Influencing Factors Of Social Media Advertising On Consumer Shopping Behaviour Towards Consumer Durable Goods – Multiple Regression Analysis

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Abstract

This research paper probes into the profound impact of social media advertising on consumer behavior regarding consumer durable goods. With the exponential growth of social media platforms, their role in disseminating information and shaping consumer preferences has become undeniable. Through a thorough review of literature encompassing various studies, this paper highlights the multifaceted influence of social media advertising on consumer attitudes, purchase decisions, and brand perceptions. The study employs multiple regression analysis to identify the significant predictors of consumer behavior influenced by social media advertising. Factors such as traditional mass media, digital marketing strategies, rich media, and social media advertisement emerge as key determinants, showcasing their substantial impact on consumer preferences and purchase intentions. Furthermore, the research addresses crucial gaps in understanding the cross-cultural effects of social media advertising, the role of entertainment content, and the integration of social media with traditional marketing channels. It underscores the importance of creative engagement strategies, personalized advertising, and targeted approaches to effectively engage consumers across diverse demographics. Overall, this paper provides valuable insights for academia and industry stakeholders, offering actionable recommendations to optimize social media advertising strategies for consumer durable goods. By comprehensively examining the complex dynamics between social media advertising and consumer behavior, this research contributes to a deeper understanding of modern marketing practices in the digital age.

Keywords: Social media advertising, Consumer durable goods, Consumer behavior, Marketing strategies.

Introduction

In this growing population, the role of social media is huge. Social media is exceptionally powerful in sharing news. Social media advertisement is possible even in a moment of watching any kind of information related to a business and non-business operation. The management information system of the social media is acknowledged with the data accessed by the recipients and their desires have been monitored and admired with a relevant advertisement, it causes increasing the performance of the goods and services sales. The younger generations are addicted to watching social media frequently even in works spot. They have been customary practices of acknowledging their replies to others shared information and recommending sharing the same messages to others. Smart mobile phones and the internet data is the base of social media, these are effectively doing the functions of advertising, and Google has been promoting to advertise the advertisements through downloading various mobile apps. The development of social media in the present scenario, corporate has been developing various marketing strategies, particularly telecommunication, shopping agencies, travel agencies, hospitality business, educational services, and multimedia channels.

Social Media

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of ideas, information, career interests and other forms of expression via virtual communities and networks. It also refers to websites and applications that enable users to create and share content or to participate in social networking. Based on Web 2.0 Internet-based applications the social media has been working with user-generated content, such as digital photos or videos, data generated through all interactions and text posts or comments are the lifeblood of social media. Users are creating the service-specific profiles and identities their needful website or app that are designed and maintained by the social media organization, and the social media has been facilitating the development of social networks through connecting a user's profile with those of other individuals or groups.

Social Media Advertising

Social media advertising is referred to as advertisements served to users on social media platforms. Social network advertising is not necessarily the same as social media targeting. Social media targeting is a method of optimizing social media advertising by using profile data to deliver advertisements directly to individual users. Social network advertising refers to the process of matching social network users to target groups that have been specified by the advertiser. The advertisements are targeted to the user demographics of a social platform as aligned as per the marketing environment; particularly social media advertisings are highly promoted to sales for the lower cost of acquisition. Hence, financial inclusion in the business trader is increased.

Review of Literature in Social Media Advertising

From the 106 literatures, the researcher has understood that the social media has effectively played in advertising. It is increased by many folds because of continuous technology up-gradation, richer audience engagement, and programmatic advertising.
Jalal Rajeh Hanaysha (2022) investigated the "Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator." The study highlighted the significant role of social media platforms in achieving marketing objectives for fast-food brands, particularly in building brand trust and influencing purchase decisions. The research identified four dimensions of social media marketing features: interaction, perceived relevance, and informativeness. While all dimensions except entertainment were found to be significant predictors of purchase decisions, the study suggested that further research is needed to understand the cultural complexities influencing consumer perceptions of entertainment content on social media. Manish Dhingra et al. (2020) explored "Factors Influencing Consumer's Attitude towards Social Media Advertising," emphasizing the importance of understanding consumer attitudes towards social media advertising (CATSMA). The study identified several key factors influencing CATSMA, including perceived usefulness, ease of use, and various aspects of social media usage, which ultimately affect purchase intentions.

