



# EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING ON PURCHASE DECISION OF SMARTPHONES

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## ABSTRACT

Social media advertising is at its full swing than ever. Today the companies are taking extra effort to advertise their product through social media. Social media has now become an important part of a human being for not just interaction but also for gathering information. One big reason for popularity of social media is the smartphone that has become the basic requirement of the human beings. With lots of brands coming in, customers have wide options to choose from and social media advertising leaves no chance to effortlessly target their customers to persuade towards buying the smartphone. This study focuses on the impact of social media advertising on the purchasing decision of the customers to buy smartphones. Here correlation and Chi square tests are being used as the statistical tools. The result showed that the frequency of viewing/reading the advertisement and the age of the respondents are positively correlated. Meanwhile it is observed that there is no association between gender and influence of presence of brands on social media, which means that social media ads are enjoyed by every generation people. Since the technology keeps on changing and so does the social media platforms, the result of this study might get insignificant after a point of time.

**Keywords:** social media advertising, smartphones, purchasing decision, customer engagement, persuasion, brands

## INTRODUCTION

Social media ads are one of the quickest ways to reach the target audience. With the increase in social media users, marketers are taking interest to use social media for marketing their products. Social media ads are an incredibly profitable and versatile advertising channel that gives us the ability to build specific campaigns on social media. Meanwhile smartphones are not only receivers but also transmitters of information. Smartphones have become huge repositories of information on individual tastes and preferences. The speed and relevance of advertisements are now of utmost importance for brands to make an impression that will influence the decision-making process of potential consumers. Ninety percent of marketers say that social media is important to their business. After steady growth, social media advertising has overtaken television advertising as media continues to shift online. Social ads made up 21.3% of all digital advertising spend in 2016, an increase of 3.1% from 2015. The number of social media platforms are booming like never before however advertising is done on only few platforms preferably Facebook, Instagram, Twitter, LinkedIn and Snap chat.

## LITERATURE REVIEW

(*Shuang Geng et al, 2021*)- this study was conducted to analyze how different types of ad relevance, namely personal and social relevance determine the ad's perceived conversation value and consumer social motivation and further impact consumer ad engagement. The results revealed that social media platforms with relatively high user trust, the positive effects of personal ad relevance are increased.

(*Oscarius Yudhi Ari Wijaya et al, 2021*), this study examines the effect of customization purchase intention of Smartphones, entertainment, interaction, social media marketing, trendiness, and Word-of-Mouth on purchase intention of Smartphones. They found out that Interaction, Word-of-Mouth, Social media marketing, Entertainment and Trendiness have insignificant effects on purchase intentions of Smartphones while Customization has significant effects on purchase intentions of Smartphones.

(*Ng Si Ying et al, 2020*), this study was conducted to comprehend the various factors of advertising through social media that stimulate the consumers to purchase the smartphones. This study was conducted in Malaysia. Social media brings an impact on the consumers and changing the taste and preferences of consumers rapidly. This research discusses how advertising trend can have a positive impact on the audience who buy smartphones online. The study implicates and help researchers and retailers how to target the customers to buy the smartphones by identifying the social media advertising values and trends.

(*S.G Hundekar et al, 2020*), this study was conducted to analyze the consumer behavior towards different marketing strategies and to find out the most influencing strategies on consumer's purchase decision relating to smartphone. In the present marketing field customer/consumer is a king; marketers along with manufacturers need to attract the consumer by various marketing strategies. The pricing and non-pricing strategies like product, place, promotional, pricing and advertising based strategies are framed to influence and motivate the customers.

(*M. Cheung, Lai, G. Pires, and P. Rosenberger, 2020*), they stated that the smartphone advertisement promotes numerous types of color, features, and using storytelling to bring out how massive is their storage and how fast is the speed of the internet. Thus, social media advertising has brought out the trend to purchase through the online platform is cheaper than a retailer shop; the warranty condition can be submitted online directly to the manufacturer.

(*Mark Dirikorigha Salvation, Shahryar Sorooshian, 2018*) They examined the role of social media marketing and product involvement on consumers' purchase intentions of smartphones. On analyzing the study, it was found that companies use social media to engage their target consumers online. This indicates that social media do not only help smartphone marketers to effectively interact with their target audience given its ability to encourage back-and-forth interaction between the consumers and the company unlike the one-way traditional media but it also encourages the readers to buy the advertised products.

