

Understanding Influence of Social Media Advertisement on Purchase Intention among Youngsters

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Abstract

This research paper delves into the intricate relationship between social media advertisements and the purchasing intentions of the youth demographic in India. In a digital era where social media serves as a pervasive communication channel, understanding the specific influences exerted by advertisements on the consumption behaviors of youngsters becomes paramount. The primary objective of this study is to identify relationship between social media advertisement and intention to purchase among youngsters.

Compelling statistics underscore the ubiquity of social media among India's youth. With over 85% of individuals aged 18 to 34 actively using social media platforms, and an average daily usage exceeding two hours, these channels play a central role in shaping their perceptions and preferences. Leveraging a robust empirical approach, this research analyzes data collected from a diverse sample of young individuals, examining their responses to different types of social media advertisements and their intentions to make purchases.

The findings of this study not only contribute to the academic understanding of the intricate interplay between social media advertisements and consumer behavior but also offer practical insights for businesses and marketers aiming to navigate the evolving digital landscape. By uncovering the factors that significantly influence purchase intentions, this research provides a roadmap for crafting more effective and targeted social media advertising strategies that resonate with the unique preferences and behaviors of the youth market in India.

Keywords: Usage of social media, social media advertisement, attitude towards advertisement, intention to purchase

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

1. Consumer behaviour

Consumer behavior, as outlined in "Consumer Behavior" by Schiffman and Kanuk (2007), 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. Consumer behavior is a pivotal aspect of marketing strategy, as highlighted in "Influence: The Psychology of Persuasion" by Cialdini (2006). The book explores the psychological principles that underlie consumer decision-making, shedding light on the subtle yet powerful forces that drive individuals to make specific choices in the marketplace. Consumer behavior, as elucidated by Kotler and Armstrong (2020) in "Principles of Marketing," encompasses the intricate processes individuals engage in when searching for, acquiring, using, evaluating, and disposing of products and services to meet their needs and desires. This multifaceted field integrates insights from psychology, sociology, anthropology, and economics to understand the factors shaping consumers' decision-making within the marketplace.

2. 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, J. E., Goh, M. L., & Mohd Noor, M. N. B., 2019; Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. 2015; Patel, H. R., M. Sharma, and R. Purohit, 2021; Gupta, R., Kishore, N., & Verma, D. P. S., 2015). Brown and Davis (2020) highlight the impact of emotional engagement in marketing messages on consumers' purchase likelihood. Advertisements that evoke positive emotions contribute to heightened purchase intentions, emphasizing the role of affective processes in consumer decision-making. Personal values and lifestyle choices also play a substantial role in shaping purchase intention. Wang, P., Chu, J., Yu, S., Chen, C., & Hu, Y. (2024) research indicates that individuals express higher purchase intentions for products that align with their values and complement their lifestyles. This psychographic aspect reflects the importance of understanding the unique characteristics and preferences of the target audience.

3. Influence of social media on consumer behaviour

Shukla, S. (2019) conducted a comprehensive study examining the influence of social media marketing on young consumers. They found that social media platforms serve as 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. 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, S., Abd Jalil, K., & Latiff, A. A. (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, J. E., Goh, M. L., & Mohd Noor, M. N. B., 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, H. R., Sharma, M., & Purohit, R., 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, R., Kishore, N., & Verma, D. P. S., 2015).

The integration of e-commerce features on social media platforms, commonly referred to as social commerce, directly influences consumer behavior. Platforms like Instagram and Facebook allow users to shop directly from posts, facilitating a seamless transition from product discovery to purchase (Lee, J. E., Goh, M. L., & Mohd Noor, M. N. B., 2019)

Social media enables consumers to provide feedback and reviews. Positive or negative comments can significantly impact the reputation of a brand. Effective reputation management on social media is crucial for influencing consumer perceptions and decisions (Tahat, K., Tahat, D. N., Masoori, A., Habes, M., Alghazo, E., & Ketbi, N., 2023).

Explore studies that delve into the influence of social media advertising on impulsive buying behavior and the characteristics of ads that trigger impulsive responses (Patel, H. R., Sharma, M., & Purohit, R., 2021).

