

A STUDY ON IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR TOWARDS SOCIAL MEDIA IN TIRUPUR CITY

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ABSTRACT:

Social media has become a powerful advertising platform in today's digital era. Platforms such as Facebook, Instagram, and YouTube are widely used by businesses to promote their products and services. As consumers spend more time on these platforms, they are frequently exposed to various types of advertisements such as images, videos, influencer posts, and sponsored content. This study aims to analyze the impact of social media advertisements on consumer behaviour in Tirupur city. It focuses on how these advertisements influence consumers' purchase decisions and brand awareness. The study also examines consumer attitudes toward social media advertisements and identifies the types of advertisements that attract the most attention. Overall, the study helps understand how social media advertising affects consumer preferences and purchasing decisions.

Keywords : Social Media Advertising, Consumer Behaviour, Purchase Decision , Brand Awareness, Consumer Engagement ,Social Media Platform.

INTRODUCTION

In the present digital era, social media has become an important platform for communication and advertising. With the rapid growth of internet technology and smartphone usage, businesses increasingly use social media platforms such as Facebook, Instagram, and YouTube to promote their products and services. These platforms allow interactive communication between businesses and consumers, making advertisements more engaging and effective.

Consumer behaviour refers to the actions and decisions of individuals while purchasing goods and services. Social media advertising plays a significant role in influencing consumer behaviour by creating brand awareness, providing product information, and shaping consumer preferences. Advertisements such as images, videos, influencer promotions, and sponsored posts attract consumer attention and encourage engagement.

Tirupur city has also experienced a rapid increase in social media usage among consumers. As a result, consumers are frequently exposed to various social media advertisements. This study aims to analyse the impact of social media advertising on consumer behaviour in Tirupur city and understand how these advertisements influence purchase decisions and brand awareness.

STATEMENT OF PROBLEM

The rapid growth of social media advertising has changed the way consumers receive information and make purchasing decisions. However, there is limited understanding of how social media advertisements influence consumer behaviour in Tirupur city. Consumers are gradually shifting from traditional media such as television and newspapers to social media platforms like Facebook, Instagram, and YouTube.

The effectiveness of different advertising formats such as influencer marketing, visual content, and promotional offers in influencing purchase decisions has not been fully studied. In addition, issues such as consumer scepticism, privacy concerns, and misinformation may affect consumer trust in social media advertisements. Therefore, this study aims to analyse the impact of social media advertising on consumer behaviour in Tirupur city.

OBJECTIVES OF THE STUDAY

- To examine the influence of social media advertisement on consumer purchase decision.
- To identify the most effective types of social media advertisement.
- To analyze Consumer attitudes towards advertisement on Various Social Media Platform.
- To assess the relationship between ad exposure and brand awareness.
- To evaluate Consumers engagement with Social Media advertisement .

LIMITATION OF THE STUDY

- The study is limited to Tirupur city, so the findings may not be applicable to other regions or cities.
- The research only focuses on social media advertisements and does not consider traditional advertising channels like TV, newspapers, or radio.
- The sample size is restricted to 100 respondents, which may not represent the entire population of social media users in Tirupur.
- The accuracy of the data depends on the honesty and cooperation of the respondents while answering the questionnaire.

REVIEW OF LITERATURE

Wang (2025) emphasized that targeted advertisements on platforms such as Facebook and Instagram enhance consumer engagement and brand loyalty, although excessive advertising exposure may negatively affect consumer attitudes.

Bangash et al. (2025) Explained that psychological factors such as emotions, social cues, credibility, and peer recommendations in social media advertisements significantly influence consumer decision-making. The study highlighted that emotionally appealing and visually engaging advertisements enhance recall and purchase intention, while social validation through reviews and peer influence strengthens trust. However, it also identified challenges such as impulse buying, cognitive overload, and exposure to manipulative advertising, emphasizing the need for ethical marketing practices, consumer digital literacy, and regulatory oversight.

RESEARCH METHODOLOGY

The study is confined to Tirupur city, focusing on consumers who actively use social media platforms such as Facebook, Instagram, and YouTube.

