

A Study on Social Media Advertisements and their Influence on IT Professionals' Purchasing Decisions in Koratty Grama Panchayat: A Gender Based Study

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Abstract

The study examines the correlation between gender and influence of social media marketing on IT professionals' purchasing decisions. With the null hypothesis (H0) positing no significant correlation and the alternative hypothesis (H1) suggesting otherwise, the research aims to determine whether social media advertising and IT professionals' purchasing behaviour vary based on gender. Utilizing a two-tailed t-test, the analysis reveals that the p-values exceed the predetermined significance threshold of 0.05, indicating an absence of statistically significant association between gender and the stimulus created by social media advertisements in influencing the purchasing behaviour of IT professionals. These results imply that social media marketing's influence on IT professionals' purchase decisions is not substantially influenced by gender difference.

Keywords: *Purchasing decisions, Correlation, Social Media Marketing*

1. Introduction

The Internet and social media play a crucial role in 21st-century living, facilitating essential online connections for personal and professional endeavours. The technologically savvy millennial generation is essential to the advancement of this trend, particularly in areas such as social media advertising. As technology expands outside of cities, it becomes critical to comprehend social media's effects in various geographic locations.

Advertising on social media, which includes sites like Facebook, Instagram, and Twitter, is expanding at a very quick pace. Its portion of advertising spending doubled between 2006

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and 2010, reaching almost \$230 billion by 2022. Businesses are gradually allocating more of their advertising budgets to online platforms, with estimates suggesting that by 2024, it may surpass \$300 billion. Businesses in today's market must adopt targeted marketing strategies if they want to stay ahead of the competition.

2. Statement of Problem

Companies spend a lot of money on advertising in a competitive market to keep their brands visible and sway customers' decisions. Effective advertising tactics require an understanding of the genuine behaviours of the target audience, including patterns of consumption and buying intent. Social media networks provide a plethora of advertising opportunities for businesses as well as engagement and worldwide reach tools. Online shopping has been more and more popular over the past five years, but for long-term success, web product and service delivery and advertising still need to be improved.

The purpose of the current study is to look into how social media ads affect consumers' purchasing decisions. It specifically aims to determine which product categories are promoted on social media and assess the results of these.

3. Significance of the Study

The importance of the research on how social media ads affect IT workers' purchasing decisions in Koratty Grama Panchayath lies in its potential to illuminate a crucial intersection between technology, advertising, and consumer behaviour within a specific demographic. As IT professionals are intimately familiar with digital platforms and technologies, their response to social media advertisements could provide valuable insights into the effectiveness of such marketing strategies. Additionally, focusing on a specific geographic area like Koratty Grama Panchayath allows for a more nuanced understanding of how

socio-cultural factors may influence buying behavior in the context of social media advertising. By bridging the gap between academic research and practical implications for marketing professionals, this study has the potential to inform targeted advertising strategies tailored to the unique preferences and behaviors of IT professionals in this region, thereby enhancing the efficiency and effectiveness of marketing efforts.

4. Objectives

- To assess the impact of social media advertising on the purchasing decisions of IT professionals.
- To determine whether the category of products for which social media advertisements are displayed and the purchasing decisions of IT workers are related in any way with their gender.

5. Hypothesis of the Study

H0: There is no evident relationship between gender and how social media marketing affects IT professionals' purchase decisions.

H1: There is evident relationship between gender and how social media marketing affects IT professionals' purchase decisions.

6. Research Methodology

A descriptive study approach was used, which will aid in correctly recording the replies from IT staff. Primary data is collected using a well-defined questionnaire to determine the effect of advertisements on employees' purchasing behaviours. The study population consists of Koratty Grama Panchayath's IT professionals and there are fifty personnel taken as samples in the study. Deliberate sampling is the method used for

sampling in this study. The ANOVA test is the data analysis tool utilized in this investigation.

7. Literature Review

Abdul Ghafoor Kazi, Aliz Ahmed Khokhar, Pir Abu Baker Qureshi, and Farman Murtaza (2019) examined the influence of social media advertisements on impulsive purchasing behaviour. It displays consumers' impulsive purchasing habits and investigates the psychological underpinnings of these behaviours. The study's findings suggest that social media plays a significant role in promoting customers' impulsive online purchases, and that online retailers and marketers should be aware of this.

