

A Study on Social Media Advertising and its Awareness, Perception and Impact on Consumer Buying Behavior among Students in Coimbatore City

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Abstract:

This study analyze on the impact of social media advertising on consumer behavior among students. Examining the factors like ad types, social media platform, trust, legacy and demographic data, the study explores the consumers preference and the challenges faced. The study uses convenience sampling and approximately 140 respondents are collected. The data is collected through questionnaire for primary data and secondary sources like journals, online articles for reference purposes. This research helps to understand the buying behavior of the consumers in context to social media advertising and providing the optimal solutions for the platforms to choose, the types of ad to display and the type of product to advertising through social media. This research serves as a base for the future studies, which could help to contribute for the sustainable growth of business.

Keywords — Social Media Advertising, Impact, Awareness, Consumer Buying Behavior.

I. INTRODUCTION

Social Media Advertising is a form of digital advertising which serves as a channel of paid ads for the target audiences that engage in the social media. Any business or brand that wants to promote their product most effectively is aware that social media advertising have a very positive impact on their communication campaign. Social Media Advertising began in the early 2007 with the introduction of “Facebook Ads” in Facebook. Advertisements on social media are often tailored to user preferences based on data collected from browsing and purchase history. This personalization appeals directly to users’ interests and needs, increasing the relevance and attractiveness of the ads. Many brands use social media to tell compelling stories that resonate emotionally with consumers. Ads that trigger positive emotions such

as happiness, nostalgia, or excitement can drive stronger emotional connections with a brand, making consumers more likely to purchase. These above factors also help in building and developing the purchasing behavior of the customers. This research focuses only on students and helps to grasp an understanding of their buying behavior and how it is influenced.

II. STATEMENT OF PROBLEM

In the world of modernization, social media has taken the rising hand in the field of advertising. In spite of having a great popularity, it still isn’t a great trusted way for advertising. Gaining the trust of consumers is a significant problem for businesses, particularly when advertisements seem invasive or unnecessary. The objectives also involve the awareness and evaluation of customer perception. Many customers suffer from "ad fatigue," a

condition that lowers their engagement with social media ads due to their rising frequency. It seeks to pinpoint the elements that contribute to powerful ads as well as the difficulties companies encounter in grabbing consumers attention. All the necessary actions and problems are analyzed in the area of Coimbatore city. Once these factors are analyzed, the study helps to overcome these problems and to provide a optimal solution to prevent and adjust to upcoming problems.

III. LITERATURE REVIEW

Smt. Dr. U. Homiga1, Gurumoorthy.G(2024)¹ , researched on the topic “A Study on Impact of Social Media Advertising Influencing Consumer Buying behavior in Chennai”. The study was conducted to analyze the influence of social media advertising on consumer buying behavior in Chennai city. A total of 110 respondents were collected with the help of questionnaire through google forms. The research methodology used for this research is percentage analysis. The tools used were Chi-square and F-test. The research concluded that social media advertising has been more impactful and influenced the consumer buying behavior. However, it was also proved that there was no significant relationship between age and the likelihood of clicking ads.

Katie Schuiteman(2024)², conducted a research on the topic “The Effects of Social Media Marketing on Consumer Behavior”. The study focused on the effects of social media in consumer behavior by emphasizing the power of social medias like Instagram, YouTube and Facebook. The research methodology used is the theoretical framework and practical marketing insights to examine the quality of personalized advertising. Secondary source of data was collected for the purpose of research. The research explored the role of influencers and the impact of social media on younger audiences. The study found that personalized advertising had a great impact on consumer behavior and impulse buying on younger demographics.

