

“Analyzing the Effect of Social Media Advertising on Consumer Buying Behavior: A Study Using the ADTRUST Scale in Anand”

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ABSTRACT

The investigation investigated the influence of social media advertising on consumer buying behavior in Anand. The objective was to ascertain the extent to which social media advertisements influence consumer decision-making and the degree of trust that consumers have in these advertisements. The data was collected through a structured questionnaire, and the research employed both quantitative and qualitative methods. The results suggested that social media advertising has a significant impact on consumer behaviour, as consumers rely on social media platforms for brand choices and product information. Additionally, the research demonstrated that consumers in Anand have a moderate to high level of confidence in social media advertisements. Consumer trust was determined to be influenced by factors such as the quality of content, the relevance of advertisements, and the credibility of the brand. In order to improve consumer engagement and loyalty, the study suggests that businesses in the region develop social media advertising strategies that emphasize transparency, authenticity, and personalization. In general, the research offers businesses in Anand valuable insights into how to effectively utilize social media advertising.

KeyWords: Social Media, Social Media Advertising, Consumer Buying Behaviour, ADTRUST scale

Introduction

The term "ADTRUST" refers to the degree of confidence that consumers have in advertising. The concept of ADTRUST is a reflection of consumers' level of trust in the information contained in announcements and the importance they place on advertising dispatches being credible, pertinent, and accurate when making purchases. Sæmundsson (2012) In order to create advertising strategies that can impact consumers' perceptions and behaviours, it is essential for marketers and advertisers to understand the full scope of ADTRUST. The ADTRUST scale is a 20-item Likert scale. It is pertinent to any medium that researchers will examine. Consumer trust in social media advertising is evaluated using the ADTRUST scale, a 16-item Likert scale, in this investigation.

Main factors of ADTRUST scale: 4 main factors of the ADTRUST scale are considered here.

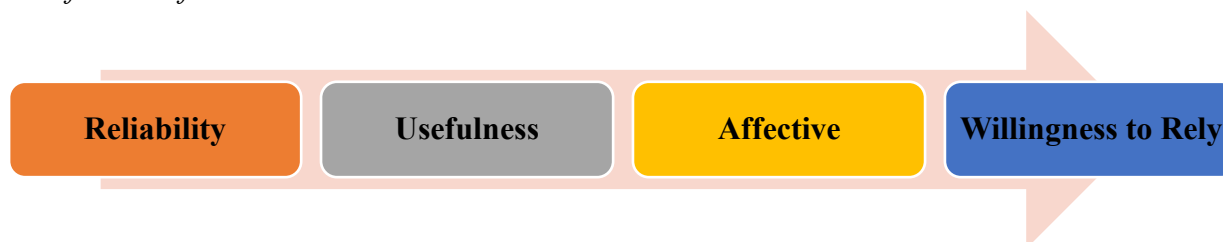


Figure 1: Factors of ADTRUST Scale

(Source: Compiled by researchers)

1. Reliability:

The ADTRUST Scale assesses each dimension of trust through statements or questions, and reliability is the degree of consistency with which participants respond to these statements or questions. Bruner (2012) The ADTRUST Scale is consistently used by all participants to measure their trust in advertising, resulting in high dependability. Researchers can evaluate the ADTRUST Scale's reliability by employing reliability tests such as test-retest reliability, internal consistency reliability, or inter-rater reliability.

2. Usefulness:

Usefulness is the extent to which a research method of measuring tool generates pertinent and beneficial information. In the context of the ADTRUST Scale, usefulness is associated with the extent to which the scale can illuminate the factors that influence consumer trust in advertising. A valuable ADTRUST Scale will provide academicians and marketers with a comprehensive understanding of the trust dimensions that are most significant to consumers and how they can be influenced by advertising.