Data collection:

- **Primary Data:** Primary data is collected directly from respondents through a structured questionnaire designed to understand consumer attitudes, preferences, and behaviour towards social media advertisements.
- **Secondary Data:** Secondary data is collected from books, journals, research articles, websites, and previous studies related to social media advertising and consumer behaviour.

STATISTICAL TOOLS

● Rank Analysis:

Rank analysis was used to identify the most important factors influencing consumer behaviour towards social media advertisements. Respondents ranked factors such as price, quality, brand image, advertisement attractiveness, and trustworthiness based on their importance. The factor with the highest weighted score was given the first rank.

Formula:

$$\text{Weighted Score} = \sum (R \times W)$$

● Percentage Analysis:

Percentage analysis was used to analyze the demographic profile of respondents and their responses to social media advertisements for easy understanding and comparison.

Formula:

$$\text{Percentage} = \left(\frac{\text{Number of respondents}}{\text{Total respondents}} \right) \times 100$$

TABLE 1: GENDER WISE RESPONDENTS

S.NO	PARTICULAR	NO. OF THE RESPONDENTS	PERCENTAGE
1	MALE	34	34%
2	FEMALE	66	66%
	TOTAL	100	100%

Source: Primary Data

INTERPRETATIONS

Table 1 presents the gender-wise distribution of respondents. It reveals that 66% of the respondents are female, while 34% are male. This indicates that the majority of the respondents 66% are female.