Immie Rozianie Abd Rahim and Nor Azah Abdul Aziz (2023)³, “Use of Social Media for Advertising

and Its Effectiveness”. This study explores the effectiveness of various social media platforms used for advertising, examining factors like market expense, target audience, and flexibility. The study uses a quantitative approach, distributing a structured questionnaire to 120 employees at Berjaya Starbucks Coffee, specifically targeting those in marketing and promotion. The questionnaire assesses familiarity with social media platforms, personal and business use, and. opinions on social media’s effectiveness in comparison to traditional media. The study concludes that social media is an effective advertising medium due to its wide reach, engagement potential, and cost-effectiveness. Each platform has unique attributes, making them suitable for different advertising goals.

IV. OBJECTIVES OF THE STUDY

- To examine demographic factors that may affect how consumers respond to social media advertising.
- To analyze the awareness and reach of social media advertising among consumers in Coimbatore City.
- To evaluate consumer perceptions of social media advertisements in comparison to other advertising channels.

V. SCOPE OF THE STUDY

The current study is focused specifically on Coimbatore City consumers, more specifically the students residing in the region and understand their buying behavior which is being influenced by the social media advertising in that region. This study will help the business and suppliers to understand how students interpret the advertisements in the social media and will give a clear insight of their behavior to prepare for future advertising campaigns set-up through social media. This study will not only help to attract new customers but also helps to retain existing customers. This study will help to uncover the reasons behind the impact of social media advertising and how it affects the purchasing behavior of consumers, which then helps the business to adjust their advertising methods to match the customers preference.

VI. HYPOTHESIS OF THE STUDY

- **H₀**: There is no significant relationship between gender and the perceived impact of social media ads on buying behavior.
- **H₀**: There is no significant relationship between age group and the perceived impact of social media ads on buying behavior.

VII. LIMITATIONS OF THE STUDY

- The study is conducted only inside Coimbatore City.
- The study was conducted only to a total of 140 respondents.
- The study was conducted for a period of 2 months and findings are related to that period.
- The primary data collected for this study was through google form and no face-to-face interaction was made with them.

VIII. RESEARCH METHODOLOGY

This study uses a descriptive research design to analyze the demographic variables and its relationship between the variables. It also focuses on the characteristics of each respondent. The primary data collected for this study is through questionnaire, which was formed with the context to the objectives of the study. The secondary data is collected through journals, online articles etc. Convenience sampling method is used for this study, collecting approximately 80 respondents from Coimbatore city, respondents being students.

DATA ANALYSIS AND INTERPRETATION**PERCENTAGE ANALYSIS**

Percentage analysis method is used to represent variables in proportions form making it easier to identify trends and compare variables. It is mostly used for personal and demographic data and is used to easily interpret the survey responses. This method helps to simplify the data interpretation and

also focuses on highlighting the main points for further decision making.

1. AGE OF THE RESPONDENTS**Table 1: Age of the respondents**

	Frequency	Percentage
18-20	41	29.3%
20-23	36	25.7%
23-26	33	23.6%
Above 26	30	21.4%
Total	140	100.00%

(Source: Primary Data)

Interpretation:

The largest group is 18-20 years, comprising 29.3% of the respondents, followed by the 20-23 group at 25.7%. The 23-26 and Above 26 groups together contribute 45.0%, ensuring younger perspectives are well-represented.

Result:

The above table shows that most of the respondents are of age group 18-20, whereas least of them are from Above 26. It shows that the study represents a strong group of younger audience in this research.

2.GENDER OF THE RESPONDENT**Table 2: Gender of the respondents**

	Frequency	Percent
Male	74	52.9
Female	66	47.1
Total	140	100.0

(Source: Primary Data)

Interpretation

The majority of the respondents are Male, comprising 52.9% of the respondents, whereas

the Female category comprises 47.1% of the total respondents. This well collected data will enable to proceed for a great gender-related analysis.

Result

The above table shows that most of the respondents are male and female is seconded. It shows that the study represents a equal group of male and female in this research.

T-TEST

T-test was conducted to find the significant relation of gender and the impact of social media ads on consumer buying behavior.

(H₀): There is no significant relationship between gender and the perceived impact of social media ads on buying behavior.