3. Affective:

The term "affective" describes the participants' emotional or behavioural reactions to the quotes or inquiries used to measure each aspect of trust on the ADTRUST Scale. Affective responses to the ADTRUST Scale might be feelings of trust, scepticism or cynicism towards advertising. Consumer perceptions and responses to advertising can be better understood by evaluating how people emotionally respond to the ADTRUST Scale claims.

4. Willingness to rely:

The proportion of participants' willingness to depend on the information presented in the advertising is referred to as their willingness to rely. The persuasiveness factor of trust and desire to depend are strongly associated in the context of the ADTRUST Scale. A high level of willingness to rely suggests that participants are likely to be persuaded by the advertisement and base their buying decisions on the data presented. Understanding how much customers rely on advertising may aid marketers and advertisers in creating more successful advertising campaigns.

Literature Review

Bashir & Qureshi, 2020 studied that with a wide variety of options for products from little to high participation, one of the variables to trigger a purchase is the product's advertising approach. This component can even be wasted if the potential customers of the product lack trust in the information provided through its advertisement. Through the moderators of gender and age, this article aims to examine the relationship between consumer trust in advertising and purchase behaviour for hair products (shampoos) in Pakistan. Consumers of the various shampoo brands available in Pakistan who are being advertised to are the study's target audience. The sample consists of 200 respondents from Karachi, where all of the major types

of advertising media are widely used, who fall into various demographic categories. A structured questionnaire that contained 23 items and was completed by the respondents was used to collect the data. The dependent variable of consumer purchase behaviour (current and future purchases) and the independent variable of trust in advertising were both examined. The examination of the data revealed a substantial association between purchase behaviour and trust in advertising, but only the sub-variable of affect had a meaningful impact on this behaviour.

Leong & Hew, 2020 analyzed the efficiency of the advertisements would be significantly impacted when consumers mistrust online advertisements, hence trust plays a crucial part in internet advertising. Consumers currently have a low level of trust in online advertising. The Trust Building Model and the ADTRUST scale will be combined in the current study to evaluate the factors that influence trust. A Structural Equation Modelling-Artificial Neural Network (SEM-ANN) technique was applied, as opposed to the current literature's usage of linear models. This is due to the fact that gaining the trust of consumers is a complex process, and linear models will oversimplify the complexity of decision-making processes. As a result, the conclusions drawn from using linear models to explain how trust is built through online advertising are insufficient and wrong. Using a mail intercept approach, information was obtained from 500 online users. The results of the sensitivity analysis indicate that trust's most important antecedent is reliability, which is followed by website quality, trustworthiness, reputation, and hours spent. The predicted level of trust in online advertising is 76.14%. The integration of the ADTRUST scale with the Trust Building Model is the theoretical implication.

Zamry & Nayan, 2020 conducted a research from the past suggests a strong link between customer pleasure and trust. The study is explained by the notion that customer satisfaction and trust have an effect on an organisation. This essay examines trust and consumer satisfaction with a corporation in great detail. Trust and customer happiness are hotly contested ideas that are frequently brought up in business-related literature. The definitions of trust and customer pleasure are highlighted in the study's opening section. The assessment's next section focuses on how trust and customer satisfaction affect a company over the long run. The final part of the study focuses on how customer happiness might result in trust. Additionally, it emphasises the benefits of client happiness and trust.

From nations to organizations to groups to dyads to individuals, trust has long been regarded as essential for the efficient running of all levels of human relations (Butler, 1986).

According to Rotter (1967), one of the key factors in establishing appropriate social interactions is a high expectation that others may be depending upon. Lewis and Weigert (1985:968) argue that in social interactions trust is indispensable." Adding to this, Zucker (1986:56) says trust is "vital for the maintenance of cooperation in society and necessary as grounds for even the most routine, everyday interactions."

MacKenzie and Lutz (1989:51) characterize advertising credibility as consumers' perceptions of the truthfulness and believability of advertising in general, not simply the particular ad in question." Using three items—converting-unconvincing, believable-unbelievable, and biased-unbiased—they measured this construct. Their conception and measurement of advertising credibility imply that the construct relates to consumers' general opinions about the integrity of advertising promises.

