

A Study on the Consumer Attitude towards Social Media Advertisements

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Abstract

Consumers are the predominant source behind every successful business. Gaining consumer attention is ultimate requirement to create implicit brand knowledge. It is essential that consumers spend time to view advertisements that instill brand information indicating their attitude towards advertisements. Consumers circumvent advertisements in any form to overcome the existing clutter. Scrutinizing consumer attitude towards advertisements is essential need of the hour that marketers should concentrate. Social media is the most happening platform mesmerizing mass with adorable content. Apart from being successful entertainment media, social media has proved and paved way for numerous business dealings. The study is descriptive in nature. A cross sectional study is undertaken with a sample size of 250 social media users selected through simple random sampling. The questionnaire was sent through Google forms to the sample which consisted of 14 questions to identify consumer attitude towards social media advertisements and its influential effect. A structural equation model was developed with the software AMOS.

Keywords: Consumer attitude, social media, brand, advertisements, online, preference

Introduction

Consumers are the prime source designing the establishment and flourishing nature of any business. Reaching consumer with product information and holding their attention towards it is tedious task of business. Understanding consumer preferences and intensely working on their tastes enables hike in efforts applied. Advertisement is the promising tool delivering heaps of product messages and traditional media is renowned platform exemplifying variety of advertisements. Social media advertisement is the emerging trend in marketing arena enabling business explores its target crowd and trumpet victories also involving promising novel entries every blooming second across the universe. For more than a decade audience have developed ad-skipping behavior in traditional media as it proves to be overloaded clutter. Technology hike have drawn myriad users to social media platform seamlessly and advertisements in it are eloquently merged in programs. Social media advertising is a concept embraced for the eloquent connectivity it provides among its users. It allows the producers to convey their product information to its valuable consumers and attract many new consumers to achieve the desired goal. Social media advertisements unlike traditional media are limited and focused with very short time span such that it does not annoy viewers' on -screen experience. This feature of social media attracts marketers to adapt this platform for enhancing corporate reputation.

Social media interestingly exasperate its users with most aspiring content entailed by every individual. Hiking advancements in technologies efficiently enable universal networks legibly connect people across the globe. Consumers' of various brands find shelter under single roof of social media exchanging brand experiences and indirectly brand reputation. Social media stunningly assembles communities of similar interests in single platform enabling them to share their view, knowledge, experiences, talent, career, trait and many more. Advertising through traditional methods resulting monotonous have taken diversions by social media platform. Marketers' most arduous job of marketing has gained remarkable victories in social media platform. Social media platform revives data stunningly amidst its users with much efficiency to capture myriad followers. Social media is most interesting communicative tool ensuring scrupulous entertainment presenting boredom void. The frequently opted entertainment tool simultaneously inaugurates myriad brand into the marketing forum. Advertising in such platform simply improves brand awareness and gains recognition with peer group communications. Social media marketing is an overwhelming tool that marketers' encounter to achieve the desired goal. Reaching the target group with product information is possible with social media. Individual tastes and preferences drastically differ with varying trend observed in social media. Observing brands in advertisements through traditional media and social media contributes significant difference in viewed brands. Social media advertisements exhibit instant eloquent desires within the viewers'. Social media plays vital role in day-to-day activities of every individual. Social media connects friends, relatives and bridges new relationships developing social groups to interact and share enormous information in public pages. Advertising a product through traditional media involves precarious registration of observed brand due to proliferation of advertisement clutter. Marketers' have adopted social media platform to overcome the challenge of ad- skipping behaviour. Even brands that do not advertise in traditional media choose social media to establish its presence. Usually social media advertisements unlike traditional advertisements appear with "skip-ad" option except for some. Limited number of advertisement appearance is prime advantage of advertising in social media platform as it has curbed the ad-skipping behavior among its users. Social media advertisements are short, serene and subtle in such a way that does not spoil the viewing experience of viewers'. Social media is particularly opted for unconditional entertainment available at any part of the day, depending on individual interest it delivers interesting content. Social media instantly imparts brand recognition and registration. Social media is not only used for entertainment purposes but is used to search product information, make comparisons, evaluate reviews and choose the best. Advertising in social media confirms escalation in numerous businesses adopted this marketing technique as it instills knowledge on brand worth, brand awareness and enhances the interest to reiterate the brand .additionally recommending the same brand to peers. Consumer getting converted into customer is an elaborate process resting in consumers' level of satisfaction towards the utilized product that gradually anchors loyalty upon the brand. Building loyal customer cluster gets trashed as negative reviews confronted by novel visitors' stabs the initiative to precede further with the brand. Such advertising technique should be able to invite many new users to try the brand sans hesitation and with much improved confidence creating brand loyalty. Identifying consumer perception towards negative reviews and rectifying it will augment consumer perception towards social media advertisements exuberantly.