Table 3: Descriptive Statistics

	N	Mean	Std. Deviation
Male	74	2.16	1.25
Female	66	2.09	1.27

(Source: Primary Data)

Independent Sample Test

	Levene's Test for Equality of Variances		t-test for Equality of Means
	F	Sig.	t
Equal variances assumed	0.001	0.975	0.334
Equal variances not assumed			0.333

(Source: Primary Data)

It is noted from Table 3 that there is no statistically significant difference in the mean scores between males and females. The mean score for males is 2.16, while the mean score for females is 2.09.

Levene's test for equality of variances shows a p-value of 0.975, indicating equal variances can be assumed. The independent t-test result, with a p-value greater than 0.05 (Sig. = 0.334), suggests that the observed difference in means is not statistically significant.

This indicates that the difference in mean scores between males and females could be due to random variation rather than a true difference in the population. Therefore, the null hypothesis that there is no significant relationship between gender and the perceived impact of social media ads on consumer buying behavior has been accepted.

ANOVA

The following ANOVA table reveals whether there exists a significant relationship between 'age group' and the 'perceived impact of social media ads on buying behavior' with the following null hypothesis.

(H₀): There is no significant relationship between age group and the perceived impact of social media ads on buying behavior.

Table 4: Descriptive Statistics

	N	Mean	Std. Deviation
18 - 20	41	2.44	1.40
21 - 23	36	2.08	1.23
24 - 26	33	2.00	1.17
Above 26	30	1.90	1.16
Total	140	2.13	1.26

(Source: Primary Data)

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.14	3	2.05	1.30	0.28
Within Groups	213.55	136	1.57		
Total	219.69	139			

It is observed from Table 4 that the mean score is highest (Mean = 2.44) for respondents aged 18–20, followed by those aged 21–23 (Mean = 2.08). The mean scores decrease further for respondents aged 24–26 (Mean = 2.00) and those above 26 (Mean = 1.90). However, the ANOVA results indicate that the p-value is 0.28, which is greater than 0.05. This suggests that the differences in mean scores across the age groups are not statistically significant. Thus, the alternate hypothesis that there is a significant relationship between age group and the perceived impact of social media ads on buying behavior has been rejected.

FINDINGS

1. The majority of respondents are aged 18–20 (29.3%), followed by 20–23 (25.7%). Respondents aged 23–26 and above 26 together make up 45.0%, reflecting a strong representation of younger age groups.
2. A slightly higher percentage of respondents are male (52.9%) compared to female (47.1%), enabling a balanced gender analysis.
3. The null hypothesis is that there is no significant relationship between gender and the perceived impact of social media ads on buying behavior is accepted.
4. The null hypothesis is that there is no significant relationship between age group and the perceived impact of social media ads on buying behavior is accepted.

5. CONCLUSION

The study provides valuable insights into the awareness, perception, and impact of social media advertising on consumer buying behavior among students in Coimbatore city. It highlights that while social media advertising effectively engages younger audiences, particularly those aged 18–20, neither gender nor age significantly influences perceptions about the impact of such

ads. The findings suggest that social media advertising appeals broadly across demographic groups and emphasize the need for platforms to focus on building trust, enhancing personalization, and mitigating issues like ad fatigue. By addressing these factors, businesses can create more impactful campaigns that resonate with the student demographic, ensuring sustainable engagement and growth.

SUGGESTION

- It is found that while social media advertising appeals broadly, trust issues and ad fatigue diminish engagement. To improve this, advertisers should design campaigns that clearly communicate value and credibility.
- Providing a transparent explanation about how ads are tailored based on user preferences, along with an option to customize ad frequency, would help in building trust and addressing concerns about ad invasiveness.
- Social media platforms should focus on delivering relevant, clear, and concise advertisements that align with consumer interests and purchasing behavior, particularly for younger demographics.
- As social media advertising continues to grow in popularity, there should be more opportunities to foster user engagement through interactive content, personalized recommendations, and gamified ad experiences to maintain interest and drive impact.

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