Hari Om and Rajender Kumar (2021) examined the "Role of Social Media in Consumer Purchasing Behaviour of FMCG Products in Delhi," revealing the impact of social media marketing on consumer behavior regarding fast-moving consumer goods (FMCG). The study emphasized the influence of social media advertisements on consumers' attitudes, brand perceptions, and purchase decisions, particularly among younger, more educated demographics. Abilash S. and Lakshmi R. (2021) focused on the "Impact of Social Media Marketing Communication on Generation Z Consumer's Attitude in Chennai." Their research highlighted the significant effect of social media marketing on Generation Z's attitudes, particularly in terms of perceptual and affective aspects, though the direct impact on purchase decisions was not evident. Sayyed Arbaina and A S Suresh (2018) investigated the "Factors Influencing Consumer's Purchase Intention on Social Networking Sites," emphasizing the importance of targeted advertising and engaging content, particularly for younger demographics. The study suggested that short, entertaining advertisements could effectively attract consumers, especially those under 27 years old.

Thirumagal Vijaya (2019) explored "Consumer Perception towards Social Media Advertising with Special Reference to Coimbatore City," highlighting the role of social media in creating awareness and engagement among consumers. The study emphasized the importance of informative and engaging content in attracting consumers on social media platforms. Shanthi and Desti Kannaiah (2015) focused on "Consumers' Perception on Online Shopping," emphasizing factors such as product information, convenience, and consumer attitudes in influencing online purchasing behavior, particularly among younger demographics. Khalid Jamil et al. (2022) investigated the "Role of Social Media Marketing Activities in Influencing Customer Intentions," emphasizing the significance of social media marketing in shaping consumer intentions and brand loyalty through community engagement and satisfaction. Palak Saxena (2021) examined the "Effectiveness of Social Media Promotion for Online Shopping Sites," highlighting the impact of social media advertising and product reviews on consumer buying behavior, particularly in the context of online retail. Shaik Abdul Mazeed and Ravi Prakash Kodumagulla (2019) explored the "Effectiveness of Social Media Marketing on Customer Purchase Intention," emphasizing the importance of electronic marketing through social media platforms in influencing consumer purchase decisions.

Kumaran M. P and Navin S (2022) investigated "Consumer Buying Behaviour towards Social Media Marketing," emphasizing the role of social media in influencing consumer behavior through offers, discounts, and information dissemination. Safwa Farook and Nalin Abeysekara (2016) explored the "Influence of Social Media Marketing on Customer Engagement," highlighting the significance of media type and content in driving customer engagement on social

media platforms. Rabab Murtaza (2021) studied the "Impact of Social Media on Consumer Buying Behavior," emphasizing the role of social media in influencing consumer perceptions, attitudes, and purchase decisions, and the importance of adapting marketing strategies to evolving consumer behaviors. Rupali Talukdar (2019) investigated "PrePurchase Decision Making Behaviour of Households for Selected Consumer Durable Goods," highlighting the influence of income, need, and brand evaluation on consumer purchasing behavior for essential household items.

These reviews collectively underscore a numerous of factors that shape consumer shopping behavior concerning consumer durable goods through social media advertising. Key themes include the pivotal role of social media marketing features, such as interaction and informativeness, in influencing purchase decisions and the mediating effect of brand trust. Additionally, insights into consumer attitudes towards social media advertising, particularly the impact on Generation Z, underscore the significance of factors like perceived usefulness and entertainment value. Recommendations highlight the importance of creative engagement strategies and targeting younger demographics. Moreover, the influence of social media marketing activities on customer intentions, including purchase decisions and engagement, underscores the need for effective online strategies and brand communities. Notably, the effectiveness of social media promotion for online shopping sites, driven by factors like discount offers and customer feedback, underscores the platform's impact on consumer behavior. Furthermore, the study emphasizes how social media shapes customer purchase intentions and engagement, emphasizing trust and privacy. Overall, these findings illuminate the evolving view of consumer behavior in response to social media advertising, necessitating innovative marketing strategies to engage and drive sales effectively.

