

Social Media Advertisement And Its Effect On Generation Z Customers Purchase Intention Behavior In Tirupathi District, Andhra Pradesh

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ABSTRACT

Now-a-days social media is the important source of information, which is served as a stimulator of purchase to the customers. Because of social media, customers are exposed to have vast amount of information. Hence, this study aimed to analyse the Z generation customers attitude towards social media advertisements and its effect on their purchase intention behavior in Tirupathi District, Andhra Pradesh. Here, role of social media advertisements such a reliability, value addition, showing the product, enjoyment of advertisements, usefulness of advertisements, feeling of advertisements, believes of advertisements and understanding the advertisements have been taken as independent variables. Product awareness, brand image, brand preference and purchase intention have been taken as dependent variables. Based on the variables structured questionnaire constructed by the researcher, descriptive research design has applied. A sample of 180 Z generation customers have been selected to participate the survey through convenience sampling method. Questionnaire has been used to collect the primary data from the sample respondents. The collected data are analysed with correlation and regression analysis. The study results showed that the social media role about advertising the brand have related with brand awareness, brand image, brand preference and customers purchase intention. Feel the brand, usefulness of brand advertisement understanding

the brand have highly contributing the customers purchase intention about the advertised brand in social media.

Keywords : Role of Social Media Advertising, Brand Awareness, Brand Image, Brand Preference, Purchase Intention, Z Generation Customers.

1. Introduction

Customer are the king in the market place, they are referred as individuals who purchase the products and services. Customers and their prospects are facing significant blocks in their decision process. Today, the accessibility and transparency of information have profoundly influenced the decision making process. Hence, it is important to examine, what are the hurdles and fiction points that hold prospects becoming customers (Silverman, 2001). Before making a purchase decision, the customers are analyzing the problem recognition, search the information, evaluation of alternatives and make the final decision.

2. Review of Literature

Dragana Ostic, et. al., (2021) stated that social media use on psychological well-being. Building on contributions from various fields in the literature, it provides a more comprehensive study of the phenomenon by considering a set of mediators, including social capital types, social isolation, and smartphone addiction. The paper includes a quantitative study of 940 social media users from Mexico, using structural equation modeling to test the proposed hypotheses. The findings point to an overall positive indirect impact of social media usage on psychological well-being, mainly due to the positive effect of bonding and bridging social capital.

Ramzan Sama (2019) stated that marketers invest in various media platforms to influence consumer behaviour. Advertisement on every media platform has a different composition that engages the consumers in a distinct way. Digitalization has led to changes in consumers' media habits. Hence, a deeper understanding of advertisements on different media platforms and its implications on consumer behaviour need to be established. The author focused on the effects of social media, radio, newspapers, magazines and the Internet advertisements on awareness, interest, conviction,

purchase and post-purchase behaviour of consumers. The online survey method was utilized for the study. It is found that newspapers advertisements affect all the five stages of consumer behaviour. The results also revealed that magazines and newspapers are effective media in influencing purchase and post purchase behaviour of consumers.

Wardhani and Alif (2018) investigated the effectiveness of advertising exposure on Instagram, a widely used social media in Indonesia, with regard to the customers' behavioral attitudes toward the brand and purchase intention. The most powerful influences that exist between variables that measure advertisement exposure are that of entertainment and informativeness on attitude toward the advertising. In addition, compared to the influence of attitude toward the brand, attitude toward the advertising has a significant effect on purchase intention.

Rahman and Rashid (2018) tested four hypotheses regarding the effects of young social media users' attitude, behavioral response, and purchasing intention toward social media advertising in South Asian perspective. The study selected four popular social networking sites such as Facebook, Twitter, YouTube and Google Plus which indicated the highest. The result identified the variation in predictors of users' buying decision and provides some indications for using and developing social media platform for advertisement in the developing country.

Anas et. al., (2022) purpose of this article is to explained how online advertising affects customer satisfaction through the mediation of brand knowledge. The results showed that online advertising does not have a significant impact on customer satisfaction. However, when brand knowledge is included as a parameter, the correlation between online advertising and customer satisfaction increases. Online advertising is a new advertising tool used by most organizations. It has been known through this study, that building customer confidence in product quality is a very effective approach in front of business owners, as brand reputation enhances customer satisfaction.