Matthew Pittman & Eric Haley (2023) conducted their study on the topic “Cognitive Load and Social Media Advertising”. Two major contributions are made by this work. First, we show that using social media causes a quantifiable amount of cognitive load. This is likely due to the variety of media and networking components, which force users to maintain several working memory assessment schemas. Secondly, we demonstrate how participants rely on cues (such the quantity of likes and comments) that set off heuristics to affect purchase intentions while they are under cognitive strain. On the other hand, it was discovered that product engagement functioned as a boundary condition, meaning that individuals experiencing cognitive load did not depend on cues when their involvement with the endorsed product was higher.

İbrahim & Durmaz, Yakup. (2022) carried on their research on “The Influence of Social Media Advertising on Brand Perception”. The purpose of this article was to investigate how brand awareness and advertising value are impacted by consumer views of social media commercials. Over the past ten years, there has been a sharp rise in the number of social media

users, opening up a new advertising space for businesses. The study looks at how brand awareness and advertising value are impacted by how consumers view Instagram ads. The reviewed study was based on a popular app Instagram to gather data from Generation Y consumers. Surveys were conducted with 665 Instagram users for this aim.

Maria, S., Pusriadi, T., Hakim, Y., & Darma, D. (2019) in their research paper “The Influence of Social Media Advertising on Consumer Word-of-Mouth Behaviour” studied the direct effects of social media marketing, word-of-mouth, and advertising efficacy on purchase intent, as well as the direct or indirect effects on brand awareness.. Customers provided the data sources for 50 responders. Based on substructure model 1, the study's findings demonstrate that social media marketing and advertising efficacy positively affects brand awareness. According to Substructure 2, brand recognition and advertising have a definite and direct positive influence on purchase intent. Ultimately, through brand awareness, the efficacy of social media marketing and advertising has a major positive influence on purchase intent.

Andrew N. Mason, John Narcum & Kevin Mason (2021) in their exploratory study “Social media marketing gains importance after Covid-19” investigated the relationship between the COVID-19 epidemic and the rise in American consumers' usage of social media for commercial purposes. The influence of the pandemic on consumer behaviour has received less attention than its effects on preventative health behaviours, which have been the focus of prior studies on the subject. Studies reveal that social media is becoming a more important tool for customers to identify products, learn about things, assess products, and make purchases. As a result, the findings show how crucial social media marketing has become since the COVID-19 pandemic began.

Arora, Taanika & Agarwal, Bhawna. (2020) came up with a different result in their research paper “Impact of Social Media Advertising on Millennial Buying Behaviour”. With regard to social media advertising, among Indian millennials, the study aims to provide a conceptual model that evaluates the impact of many elements such as informativeness, entertainment, credibility, engagement, and privacy concerns. Important correlations were found in the data, which might help us comprehend how Indian millennials feel and behave when it comes to social media advertising. By adding crucial components that can further enhance behavioural responses and favourably shape perceptions, brand managers, marketers, and advertisers can benefit from the study while creating social media advertisements.

Renu, Sanjeev Bansal & Vandana Gupta (2020) conducted “The Influence of social media On Consumer Purchase Intention” as their research. The emergence of social media marketing has allowed marketers to interact with and serve their customers in a more personalized manner than they could with mass media marketing. One important factor that illuminates consumer purchasing behaviour is purchase intentions. The likelihood that we will purchase is possibly influenced by societal, emotional, intellectual, moral, psychological, and economic factors. This essay looks at different factors that might have an impact on customers' purchasing intentions and how social media influences those intentions. This article examines the various aspects that impact customer purchase intent on social media and how social media influences consumer buy intent.

8. Analysis of Data & Findings

In this section, we embark on a rigorous examination of the collected data to distil meaningful insights and draw robust conclusions regarding the phenomena under investigation. Through a systematic approach encompassing descriptive and

inferential analyses, as well as advanced statistical techniques, we aim to unravel patterns, relationships, and trends inherent in the dataset. By meticulously detailing our data analysis procedures, we endeavour to contribute to the existing body of knowledge within our field and offer valuable insights that can inform theory, practice, and future research endeavours.