4. Influence of social media advertisement on purchase intention

Shukla, S. (2019) highlighted the significance of visually appealing content in capturing attention and fostering positive attitudes towards products or services. Their study demonstrated a strong correlation between engaging visual elements in social media ads and increased purchase intentions among users.

Abd Jalil, S., Abd Jalil, K., & Latiff, A. A. (2010) 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.

Gupta, R., Kishore, N., & Verma, D. P. S. (2015) 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.

Lee, J. E., Goh, M. L., & Mohd Noor, M. N. B. (2019) explored the role of social media influencers in shaping consumers' intentions to purchase. Their research highlighted the significant impact of influencers' endorsements on product credibility and purchase intentions.

Wang, P., Chu, J., Yu, S., Chen, C., & Hu, Y. (2024) 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.

5. Attitude towards social media

Livingstone and Brake (2010) conducted a seminal study examining the attitudes of youngsters towards social media. They found that while many young individuals appreciate the connectivity and information-sharing aspects of platforms like Facebook and Twitter, concerns regarding privacy and the potential for online harassment impact their overall attitude.

Wang and Stefanone (2013) focused on the self-presentation aspect of social media and its impact on the attitudes of youngsters. Their research indicated that youngsters carefully curate their online personas, leading to a nuanced relationship between self-esteem and the desire for social approval.

Primack et al. (2017) delved into the association between social media use and depression among young adults. Their findings highlighted that excessive use and negative experiences on social media can contribute to changes in attitudes and mental well-being among youngsters.

6. 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, V., Akbariyeh, H., & Tahmasebifard, H. (2015) engaging and visually appealing content positively influences attitudes towards advertisements, leading to increased brand recall and purchase intentions. Similarly, Shukla, S. (2019) emphasized the importance of narrative storytelling in creating a positive attitude, as narratives evoke emotional responses and enhance ad effectiveness.

Lee, J. E., Goh, M. L., & Mohd Noor, M. N. B. (2019) found that consumers exhibit more favorable attitudes towards advertisements that are personalized based on their interests and online behavior. This personalization creates a sense of relevance, enhancing overall ad effectiveness and reducing perceived intrusiveness (Wang, P., Chu, J., Yu, S., Chen, C., & Hu, Y., 2024).

Wang, S. S., & Stefanone, M. A. (2013) discovered that advertisements from credible sources, including influencers and well-established brands, positively impact consumers' attitudes. Trust in the source enhances the perceived credibility of the advertisement, influencing attitudes and purchase intentions. Younger individuals may be more susceptible to engaging advertisements, while older populations tend to be more critical and skeptical (Livingstone et al., 2023). Media literacy skills also develop with age, influencing how individuals evaluate advertisements (Przybylski & Weinstein, 2023).

Objectives of the study:

1. To study attitude towards social media advertisements
2. To study relationship between attitude towards social media advertisement and purchase intention
3. To study relationship among demographic variables, usage, attitude towards social media advertisement and purchase intention

Research Methodology

The research aims to explore the impact of social media advertisements on the purchase intentions of young adults residing in Mehsana district. The study adopts a basic research approach, utilizing a descriptive single cross-sectional design to analyze the current dynamics of social media advertisement influence on the purchasing behavior of the target population (Zikmund and Babin, 2013). 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. Convenient sampling is employed to facilitate the accessibility of participants and streamline the data collection process (Zikmund and Babin, 2013).

Data was collected through structured surveys, incorporating standardized scales to assess the impact of social media advertisements on purchase intention (Malhotra, 2010). 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 (Duffet, 2017; Arora, Kumar & Agarwal, 2020).

The gathered data will undergo analysis using various statistical tools, including the Chi-square test, ANOVA test, t-test, and descriptive analysis. The Chi-square test will assess associations between categorical variables, while ANOVA will examine the variance in purchase intention scores among different advertisement exposure categories. The t-test will be employed to identify potential gender differences, and descriptive analysis will provide an overview of the sample characteristics (Hair, Black, Babin & Anderson, 2010).

Data Analysis

Data analysis include descriptive statistics and inferential statistics.

Demographics and Usage of Social Media

The study incorporated demographic strata as under.