3. Research Problem

In developing economics like India, it is important to target market as a very large section of potential customers resides. The marketers need to convert the latent needs of the people into specific wants. The basic challenge in front of the marketer is to deal with the consumer who is undergoing transformation. Many marketers perceived that the rural markets are the protrusions of the urban slums or poor markets. The truth is that the rural consumer's concept of value is different from the urban consumer. The rural consumer purchases only when it is extremely needed by them, not because of tempting promoting offers.

Social media advertisement remains the most effective medium for reaching today's customers and it is also most efficient for introducing brands to people. Advertising through social media appeals to the literate as well as the illiterate and this is one feature of social media that makes it unique and different from other mediums (AeNilson survey, 2014).

Impact of advertisement focuses on how consumers decide what to buy, why to buy, when to buy, where to buy and how often they buy, how frequently they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose it off (Schiffman and Kanuk, 2004).

Research on marketing tools is indeed important to understand the most influencing tools to compete with competitors. Through this information, marketers and retailers could well plan their resources to gain the maximum profit. So, this study aims to identify the impact of social media advertisement on rural customer behavior.

From the customer perspective, this study will reveal the customer attitude towards the impact of social media advertisement and thus raise the awareness among the people about the products. It influences the purchase decision. It is also presents better understanding and information from customer, where their purchase behavior will be affected differently due to the products advertisement through commercial media like social media.

Research studies in India, it is observed that social media is a primary source of information and

entertainment for millions of Indian families. This is the fact and very well understood by the marketers.

Purchase intention is defined as an individual's readiness and willingness to purchase a certain product or service. It is a decision processes and consumer involvement in purchasing and using product or simply as purchasing goods and services for personal consumption. According to Kotler and Armstrong actual purchase behavior is evident when a consumer goes through all the relevant steps of a purchase.

4. Objective of the Study

This study aimed to analyse the influence of social media advertisement on generation Z customers purchase intention behavior in Tirupathi District, Andhra Pradesh.

5. Hypothesis of the Study

This study hypothesised that relationship between role of social media advertisement and brand awareness, image, preference and purchase intention.

6. Research Methodology

This research is adopted descriptive research designs brand awareness, brand image, brand preferences have been taken as the independent variables and purchase intention has been taken as dependent variable. Based on the study variables, self structured has been constructed by the researcher based on past literature. Questionnaire has been used to collect the primary data from the Z generation customers in Andhra Pradesh. Z generation customers has been as the population of this study. A sample of 180 Z generation customers have been approached to participate the survey through convenience sampling method. The collected data are analysed with correlation and regression test to answer the research hypothesis.

7. Results and Discussion

Reaction to the social media advertisement seem to be stronger than print media. The advertisers are found it is more effective to use social media rather than print media to reach customers. Social enables the creative to communicate by combining motion, sounds, words, colour and personality and demonstrate the products. In this study, it is aimed to find out the relationship between roles of social media advertisement and impact of customers in the purchase of products.

Table – 1 : Roles of social media advertisement and brand awareness

Roles of social media advertisement	Brand awareness	
	r-value	p-value
Reliability	0.604	0.001*
Value addition	0.404	0.001*
Showing	0.343	0.001*
Enjoyment	0.553	0.001*
Usefulness	0.436	0.001*
Feeling	0.487	0.001*
Believes	0.569	0.001*
Understanding	0.572	0.001*

Social media advertisement is having the relationship with brand awareness among the rural customers. Table – 1 explains the relationship between roles of social media advertisement and brand awareness. In order to examine the relationship between roles of social media advertisement and brand awareness, correlation analysis is executed. From the correlation analysis, it is observed that roles of social media advertisement such as reliability, value addition, showing, usefulness, feeling, believes and understanding are having the significant relationship with brand awareness. The r-values are indicated that roles of social media advertisement are related with brand awareness of products among the customers.

From the correlation values, it is found that roles of social media advertisement and customers get brand awareness sorted order from as the reliable source of information ($r = 0.604$), understanding the product ($r = 0.572$), believes of the product ($r = 0.569$), enjoyment of the advertisement ($r = 0.553$), feel the product ($r = 0.487$), usefulness of the product ($r = 0.436$), value added information about the product ($r = 0.404$) and show the product ($r = 0.343$) are positively related with the customers brand awareness of the products. However, customers are having higher

relationship with reliable the information and brand awareness of products.