Literature Review

Numerous studies have detailed the online users' outlook toward advertising and they all state that consumers' habitually have tendency to shun advertisements (Camilla

Cretti 2015). Monitoring consumer behavior towards online advertisements is very much significant for business and advertisers', as they clearly persuade consumers' interest (Camilla Cretti 2015). Online advertising platform is the emerging trend that allows people engaged in that platform to communicate with each other and connect with brands (Shu-Chuan Chu et. al.,2013). Internet is any business major source of data revealing tool that contributes solution that consumer hunts (Camilla Cretti 2015). Social media serves as societal interaction milieu enabling consumers to share their views with others, converse with brands, create content and persuade vast crowd (Ayben Ceyhan 2019). Social media efficiently enables economical content conception, communication and inter functioning by online users (Mehdi Absari et. al., 2014). Social media is the most promising platform that enthalls myriad irrespective of generation diversity encompassing numerous updates. The exceptional facet of social media and its enormous reputation have transformed marketing practices such as advertising and promotion (Simona Vinerean et.al., 2013). It serves as multiple task quenching platform engaging viewers' in stupendous manner. Marketers' have adapted social media platform for business advertisements to circumvent consumers' ad skipping behavior in traditional media. Advertisers' modify the content depending on the viewers' surfing pattern and interest (2017). Customizing advertisements depending on the viewers' search is trending marketing technique to overcome viewers' opinion on existing ad clutter. Advertisers' elusive job of attracting viewers' attention towards advertisements is simply overcome by social media advertising as social media has permeated into all generations completely altering their lifestyle (Taanika Arora et.al., 2020). Each individual exhibit discrepancies in internet usage with regard to purpose and usage, information accessed and device used (Taanika Arora et.al., 2020) . Online websites offers opportunity for businesses to connect and communicate with prospective consumers and improves warm relationship with consumer (Simona Vinerean et.al., 2013). Social media eligibly creates space for individual to share data, opinion and awareness (Sadiq Sohail & Ibrahim Al-Jabri, 2017). Social media marketing is trending platform integrating all marketing related activities made available with single click(Monica Susana Bija,2014). Social media furnishes desired product information in detail within seconds. Searching for product information will direct the user to various marketers' product page with complete product details. Social media serves as a center where marketers' post their product or service information to dynamically interact with customers (Ahmed Rageh Ismail 2016). Social media enables its users' to track their favorite brands and stay updated with new arrivals, to access reductions, promotion and many more information related with the brand. Scarce proof could be listed with social media activities that justify a brand and persuade consumer attitude towards brand (Bruno Godey et. al., 2016). Social media marketing has paved way for uninterrupted marketer-consumer communication around the globe. Consumers' interact with peers conveying their legitimate brand experience via social media. Consumers' gain awareness, persuade and are persuaded by online environments in which they are involved as part of everyday lives (Andrew T Stephen, 2016). Brand awareness impacts consumer attitude towards online advertising reflecting their activities related to online advertising and subsequent buying purpose of expensive products (Shu-Chuan Chu et. al.,2013). Peer group interactions are more likely to create genuine approach towards viewed brands and online interactions elaborate consumer view about brands. Marketer outlines consumer opinion on analyzing peer group interactions and makes alterations if required, forecasting desired recognition for the brand. Evolution of online

based social media has made it feasible for single individual to converse with numerous others about companies and products provided by them (Glynn Mangold & David J. Faulds, 2009). Consumer reviews on social media platform develops profound and clear image on viewed brands as real experience about the actual product implants trust on the brand. Social media serves as platform connecting individual with common interest, having discussions, sharing their views and experiences (Nur Syakirah Ahmad et. al., 2015). Nowadays advertisers seek novel ways to capture viewers' attention towards advertisements and to circumvent their ad skipping behavior. Analyzing consumer online activities enables clarity in recognizing the assessment procedure of individual or cluster (Rajdeep Singh, 2016). Marketers' elusive job to reach target consumers is made easier by analyzing their online activities and accordingly matches their tastes and preferences.