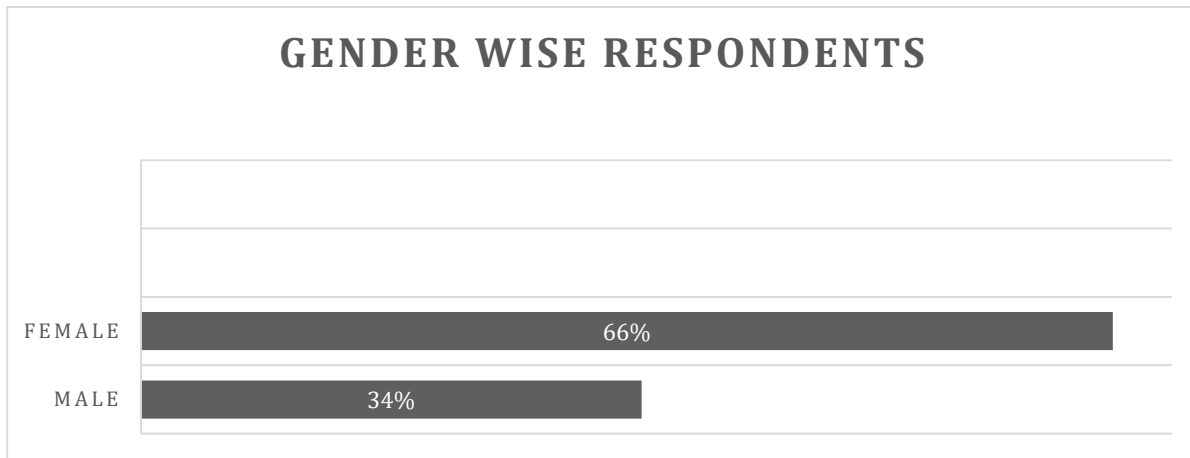


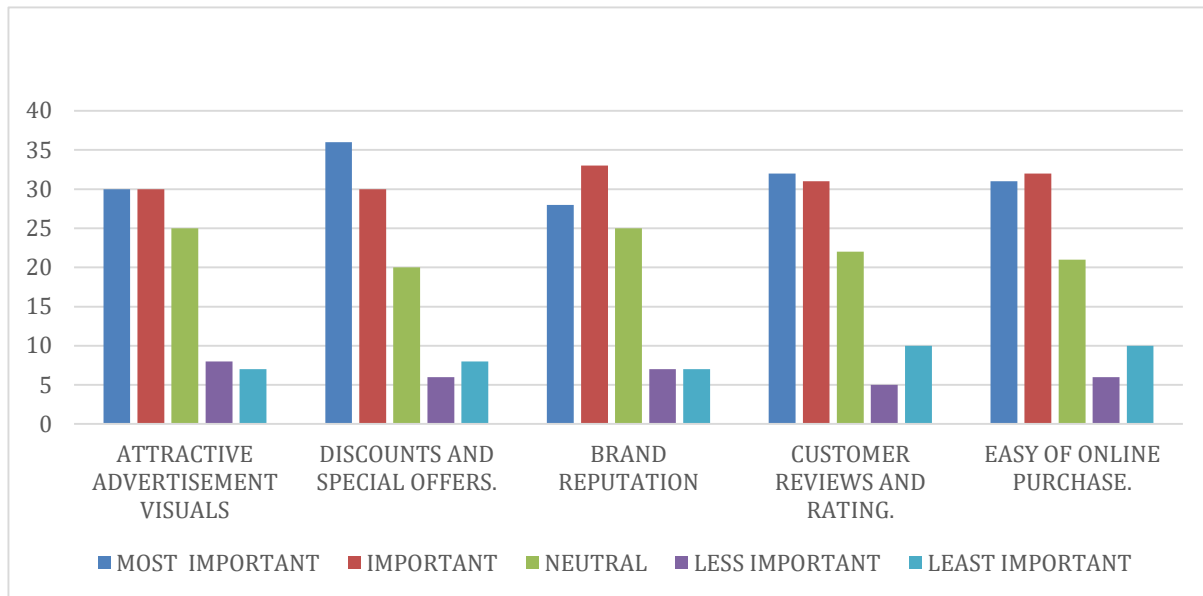
TABLE 2: RANK FACTOR

S.NO	PARTICULAR	5	4	3	2	1	TOTAL	WEIGHTED AVERAGE	RANK
1	ATTRACTIVE ADVERTISEMENT VISUALS	150 (30)	120 (30)	75 (25)	16 (8)	7 (7)	368 (100)	3.68	II
2	DISCOUNTS AND SPECIAL OFFERS.	180 (36)	120 (30)	60 (20)	12 (6)	8 (8)	380 (100)	3.80	I
3	BRAND REPUTATION	140 (28)	132 (33)	75 (25)	14 (7)	7 (7)	368 (100)	3.68	II
4	CUSTOMER REVIEWS AND RATING.	160 (32)	124 (31)	66 (22)	10 (5)	10 (10)	370 (100)	3.70	II
5	EASY OF ONLINE PURCHASE.	155 (31)	128 (32)	63 (21)	12 (6)	10 (10)	368 (100)	3.68	II

Source data: Primary Data

INTERPRETATIONS

The above table shows the ranking of factors influencing purchase decisions. Discounts and special offers secured the first rank, indicating that price benefits play a major role in influencing consumers. Factors such as attractive advertisement visuals, brand reputation, customer reviews and ease of online purchase also received high importance. Overall, consumers give priority to value-oriented and trust-based factors while making purchase decisions.



FINDINGS

- The majority of respondents, 38%, belong to the 21–30 age group.
- The majority of respondents, 66%, are female.
- The majority of respondents, 60%, are Under Graduates (UG).
- The majority of respondents, 51%, are students.
- The majority of respondents, 36%, earn below ₹10,000 per month.
- The majority of respondents, 68%, are single (unmarried).
- The majority of respondents, 40%, sometimes make repeat purchases from the same brand advertised on social media.
- The majority of respondents, 3.80 weighted average Rank I, state that discounts and special offers are the most influential factor in purchase decisions.

SUGGESTION

- Advertisers should focus on creating attractive, creative, and engaging advertisements, especially using video and visually appealing content, as these formats capture more attention on social media platforms.
- Social media advertisements must be relevant, informative, and clear so that consumers can easily understand product features, benefits, pricing, and usage details.

CONCLUSION

The study concludes that social media advertising has a significant impact on consumer behaviour in Tirupur city. Most respondents frequently use social media and are influenced by visual and video-based advertisements. Promotional offers, discounts, and customer reviews also play an important role in encouraging purchase decisions. However, excessive advertisements may reduce consumer interest. Personalized advertisements, secure payment options, and transparent communication help build customer trust and satisfaction. Overall, effective and creative social media advertising strategies can increase brand awareness, influence purchasing decisions, and support business growth in the digital market.

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