Social media advertising has emerged as a pivotal influencer of modern consumer behaviour, reshaping attitudes, trust, and purchasing decisions. Studies highlight that credibility, authenticity, and social trust are central to effective campaigns, especially within Indian contexts.

Objectives of the study

- 1) To study a reliable and valid scale that measures trust in social media advertising.
- 2) To find out the perception of consumers towards social media advertising with the reference of ADTRUST scale among different age groups.

Research Methodology

A descriptive research design has been used for this investigation. Primary data are those gathered from the public via surveys. The study's secondary data came from a variety of websites, journals, and other online resources for related material.

The method of data gathering will be questionnaire-based survey techniques. A questionnaire that was created using Google Form was used to gather the people's primary data. Non-probability convenient sampling is employed for this study. People using social media platforms in Anand city were targeted. 250 sample were collected, out of which 224 are accurate data. Data were collected through Questionnaire. The core data is gathered via a structured questionnaire.

Data Analysis & Interpretation

Table 1: Demographic Information

Demography	Category	No.	Percentage
Gender	Male	120	53.57
	Female	104	46.42
Age Group (In Years)	21-30	115	51
	31-40	93	42
	41-50	13	6
	Above 51	3	1
Occupation	Business	48	21
	Student	96	43
	Private Job	53	24
	Government Job	26	12

(Source: Primary Data)

Table 2: Social Media Usage

Criteria	Options	No.	Percentage (%)
Usage of social media	0-1 hours	50	23
	1-2 hours	160	70
	more than 2 hours	14	7
Trust on social media advertisement	Yes	219	98
	No	5	2
Ever purchased a product or service based on an	Yes	217	97
	No	7	3

advertisement on social media			
Pre-judgement towards the internet, to purchase products	Positive	214	96
	Negative	10	4
Usage of social media platforms	Instagram	200	89.3
	Facebook	154	68.8
	Twitter	31	13.8
	LinkedIn	40	17.9
	Snapchat	88	39.3
Reasons for using social media	Entertainment	164	73.2
	Current affairs	62	27.7
	Finding jobs	64	28.6
	Communication	112	50
	Shopping	159	71

(Source: Primary Data)

Normality Check

H₀: Data are normally distributed

H₁: Data are not normally distributed

Table 3: Test of Normality

Tests of Normality							
	Age	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Reliability [Social Media advertisement is essential.]	21-30	.284	116	.000	.764	116	.000
	31-40	.305	90	.000	.764	90	.000
	41-50	.289	13	.004	.739	13	.001
Reliability [Social media advertisement influences the shopping trend.]	21-30	.277	116	.000	.769	116	.000
	31-40	.294	90	.000	.828	90	.000
	41-50	.400	13	.000	.729	13	.001
Reliability [Social media advertisement does not provide a true picture of the product advertised.]	21-30	.282	116	.000	.787	116	.000
	31-40	.260	90	.000	.820	90	.000
	41-50	.302	13	.002	.830	13	.016
Reliability [The social media advertisements are unique.]	21-30	.278	116	.000	.776	116	.000
	31-40	.290	90	.000	.806	90	.000
	41-50	.368	13	.000	.696	13	.001
Usefulness [Social media advertisement helps me to solve my shopping related problems.]	21-30	.290	116	.000	.813	116	.000
	31-40	.268	90	.000	.810	90	.000
	41-50	.361	13	.000	.661	13	.000
Usefulness [Social media advertisement makes me aware about the latest price, offers, and discount.]	21-30	.325	116	.000	.804	116	.000
	31-40	.281	90	.000	.808	90	.000
	41-50	.505	13	.000	.446	13	.000