Research Gap

Social media is the most influential tool that has occupied enormous irrespective of age. Advertisements in social media are proliferating as it has become habitual practice to skip advertisements in traditional media. Social media inspite of operating as an entertainment platform, serves multiple purpose especially involving advertising sans annoyance. Social media advertisements have broken the ice of precarious image formed about advertisements in general. Though various studies have identified several aspects related to consumer attitude, this study is an attempt to identify the attitude of consumer towards social media advertisements and the influential effect of such advertisements.

Objective of the Study

Social media eloquently captures every single individual's attention with ease. It has reshaped the advertising scenario and consumers' view about advertisements. Identifying consumer attitude towards social media advertisements and the final outcome it creates within consumers' confronts objective of the study.

Research Methodology

A Descriptive research with cross- sectional analysis was chosen for the study. Using simple random sampling method, a sample of 250 respondents was identified. A structured questionnaire was prepared with five basic demographic details followed by nine statements to identify respondents' behavior in social media, four statements indicating viewers' opinion towards social media advertisements and one statement listing the factors contributing consumer attitude towards social media advertisements. The analysis of the data was performed by constructing a structural equation model using the software AMOS.

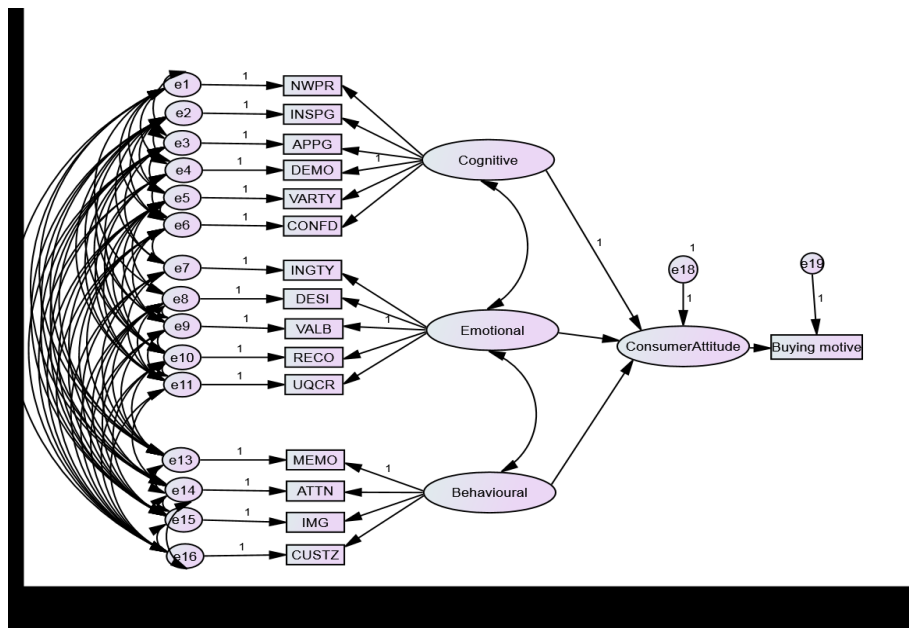
Null Hypothesis

Social media advertisements does not induce buying motive.

Research Hypothesis

Social media advertisements induces buying motive.

In order to find an answer to this question, the following structural equation model was constructed with the software, Amos (version 25). The following parameters suggest that the model fits the data: CMIN/DF = 3.73; DF = 27; GFI = 0.95; CFI = 0.96; RMSEA = 0.11.



It is understood that consumer attitude ultimately lead online users' with an intention to acquire the viewed brand. Three factors were theorized as being the influencers of consumer attitude.