Statement of the problem

The statement of the problem identifies crucial research dimensions regarding the impact of social media advertising on consumer shopping behavior towards consumer durable goods. Firstly, there's a gap in cross-cultural analysis due to the focus on specific countries, prompting the need to explore the universal or region-specific effects of social media advertising. Secondly, there's a lack of understanding of entertainment content's role, necessitating exploration in diverse cultural contexts during online shopping decisions. Thirdly, a research gap exists in exploring advertising properties across industries, such as the cosmetic industry, requiring investigation into industry-specific patterns. Additionally, understanding the long-term effects of social media on post-purchase behavior is highlighted. Furthermore, the study addresses ageappropriate advertising's impact on distinct age groups, the effectiveness of social media marketing across industry sectors, and personalized advertising's influence on online impulse buying. Recognizing the trust-building gap in social media content and the need for a comparative analysis of different social media platforms are also crucial aspects. Lastly, integrating social media with traditional channels and its impact on consumer behavior underscore the need for insights into cohesive marketing approaches. Addressing these gaps is essential for a comprehensive understanding of how social media advertising affects consumer shopping behavior towards consumer durable goods, providing valuable insights for academia and industry.

Objectives

To identifying the influencing factors of social media advertising on consumer shopping behaviour towards consumer durable goods in a pilot study.

Sampling

The pilot study aims to organize primary data through a proportionate stratified random sampling method, targeting a total sample size of 100 respondents.

Multiple Regression Analysis

Multiple Regression Analysis is a statistical method employed to investigate the association between a dependent variable and two or more independent variables. Unlike simple linear regression, which focuses on just one predictor variable, multiple regression extends the analysis to account for multiple predictors simultaneously. Its aim is to discern the individual impact of each independent variable on the variability of the dependent variable while adjusting for the influences of other variables.

Table 1. Model Summary for influencing factors of social media advertising on consumer shopping behaviour towards consumer durable goods

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974ₐ	.949	.943	.32567
a. Predictors: (Constant), Traditional Mass Media, Customer Engagement and Impacts, Purchase Intention and Product Preference, Rich Media and Shopping Websites Advertisement, Digital Marketing Strategies, Social Media Advertisement and Brand Awareness, Celebrity Endorsements and Considerations, Buying decision process and procedure, Social MediaAdvertisement and Brand Loyalty, Consumer Intention and Inducement				

Source: Primary Data

The model summary offers a concise overview of the regression analysis conducted, providing insights into its key metrics. Firstly, the model identification allows for tracking the specific model under evaluation. The correlation coefficient (R) of 0.974 indicates a robust positive relationship between the dependent and independent variables. The coefficient of determination (R Square) at 94.9% signifies that a substantial portion of the variance in the dependent variable is elucidated by the independent variables. Adjusted R Square, at 94.3%, factors in the number of predictors, ensuring a fair assessment of explained variance. The standard error of the estimate (0.32567) furnishes an understanding of how accurately the model predicts the dependent variable. Overall, the analysis underscores a strong association between the independent variables (e.g., traditional mass media, customer engagement, purchase intention) and the dependent variable, elucidating a significant proportion of its variance.

Table 2. ANOVA for influencing factors of social media advertising on consumer shopping behaviour towards consumer durable goods

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	175.551	10	17.555	165.519	.000ᵦ
	Residual	9.439	89	.106		
	Total	184.990	99			
a. Dependent Variable: Impact of Social Media Advertising on Consumer Shopping Behaviour Towards Consumer Durable Goods						
b. Predictors: (Constant), Traditional Mass Media, Customer Engagement and Impacts, Purchase Intention and Product Preference, Rich Media and Shopping Websites Advertisement, Digital Marketing Strategies, Social Media Advertisement and Brand Awareness, Celebrity Endorsements and Considerations, Buying decision process and procedure, Social Media Advertisement and Brand Loyalty, Consumer Intention and Inducement						

Source: Primary Data

The ANOVA table offers a comprehensive assessment of the regression model's performance, delineating its efficacy in explaining the variation in the dependent variable. Divided into Model, Residual, and Total sections, it provides crucial insights into the model's explanatory power. In the Model section, the substantial Sum of Squares (SS) for regression, coupled with a high degree of freedom (df) and Mean Square (MS), signifies that the model significantly surpasses chance expectations. The F-statistic, notably high at 165.519 with a minuscule p-value, indicates the model's strong predictive ability, suggesting the presence of significant predictors related to the dependent variable. Conversely, the Residual section's SS and MS account for unexplained variability within the model. Finally, the Total SS represents the overall variability in the dependent variable. Taken together, these findings underscore the statistical significance of the regression model in elucidating the "Impact of Social Media Advertising on Consumer Shopping Behaviour towards Consumer Durable Goods," incorporating diverse predictors such as Traditional Mass Media, Customer Engagement and Impacts, Purchase Intention and Product Preference, Rich Media and Shopping Websites Advertisement, Digital Marketing Strategies, Social Media Advertisement and Brand Awareness, Celebrity Endorsements and Considerations, Buying decision process and procedure, Social Media Advertisement and Brand Loyalty, and Consumer Intention and Inducement.

Table 3. Coefficients for influencing factors of social media advertising on consumer shopping behaviour towards consumer durable goods

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.700	.135		-5.171	.000

Social Media Advertisement and Brand Awareness	.130	.076	.132	1.717	.090
Social Media Advertisement and Brand Loyalty	.202	.079	.211	2.569	.012
Buying decision process and procedure	.128	.073	.134	1.757	.082
Celebrity Endorsements and Considerations	.058	.077	.056	.753	.453
Consumer Intention and Inducement	.030	.092	.031	.321	.749
Customer Engagement and Impacts	.178	.091	.171	1.955	.054
Digital Marketing Strategies	.189	.078	.174	2.423	.017
Purchase Intention and Product Preference	.114	.068	.104	1.684	.096
Rich Media and Shopping Websites Advertisement	.159	.048	.171	3.292	.001
Traditional Mass Media	.113	.054	.116	2.104	.038
a. Dependent Variable: Impact of Social Media Advertising on Consumer Shopping Behaviour Towards Consumer Durable Goods					

Source: Primary Data

The coefficients presented for the influencing factors of social media advertising on consumer shopping behavior towards consumer durable goods offer crucial insights into the significance and directionality of each predictor within the regression model. The unstandardized coefficients (B) represent the change in the dependent variable for a one-unit increase in the respective independent variable, holding all other predictors constant. Notably, Social Media Advertisement and Brand Loyalty, Digital Marketing Strategies, Rich Media and Shopping Websites Advertisement, and Traditional Mass Media exhibit statistically significant impacts on consumer behavior, as indicated by their respective t-values and associated p-values. Specifically, for every one-unit increase in Social Media Advertisement and Brand Loyalty, Digital Marketing Strategies, Rich Media and Shopping Websites Advertisement, and Traditional Mass Media, there are corresponding increases in the dependent variable. Conversely, factors such as Celebrity Endorsements and Considerations, Consumer Intention and Inducement, and Customer Engagement and Impacts display weaker associations, as their coefficients are not statistically significant at conventional levels. These findings provide valuable guidance for marketers aiming to optimize their social media advertising strategies for consumer durable goods, emphasizing the importance of certain factors over others in influencing consumer behavior.

Conclusion

In conclusion, the comprehensive analysis of the impact of social media advertising on consumer shopping behavior towards consumer durable goods reveals several significant findings. Firstly, the regression model demonstrates a robust association between various influencing factors and the dependent variable, with traditional mass media, digital marketing strategies, rich media and shopping websites advertisement, and social media advertisement and brand loyalty emerging as significant predictors. These factors exhibit statistically significant impacts on consumer behavior, suggesting their importance in driving sales and shaping consumer preferences. Conversely, factors such as celebrity endorsements and considerations, consumer intention and inducement, and customer engagement and impacts show weaker associations, implying that they may have a lesser influence on consumer behavior in this context. These findings offer valuable insights for marketers seeking to optimize their social media advertising strategies for consumer durable goods, highlighting the need to prioritize certain factors to effectively engage consumers and drive sales. Overall, this research contributes to a deeper understanding of the complex dynamics between social media advertising and consumer behavior, providing actionable recommendations for academia and industry stakeholders alike.

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