Table – 2 : Roles of advertisement and brand image

Roles of social media advertisement	Brand image	
	r-value	p-value
Reliability	0.685	0.001*
Value addition	0.509	0.001*
Showing	0.601	0.001*
Enjoyment	0.483	0.001*
Usefulness	0.514	0.001*
Feeling	0.450	0.001*
Believes	0.574	0.001*
Understanding	0.602	0.001*

There is relationship between roles of social media advertisement and brand image. Table – 2 shows the relationship between roles of social media advertisement and brand image. In order to examine the above stated hypothesis, correlation analysis is employed. From the correlation analysis, it is observed that roles of social media advertisement are having the relationship with brand image. Because the r-values for all the factors having positive and significant. Hence, the stated hypothesis is rejected. Customers get brand image of product sorted order from as the social media advertisement provided the reliable information about the product ($r = 0.683$), showing the product ($r = 0.609$), understanding the product ($r = 0.600$), usefulness of the product ($r = 0.512$), value added information about the product ($r = 0.507$), enjoyment of the advertisement ($r = 0.481$) and feel the product ($r = 0.448$).

Table – 3 : Roles of social media advertisement and brand preference

	Brand Preference
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Roles of social media advertisement	r-value	p-value
Reliability	0.649	0.001*
Value addition	0.509	0.001*
Showing	0.611	0.001*
Enjoyment	0.483	0.001*
Usefulness	0.504	0.001*
Feeling	0.544	0.001*
Believes	0.480	0.001*
Understanding	0.452	0.001*

There is relationship between roles of social media advertisement and brand preference. Table – 3 portrays the relationship between roles of social media advertisement and brand preference. In order to examine the above stated hypothesis, correlation analysis is executed. From the correlation analysis, it is observed that roles of social media advertisement are having the relationship with brand preference. Because, the r-values for all the factors are found to be positive and significant. Hence, the stated hypothesis is rejected. Customers get brand preference sorted order from social media advertisement as a reliable source of information ($r = 0.649$), social media advertisement is showing the product ($r = 0.611$), social media advertisement is creating the feel of product ($r = 0.509$), social media advertisement is provided usefulness of the product ($r = 0.504$), social media advertisement is provided the enjoyment ($r = 0.483$), social media advertisement telling the believes of the product ($r = 0.480$) and understanding the advertised product ($r = 0.452$).

Table – 4 : Roles of social media advertisement and purchase intention

	Purchase Intention
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Roles of social media advertisement	r-value	p-value
Reliability	0.486	0.001*
Value addition	0.318	0.001*
Showing	0.523	0.001*
Enjoyment	0.464	0.001*
Usefulness	0.522	0.001*
Feeling	0.677	0.001*
Believes	0.323	0.001*
Understanding	0.422	0.001*

There is relationship between roles of social media advertisement and purchase intention. Table – 4 explains the relationship between roles of social media advertisement and purchase intention. In order to examine the above stated hypotheses, correlation analysis is applied. From the correlation analysis, it is observed that roles of social media advertisement are having the significant relationship with purchase intention. Because, the r-values for all the factors having positive and significant with purchase intention. Because, the r-values for all the factors having positive and significant with purchase intention.

While observing the r-values, there is a highest correlation between the feel of the product through social media advertisement and purchase intention ($r = 0.677$) followed by showing the product ($r = 0.523$), usefulness of the product ($r = 0.522$), reliable information about the product ($r = 0.486$), enjoying the product through advertisement ($r = 0.464$), understanding the advertisement ($r = 0.422$), believes of the product ($r = 0.323$) and value added information ($r = 0.318$).

Admola (2009) revealed that the subjects in the induced positive mood group have a more possible attitude

and greater intention to buy advertised products when compare with subjects in the induced negative mood group.

Table – 5 : Effect of social media advertisement on purchase intention

R-value	R ² Value	Adjusted R ² Value	F-value	P-value
0.748	0.559	0.547	48.269	0.001*

Predictors	B Value	Standard Value	Beta	t-value	P Value
Constant	0.445	0.250	-	1.80	0.076(N S)
Reliability	-0.025	0.04	-0.095	-1.148	0.253(N S)
Value addition	-0.004	0.014	-0.012	-0.199	0.844(N S)
Show off	0.043	0.021	0.126	2.168	0.031**
Enjoyment	-0.006	0.022	-0.014	-0.194	0.848(N S)
Usefulness	0.060	0.019	0.202	3.506	0.001*
Feel	0.250	0.022	0.706	12.574	0.001*
Beliveness	-0.141	0.026	-0.318	-5.728	0.001*

Understanding	0.054	0.020	0.179	2.859	0.005**
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Roles of social media advertisement are influenced the purchase intention of the products among the customers. Table – 5 portrays the roles of social media advertisement on the customers purchase intention of the products. Here, reliable information about the product value added information of the product, show the product, enjoyment of the product advertisement, usefulness of the product advertisement, feel product advertisement, believes of the product advertisement and understanding of the product advertisement are the factors considered as independent variables. Purchase intention is considered as dependent variable.