The first factor, labelled Cognitive consists of six variables as the following table illustrates:

Table No: 1 Variables of factor Cognitive

Variables	Standardized Regression coefficient	p. value
Delivers new Product Information NWPR	0.58	0.001
Context is Inspiring INSPG	0.63	0.001
SM ads have appealing cinematography APPG	0.72	0.001
Ads legibly demonstrate product usage DEMO	0.71	
Variety of product ads appear in SM VARTY	0.39	0.001
SM ads are confined CONFD	0.50	0.001

The variable that contributes most to the factor SM ads have appealing cinematography ($\beta=0.72$, $P = 0.001$); the least contribution is by Variety of products appear in SM ($\beta = 0.39$, $P = 0.001$).

The second factor that is theorized to contribute consumer attitude is Emotional. This factor includes the five variables as in the following table:

Table No. 2 Variables of the factor Emotional

Variables	Standardized regression coefficients	p. value
SM ads contain Integrity INGTY	0.68	0.001
SM ads are desirable DESI	0.64	0.001
SM ads are Valuable VALB	0.78	0.001
SM ads viewed are recommendable RECO	0.71	0.001
SM ads are unique and creative UQCR	0.67	0.001

The variable that contributes the most to the factor SM ads viewed are valuable ($\beta = 0.78, p = 0.001$). SM ads are desirable is the variable with the least contribution ($\beta = 0.64, p = 0.001$) to the factor.

The third factor that was hypothesized to contribute to consumer attitude is Emotional. This factor includes the four variables that are part of the following table:

Table No. 3 *Variables of the factor Emotional*

Variables	Standardized regression coefficients	p value
SM ads Instigate ample memory retention MEMO	0.63	0.001
Grabs attention enormously ATTN	0.47	0.001
Improves Brand Image IMG	0.44	0.001
Customized ads are salient features of SM CUSTZ	0.41	0.001

The variable, SM ads instigate ample memory retention makes the most contribution to the factor Emotional ($\beta = 0.63, p = 0.001$). The least contributor to this factor is Customized ads are salient features of SM ($\beta = 0.41, p = 0.001$).

The three factors, namely 1) Cognitive 2) Emotional and 3) Behavioural were expected to influence consumer attitude . The following table illustrates this

Table No. 4 *Factors influencing consumer attitude*

Fators	Standardized regression coefficients	p value
Cognitive → Consumer attitude	0.476	
Emotional → Consumer attitude	0.084	0.7
Behavioural → Consumer attitude	0.619	0.003

Of the three factors, the factor, Behavioural makes a significant contribution $\beta = 0.62, p = 0.003$) to the consumer attitude .

Consumer attitude ($\beta = 0.7, p = 0.02$) creates an intention to acquire the viewed brand. The factor, Cognitive, however, has an indirect effect on buying motive of online users' ($\beta = 0.32, p = 0.01$).

The highest contribution to the factor Behavioural, is made by variables, Grabs attention enormously (ATTN) and Improves brand image (IMG). It is fair to conclude that when viewers' attention and brand image are grabbed by social media advertisements and they are induced to have a favourable consumerist attitude that motives them to acquire the brand.

Regression Weights: (Group number 1 - Default model)

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			Estimate	S.E.	C.R.	P	Label
ConsumerAttitude	<---	Cognitive	1				
ConsumerAttitude	<---	Emotional	0.192	0.595	0.323	0.747	par_1
ConsumerAttitude	<---	Behavioural	1.595	0.539	2.958	0.003	par_2
NWPR	<---	Cognitive	0.743	0.114	6.492	***	par_3
INSPG	<---	Cognitive	0.83	0.132	6.287	***	par_4

APPG	<---	Cognitive	0.901	0.142	6.341	***	par_5
DEMO	<---	Cognitive	1				
VARTY	<---	Cognitive	0.508	0.118	4.302	***	par_6
CONFD	<---	Cognitive	0.635	0.101	6.309	***	par_7
INGTY	<---	Emotional	1				
DESI	<---	Emotional	0.848	0.106	7.98	***	par_8
VALB	<---	Emotional	1.069	0.133	8.044	***	par_9
RECO	<---	Emotional	0.978	0.117	8.377	***	par_10
UQCR	<---	Emotional	0.961	0.163	5.909	***	par_11
MEMO	<---	Behavioural	1				
ATTN	<---	Behavioural	0.748	0.192	3.89	***	par_12
IMG	<---	Behavioural	0.713	0.199	3.586	***	par_13
CUSTZ	<---	Behavioural	0.642	0.19	3.384	***	par_14
Buying motive	<---	ConsumerAttitude	0.431	0.189	2.277	0.023	par_15

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
ConsumerAttitude	<---	Cognitive	0.476
ConsumerAttitude	<---	Emotional	0.084
ConsumerAttitude	<---	Behavioural	0.619
NWPR	<---	Cognitive	0.579
INSPG	<---	Cognitive	0.633
APPG	<---	Cognitive	0.721
DEMO	<---	Cognitive	0.708
VARTY	<---	Cognitive	0.388
CONFD	<---	Cognitive	0.492
INGTY	<---	Emotional	0.684
DESI	<---	Emotional	0.638
VALB	<---	Emotional	0.777
RECO	<---	Emotional	0.712
UQCR	<---	Emotional	0.669
MEMO	<---	Behavioural	0.629
ATTN	<---	Behavioural	0.473
IMG	<---	Behavioural	0.436
CUSTZ	<---	Behavioural	0.411
Buying motive	<---	ConsumerAttitude	0.673

Standardized Indirect Effects (Group number 1 - Default model)

	Cognitive	Emotional	Behavioural
ConsumerAttitude	.000	.000	.000
Buying motive	.416	.057	.320
CUSTZ	.000	.000	.000
IMG	.000	.000	.000
ATTN	.000	.000	.000
MEMO	.000	.000	.000
UQCR	.000	.000	.000
RECO	.000	.000	.000
VALB	.000	.000	.000
DESI	.000	.000	.000

	Cognitive	Emotional	Behavioural
INGTY	.000	.000	.000
CONFD	.000	.000	.000
VARTY	.000	.000	.000
DEMO	.000	.000	.000
APPG	.000	.000	.000
INSPG	.000	.000	.000
NWPR	.000	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	Cognitive	Emotional	Behavioural
ConsumerAttitude	.000	.000	.000
Buying motive	.416	.057	.320
CUSTZ	.000	.000	.000
IMG	.000	.000	.000
ATTN	.000	.000	.000
MEMO	.000	.000	.000
UQCR	.000	.000	.000
RECO	.000	.000	.000
VALB	.000	.000	.000
DESI	.000	.000	.000
INGTY	.000	.000	.000
CONFD	.000	.000	.000
VARTY	.000	.000	.000
DEMO	.000	.000	.000
APPG	.000	.000	.000
INSPG	.000	.000	.000
NWPR	.000	.000	.000

Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	Cognitive	Emotional	Behavioural
ConsumerAttitude
Buying motive	.004	.857	.006
CUSTZ
IMG
ATTN
MEMO
UQCR
RECO
VALB
DESI
INGTY
CONFD
VARTY
DEMO

	Cognitive	Emotional	Behavioural
APPG
INSPG
NWPR

Social media advertisements prove to grab viewers' attention enormously thereby improving the image of viewed brand. Consumer attitude is highly reflected by significant contribution made by the factor behavioral that comprises the highest contributing variables grabs attention enormously and improves brand image. Social media advertisements are deliberately designed to grab viewer attention and essentially create an image on the viewed brand thereby inducing the viewer to ultimately acquire the viewed brand.

Conclusion

Social media has become inevitable entertainment for every individual universally. Advertisements have ironically gained ultimate recognition in social media than any other platform. Unlike traditional media, advertisements in social media have set milestone in marketing with phenomenal reach amidst target crowd. Social media advertisements with its spectacular features and spontaneous performance influences viewers' to acquire the brands observed in social media platform.

Scope for Further Research

The study was concentrated in identifying consumer attitude towards social media advertisements. Social media serves as the trend evolving fashion paradise exhibiting myriad brands on every blooming second of the day. Researches identifying online consumer perception towards celebrity endorsements for brands and its related authenticity are areas to be explored in depth.

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