Tests of Normality							
	Age	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Usefulness [Information obtained from the social media advertisements would be useful.]	21-30	.276	116	.000	.784	116	.000
	31-40	.242	90	.000	.806	90	.000
	41-50	.393	13	.000	.608	13	.000
Affective [Social media advertisements make you buy things you don't really need.]	21-30	.272	116	.000	.787	116	.000
	31-40	.264	90	.000	.832	90	.000
	41-50	.298	13	.002	.707	13	.001
Affective [Social media advertisement is interesting and attractive.]	21-30	.278	116	.000	.783	116	.000
	31-40	.269	90	.000	.834	90	.000
	41-50	.430	13	.000	.690	13	.000
Affective [social media ads are creative enough to attract the customer's attention]	21-30	.257	116	.000	.781	116	.000
	31-40	.248	90	.000	.806	90	.000
	41-50	.338	13	.000	.661	13	.000
Willingness to rely [Most social media advertisement is misleading.]	21-30	.256	116	.000	.815	116	.000
	31-40	.274	90	.000	.826	90	.000
	41-50	.298	13	.002	.707	13	.001
Willingness to rely [Social media ads are irritating.]	21-30	.298	116	.000	.821	116	.000
	31-40	.252	90	.000	.827	90	.000
	41-50	.323	13	.001	.780	13	.004
Willingness to rely [Some products in social media have negative impact on our society.]	21-30	.288	116	.000	.786	116	.000
	31-40	.275	90	.000	.827	90	.000
	41-50	.368	13	.000	.696	13	.001
Willingness to rely [Social media ads are informative.]	21-30	.297	116	.000	.752	116	.000
	31-40	.248	90	.000	.818	90	.000
	41-50	.354	13	.000	.770	13	.003
Willingness to rely [The social media advertisements are concerned about their customers]	21-30	.275	116	.000	.792	116	.000
	31-40	.247	90	.000	.821	90	.000
	41-50	.298	13	.002	.702	13	.001

(Source: SPSS 25)

As sample size is less than 2000, the researcher has to consider the significant value of Shapiro-wilk. When the significant value is less than 0.05 then H_0 is rejected. Here, significant values of all factors are less than 0.05. Here, H_0 is rejected. It means that data are not normally distributed.

Hypothesis test

As data, are not normally distributed, the non-parametric test was applied. There are more than

Factors	Title	Kruskal-Wallis H	Df	Asymp. Sig.
1. Reliability	Social Media advertisement is essential.	6.865	3	0.076
	Social media advertisement influences the shopping trend.	24.673	3	0.000
	Social media advertisement does not provide a true picture of the product advertised.	12.231	3	0.007
	The social media advertisements are unique.	19.299	3	0.000

two independent groups, so the Kruskal-Wallis test was applied.

For **Objective 2**: To find out the perception of consumers towards social media advertising with the reference of ADTRUST scale among different age groups.