In order to examine the above stated hypothesis, multiple linear regression is applied. From the regression analysis, the p-value is found to be 0.001, which is significant at one percent level. Hence, independent variables are influenced the dependent variable. Here, the adjusted R² value is found to be 0.547. It is showed that independent variables such as reliable information about the product, value added information of the product, showing the product, enjoyment of the product advertisement, usefulness of the product advertisement, feel of the product advertisement, believes of the product advertisement and understanding the product advertisement are influenced at 54.7% level on the purchase intention of the products among the customers. Hence, the above stated hypothesis rejected.

Further, in the regression model, the unstandardized beta value is indicating the strength of the relationship between independent and dependent variables. The relationship is explained by the following equation.

Purchase intention = -0.444 + 0.250 (feel of the product advertisement) + 0.060 (usefulness of the product advertisement) + 0.054 (understanding the product advertisement) + 0.043 (show the product) -0.141 (believes of the product advertisement).

From the regression equation, it is inferred that feeling, usefulness, understanding, show off the product are having positive impact on purchase intention of the products among the customers. But, believes of the product advertisements are having negative impact on customer purchase intention.

Based on the regression beta value, it is inferred that to have one unit increases in the customer purchase intention, customers feel of product advertisement is influenced at 0.250 level when other factor remain constant. Similarly, usefulness of product advertisements is influenced at 0.060 levels. Understanding the product advertisements is influenced at 0.054 levels, show off the product is influenced at 0.043 levels on purchase intention of products among the customers.

Findings and Recommendations

- It is found that social media advertisement is providing reliable source of information about the product, understanding the advertised product and believes of the product which are highly related with brand awareness level of the customers. But, showing the products and usefulness of products have found to be were relationship social media. It is found that social media advertisements have not shows and usefulness of the products. So, the social media advertisement make try to explain the awareness about usefulness of brand to the customers with explanation.
- It is found that the social media advertisement is creating brand image of the product among the customers. Here, reliable information about the product, understanding product through advertisement, usefulness of the product and value added information about the product are highly related with brand image of the products. However the enjoyment of advertisement and feel of the add have not create the brand image. Social media should enable the advertisements to enjoy and feel about the brand image of products among the customers.

- It is found that the customers brand preference is highly related with social media advertisement. Because, social media advertisement is providing reliable information about the product, show the product before purchase, creating the feel of the product and value added information about the product. But, understanding the adds not clear about brand preference. Customers have felt that they are not understanding the add why do prefer the brand. Thus, social media clearly explains about the brand why the customers preference the particular brand advertised in the social media. It means the customers unable to understand the adds about the brand.
- It is found that the feel of the product, showing the product and usefulness of the product are the social media advertisement factors highly related with purchase intention of products among the rural customers. But, believeness and value addition of adds towards the brand found to be low. Social media advertiser should create the add believable information about the brand and value addition of brand towards the customers.
- It is found that to social media advertisements are influenced the purchase intention of the products among the customers. Feel the product through social media advertisement, usefulness of the product, understanding the social media advertisement and social media advertisement shown the product are highly influenced the customers towards their purchase intention. The role social media advertisement cannot be replace by any other means. Hence, the firms must strategies and know when and where they should advertise the consumers.

Conclusion

This study aims to analyse the social media advertisement and its effect on generation Z customers behavior. Here, role of social media advertisement such as reliability, value addition, showing, enjoyment, usefulness, feeling, believes and understanding have been taken as independent variables. Brand awareness, brand image, brand preference and

purchase intention have been taken as dependent variables. Further, correlation and multiple linear regression test have been applied. The test result showed that there is a relationship between role of social media advertisement and brand factors and also customers purchase intention. Hence, it is concluded that social media is a powerful tool for communication and important marketing tool for selling goods, services, images and ideas. It is highly visible force in the society.

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