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%
	10,00,000 – 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%

Table No: 1

Table no.1 displays demographics of respondents. It was 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. Along with this it was also found that Instagram, YouTube and WhatsApp were often used.

The chart no. 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. Chart no. 2 indicates that 63 % of respondents were following any brand on social media.

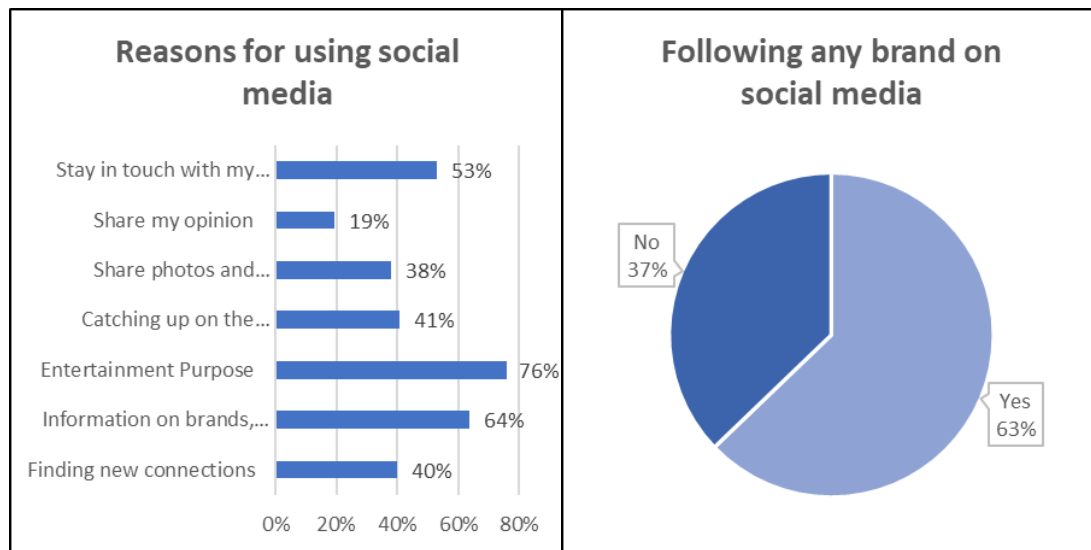


Chart No.1

Chart No. 2

Reliability and Normality Test

Reliability and Normality statistics are as under.

Sr. 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

Table No. 2

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 (Hair, Black, Babin & Anderson, 2010).

Attitude towards Social Media Advertisement

(1 = Strongly Agree, 2 = Agree, 3 = Neither Agree Nor Disagree, 4 = Disagree, 5 = Strongly Disagree)

Sr. No.	Scale	Mean Score	Standard Deviation
1	Awareness Dimension	4.0867	.96432
2	Knowledge Dimension	2.3772	.65016
3	Credibility Dimension	2.5111	.77228
4	Privacy Concern Dimension	2.6637	.83970
5	Liking Dimension	2.6095	.67524
6	Preference Influenced Dimension	2.5155	.70039
7	Intention to Purchase Dimension	2.5840	.71066
8	Purchase Dimension	2.6283	.70680

Table No.3

Attitude towards social media advertisement was measured with six dimensions of purchase intention. These six dimensions were awareness, knowledge, credibility, privacy concern, liking and preference influenced. In the present research influence of social media advertisement on purchase intention among youngsters were studied. So, attitude towards social media advertisement, purchase intention and purchase dimensions were studied. Table no. 3 indicates mean score of all dimensions’ mean score. In awareness scale respondents have shown disagreement towards statements like “I have not become aware of new advertisements on social media”, “I cannot recall any advertisements on social media” and “Advertising on social media does not alert me to new products”. Respondents were agreed or moderately agreed on rest of the scales.

Social Media Advertisement (SMA) and purchase intention

Hypothesis one, two and three were tested. Hypothesis and test results were as under.

H₀ 1: There is no association between attitude towards SMA and purchase Intention.

H₁ 1: There is association between attitude towards SMA and purchase Intention.

Sr. No.	Association between attitude towards social media advertisement and Purchase intention	p-value	Result (H ₀)	Association
1	Awareness dimension and Purchase intention	0.000	Rejected	Significant
2	Knowledge dimension and Purchase intention	0.000	Rejected	Significant
3	Credibility dimension and Purchase intention	0.000	Rejected	Significant
4	Privacy concern dimension and Purchase intention	0.000	Rejected	Significant
5	Liking dimension and Purchase intention	0.000	Rejected	Significant

6	Preference influenced dimension and Purchase intention	0.000	Rejected	Significant
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Table No. 4

H₀ 2: There is no association between attitude towards social media advertisement and purchase.

H₁ 2: There is association between attitude towards social media advertisement and purchase.

Sr. No.	Association between attitude for social media advertisement and Purchase	p-value	Acceptance or Rejection	Association
1	Awareness dimension and Purchase	0.000	Rejected	Significant
2	Knowledge dimension and Purchase	0.000	Rejected	Significant
3	Credibility dimension and Purchase	0.001	Rejected	Significant
4	Privacy concern dimension and Purchase	0.000	Rejected	Significant
5	Liking dimension and Purchase	0.000	Rejected	Significant
6	Preference influenced dimension and Purchase	0.000	Rejected	Significant

Table No 5

H₀ 3: There is no association between purchase intention and purchase.

H₁ 3: There is association between purchase intention and purchase.

Sr. No.	Association between purchase intention and Purchase	p-value	Acceptance or Rejection	Association
1	Purchase intention and Purchase	0.000	Rejected	Significant

Table No. 6

Table no. 4 displays that all the dimensions of attitude towards social media advertisement have association with purchase intention. Table no. 5 indicates that all the dimensions of attitude towards social media advertisement and purchase have association while table no. 6 shows association between purchase intention and purchase.

Social Media Advertisement, Purchase Intention and Demographic Variables

Hypothesis results and interpretation is as under.

H₀ 3: There is no association between attitude for social media advertisement, purchase intention, purchase and demographic variables (Gender, Annual family income and Duration of Usage).

H₁ 3: There is association between attitude for social media advertisement, purchase intention, purchase and demographic variables (Gender, Annual family income and Duration of social media usage daily).

Sr. No.	Association between attitude for social media advertisement, purchase intention, Purchase and Gender	p-value	Cramer's V	Result (H ₀)	Association
1	Awareness dimension and Gender	0.046	0.420	Rejected	Significant
2	Knowledge dimension and Gender	0.045	0.411	Rejected	Significant
3	Credibility dimension and Gender	0.036	0.318	Rejected	Significant
4	Privacy concern dimension and Gender	0.046	0.361	Rejected	Significant
5	Liking dimension and Gender	0.042	0.402	Rejected	Significant
6	Preference influenced dimension and Gender	0.037	0.406	Rejected	Significant
7	Purchase intention and Gender	0.029	0.511	Rejected	Significant
8	Purchase and Gender	0.045	0.449	Rejected	Significant

Table No. 7

Table no. 7 reflects that there is a significant association between attitude towards social media advertisement and gender; purchase intention and gender & purchase and gender. The Cramer's V ranges between 0.318 to 0.511 which indicates strong to very strong association between measured variables.

Sr. No.	Association between attitude for social media, purchase intention, purchase and Annual family income	p-value	Cramer's V	Acceptance or Rejection	Association
1	Awareness dimension and Annual family income	0.477	NA	Accepted	Insignificant
2	Knowledge dimension and Annual family income	0.006	0.486	Rejected	Significant
3	Credibility dimension and Annual family income	0.031	0.400	Rejected	Significant

4	Privacy concern dimension and Annual family income	0.141	NA	Accepted	Insignificant
5	Liking dimension and Annual family income	0.045	0.489	Rejected	Significant
6	Preference influenced dimension and Annual family income	0.132	NA	Accepted	Insignificant
7	Purchase intention and Annual family income	0.049	0.417	Rejected	Significant
8	Purchase and Annual family income	0.780	NA	Accepted	Insignificant

Table No. 8

Table no. 8 indicates that knowledge, credibility, liking and purchase intention have significant association with annual family income while other dimension have no association with annual family income. Cramer’s V value for significant association ranges between 0.400 to 0.489 which indicates strong association.