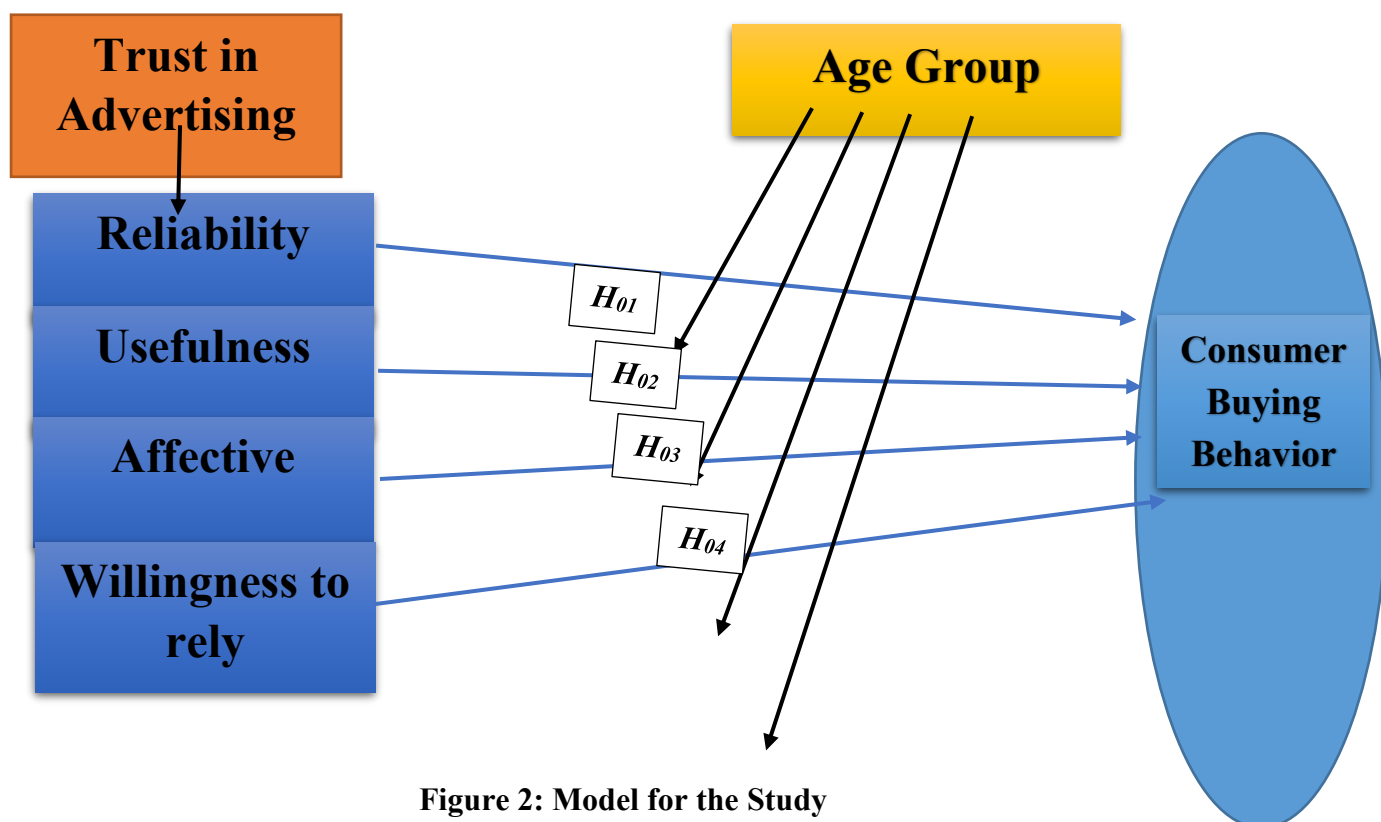


Figure 2: Model for the Study

(Source: Compiled by the researchers)

Table 4: ADTRUST Scale - Reliability

(Source: SPSS 25)

H₀₁: There is no significant difference between mean rank score of Reliability factor and age group.

The findings of the non-parametric Kruskal-Wallis H test—which found statistically significant variations in the median scores of the Reliability factor among several age groups—are shown in the table 4. Two quotes "*Social media advertisement influences shopping trends*" and "*Social media advertisements are unique*" reveal very great variations in opinions. Furthermore demonstrating a statistically significant difference is the claim of commercials failing to present a real picture. On the other hand, the remark on the fundamental character of social media ads did not reveal any notable variation, suggesting overall agreement among the participants.

➤ **H_{01a}:** There is no significant difference between mean rank score of advertising essential factor and age group.

From the above table, it can be observed that significant value of essential factor is 0.076. It means this value is higher than 0.05. So, it can be stated that H₀₁ cannot be rejected. Therefore, there is no significant difference between mean rank score of advertising essential factor and age group.

➤ **H_{01b}:** There is no significant difference between mean rank score of advertising influence factor and age group.

From the above table, it can be observed that significant value of influence factor is 0.00. It means this value is lesser than 0.05. So, it can be stated that H₀ is rejected. