy their needs.

Conclusion

Social media advertising is defined as promotional information shared through social media platforms like Facebook, Twitter and Instagram to build brand image and awareness among users (Raji et al., 2018). Social media has not only changed traditional communication but marketing communication as well. Facebook and Instagram are no more just a photo and video-sharing platforms; they are now a global marketplace for various brands and businesses. Social media network has become the top communication tool among consumers (Blackshaw & Nazzaro, 2006). The landscapes of social media nowadays have set some requirements for doing successful marketing through these platforms. Advertisement content has an impact on buying intentions of consumers and influencers are used mainly to improve the credibility of the advertised products. Online reviews are another effective tool of social media marketing as reviews help the e-tailors to know about the strength and weaknesses of their product and it gives the consumer an idea about the product quality and previous customer's experience. The usage of social media gratifies consumers, shopping needs as it helps them to have variety of market options and easy access. Furthermore, in existence of social learning theory consumers learn by imitating and observing the content presented by media and they adopt it in their life style. The study shows that ad credibility on social media platforms positively affects the social shopping intentions of consumers. The study concluded that the respondents have positive attitudes towards social advertisement. Based on obtained results online marketing communication, especially online advertisement is effective in promoting online shopping through social media (Facebook & Instagram) platforms.

For future researchers it is suggested that businesses focus on their advertisement content, as it is one of the elements of advertising that grabs the attention of consumers and users. In this study, the researcher only focused on Facebook and Instagram, so it is suggested that other digital platforms, i.e., websites, YouTube, Whatsapp, etc., may be included. The study is conducted through the quantitative research method; in the future, researchers may apply the qualitative research method.

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Conflict of Interest


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ORCID iDs

Saba Sultana ¹  <https://orcid.org/0009-0007-9020-5614>

Farrah ul Momineen ²  <https://orcid.org/0009-0007-2878-1450>

Ainy Hafsa ³  <https://orcid.org/0009-0007-0714-6220>

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