Sr. No.	Association between attitude for social media, purchase intention, Purchase and Duration of social media usage daily	p-value	Cramer’s V	Result (H ₀)	Association
1	Awareness dimension and Duration of social media usage daily	0.042	0.425	Rejected	Significant
2	Knowledge dimension and Duration of social media usage daily	0.038	0.367	Rejected	Significant
3	Credibility dimension and Duration of social media usage daily	0.824	NA	Accepted	Insignificant
4	Privacy concern dimension and Duration of social media usage daily	0.854	NA	Accepted	Insignificant
5	Liking dimension and Duration of social media usage daily	0.179	NA	Accepted	Insignificant
6	Preference influenced dimension and Duration of social media usage daily	0.535	NA	Accepted	Insignificant
7	Purchase intention and Duration of social media usage daily	0.029	0.496	Rejected	Significant
8	Purchase and Duration of social media usage daily	0.573	NA	Accepted	Insignificant

Table No. 9

Table no. 9 displays that awareness, knowledge and purchase intention have significant association with daily usage duration of social media and other dimensions have no association. Cramer’s V value for significant association ranges between 0.367 to 0.496 which indicates strong association.

Difference in Attitude towards Social Media Advertisements

ANOVA and Independent Samples T Test were used to study the difference in Attitude towards Social Media Advertisements with respect to different grouping variables.

ANOVA is used to analyze the differences between the means of two or more groups or treatments. To test if there is significant difference in attitude towards social media advertisements among groups based on social media’s usage duration, ANOVA was run. Hypothesis was;

H0: There is no significant difference in attitude towards social media advertisements among groups based on social media’s usage duration.

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

Table No.10

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.

Further, ANOVA was run to test difference in attitude towards social media advertisements among groups based on income.

H0: There is no significant difference in attitude towards social media advertisements among groups based on income.

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

Table No.11

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.

Attitude towards Social Media Advertisements and Gender

It is used to analyze the differences between the means of two groups or treatments. To test if there is significant difference in attitude towards social media advertisements between males and females, Independent Samples T Test was run. Hypothesis was;

H0: There is no significant difference in attitude towards social media advertisements between males and females.

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

Table No.12

It is evident from table no. 12 that males and females indicated significant difference in their response towards privacy concern and liking. They indicated no significant difference in their response towards awareness, knowledge, credibility, preference, intention to purchase and purchase.

Attitude towards Social Media Advertisements and Followers

Further, Independent Samples T Test was used to test difference in attitude towards social media advertisements between those who followed any brand on social media and those who did not follow any brands on social media. Hypothesis was;

H0: 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.

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

Table No.13

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.

Discussion of Results and Conclusion

In conclusion, this research has provided valuable insights into social media advertisement and purchase intentions of young consumers. Through a meticulous examination of existing literature and the analysis of empirical data, several significant findings have emerged, shedding light on the complex dynamics at play in this digital landscape.

The study revealed that Instagram, YouTube and WhatsApp were top three social media used. The other social media preference followed by Snapchat, Facebook and Telegram. Majority of users spent between 30 minutes to 3 hours on social media. Entertainment, information about brands/products/services and staying in touch with friends/family were primary reasons for using social media. The study found association between attitude towards social media advertisement and gender as well as purchase intention and gender. It was also revealed that annual family income has significant association with knowledge, credibility, liking and purchase intention. Usage duration of social media has significant association with awareness, knowledge and purchase intention. Groups based on social media's usage duration significantly differ towards awareness, knowledge, liking, intention to purchase whereas did not differ towards credibility, privacy concern and preference. Males and females indicated significant difference in their response towards privacy concern and liking. However, males and females indicated no significant difference in their response towards awareness, knowledge, credibility, preference, intention to purchase and purchase. Followers and non-followers of any brand on social media significantly differed in responses towards awareness, knowledge, preference, intention to purchase and purchase whereas did not differ towards credibility, privacy concern and liking. In essence, this research highlights the immense potential of social media advertisement in influencing the purchasing intentions of young consumers. However, it is essential to acknowledge the limitations of this research, such as rapidly evolving nature of social media platforms and consumer behaviors. Future studies could explore additional variables and employ longitudinal or experimental designs to provide further insights into this dynamic relationship.

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