## RESEARCH METHODOLOGY

The researcher has conducted the study in Port Blair and has considered five major social media platforms Facebook, Instagram, YouTube, twitter and LinkedIn. Meanwhile the different brands of smartphone that has been considered here are Apple, Samsung, One plus, Xiomi, Vivo. The objective of this study is to understand the relationship between social media advertising and sale of smartphones.

## RESEARCH DESIGN

Descriptive research design is adopted by the researcher. The sample size considered for the study is 60. Respondents have been chosen for study area according to the convenience of the researcher. Convenience sampling and survey through Google form is adopted to collect data from 60 respondents. The researcher has analyzed the data and used chi square and correlation tool to test the hypothesis.

## HYPOTHESES

H0-There is no correlation between frequency of viewing the ads, and age of the respondents.

H02- There is no association between gender and the influence of social media advertising on the product choices.

## DATA ANALYSIS AND FINDINGS

**Table 1**

		Correlations	
		AGE	FREQUENCY
AGE	Pearson Correlation	1	.246
	Sig. (2-tailed)		.058
	N	60	60
FREQUENCY	Pearson Correlation	.246	1
	Sig. (2-tailed)	.058	
	N	60	60

It is observed that the Pearson correlation value is 0.246 which indicates that there is a positive relationship between age of the respondents and frequency of viewing the ads on social media about the smartphones. Hence it can be concluded that irrespective of different age group, people enjoy watching ads about the smartphones on social media platforms.

Table 2: Chi Square test

		influence					Total
		1	2	3	4		
gender 1	Count	13	8	4	0	25	
	Expected Count	11.7	9.2	3.8	.4	25.0	
2	Count	15	14	5	1	35	
	Expected Count	16.3	12.8	5.3	.6	35.0	
Total	Count	28	22	9	1	60	
	Expected Count	28.0	22.0	9.0	1.0	60.0	

Chi-Square Tests			
Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	1.259 <sup>a</sup>	3	.739
Likelihood Ratio	1.623	3	.654
Linear-by-Linear Association	.411	1	.522
N of Valid Cases	60		

a.3 cells (37.5%) have expected count less than 5.



The minimum expected count is .42.

Here Pearson chi square value is 0.739 which is greater than 0.42, hence the alternate hypothesis is rejected and null hypothesis is accepted i.e., there is no association between gender and the influence of social media advertising on the product choices. In conclusion we can say that advertisements about the smartphones shown on social media are enjoyed by every generation people and hence it has become the most important tool to target and persuade the customers to purchase the brands.

**Table 3**

S.no	Smartphone brands	Ratings	No. of respondents	Percentage
1.	Apple	excellent	30	50%
2	Samsung	Very good	25	41.6%
3	One plus	excellent	23	38.3%
4	Xiaomi	Very good	19	31.67%
5	Vivo	good	19	31.67%

It is observed that 50% of the respondents have rated Apple's ads on social media as excellent followed by One plus with 41.6% of the respondents rating its ad as excellent as well. On the other hand Samsung and Xiaomi's ads are rated as good on social media and Vivo's ads on social media are rated as good by 31.67% of the respondents.

### SUGGESTION

The smartphone companies should focus on customizing the ads according to the taste and preferences of the customers. Channelizing the discounts and offers properly so that customer could get the advantage of it on time. Meanwhile the smartphone companies should prefer YouTube and Instagram to advertise their products as these two platforms have been emerged as the popular platform among customers. The company should include reviews in their advertisement as well to make it more appealing. Detailed product information would also help the companied to concrete the deal with online customers.

### CONCLUSION

The present study comes at a time when this industry stands at the brim of boom. With a large customer base of young tech- savvy gadget lovers it becomes important for the companies to make it a point to reach the target customers sharply and within a short span of time. Today there is an increase use of social media and smartphones which makes it highly important to understand every attribute the social media advertising provide to its customers and also determine which attribute needs improvement. This study has identified that social media advertising influence the purchase behavior of the customers on buying smartphones.

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