The findings reveal a notable demographic composition, with 74% of respondents being females and 92% falling within the age range of 21-30. A substantial 80% of participants regularly utilize Instagram, while 60% note a higher frequency of advertisements on YouTube. Impressively, 68% find Instagram ads visually appealing, and a comparable proportion of people log on to social media every day.. Regarding purchasing behaviour, 44% acknowledge occasional brand attraction due to social media ads, while 50% express willingness to buy products promoted on such platforms. Additionally, 52% agree that these ads influence their shopping trends. However, there's a degree of neutrality observed, with 46% remaining undecided on the impact of social media ads on IT professionals' buying behaviour. Nevertheless, 50% acknowledge the superior reach of social media ads compared to traditional advertising

Hypothesis was tested using two tailed T-test.

H0: There is no evident relationship between gender and how social media marketing affects IT professionals' purchase decisions.

H1: There is evident relationship between gender and how social media marketing affects IT professionals' purchase decisions.

Table 1. Table Showing Statistics Based on Variables

	A2	N	Mean	Std. Deviation	Std. Error Mean
A10	1.00	12	2.5000	.67420	.19462
	2.00	38	2.4737	.68721	.11148
A15	1.00	12	1.9167	.79296	.22891
	2.00	38	2.1316	.74148	.12028
A17	1.00	12	2.4167	.90034	.25990
	2.00	38	2.4211	.64228	.10419
A21	1.00	12	2.0000	.85280	.24618
	2.00	38	2.6316	.88290	.14323

Table 2. Table Showing Independent Samples Test

	Levene's Test for Equality of Variances				t-test for Equality of Means			95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
A10 Equal variances assumed	.041	.841	.116	48	.908	.02632	.22658	-.42925	.48188
Equal variances not assumed			.117	18.801	.908	.02632	.22429	-.44347	.49610
A15 Equal variances assumed	.123	.727	-.861	48	.393	-.21491	.24954	-.71664	.28682
Equal variances not assumed			-.831	17.516	.417	-.21491	.25859	-.75926	.32944
A17 Equal variances assumed	2.785	.102	-.019	48	.985	-.00439	.23502	-.47693	.46816
Equal variances not assumed			-.016	14.707	.988	-.00439	.28001	-.60225	.59348
A21 Equal variances assumed	.198	.658	-2.177	48	.034	-.63158	.29010	-1.21487	-.04829
Equal variances not assumed			-2.218	19.058	.039	-.63158	.28482	-1.22758	-.03558

Here;

A2 indicates gender of the respondents

A10 indicates frequency of purchasing products after watching advertisements in social media.

A15 indicates perception on reach of social media advertisements

A17 indicates social media ad impact on purchasing useful products

A21 indicates purchase of products due to online discount schemes

Utilizing the two-tailed t-test, we sought to discern any discernible correlation between gender and the efficacy of social media advertisements in influencing the purchasing behavior of IT professionals. However, our analysis reveals that the p-values surpass the predetermined significance threshold of 0.05. Consequently, these results indicate an absence of statistically significant association between gender and the effectiveness of social media advertisements in shaping the buying behavior of IT professionals. Thus, our findings suggest that gender does not play a significant role in determining the impact of social media advertisements on the purchasing decisions of IT professionals.

9. Conclusion

As a conclusion, the study elucidates key insights into the impact of social media advertisements on the purchasing behaviour of IT professionals. It underscores the importance of discerning the most influential social media platforms among this demographic, revealing variations in effectiveness across platforms like Facebook, LinkedIn, and Twitter. This information enables marketers to adjust their tactics appropriately, optimizing their advertising efforts to resonate with IT professionals' platform preferences. Despite finding no significant relationship between gender and ad effectiveness, the study offers valuable guidance for dealers targeting this audience more effectively. Armed with these insights, businesses can refine their marketing strategies to better align with the preferences and needs of IT professionals, ultimately bolstering brand awareness and driving sales within the industry.

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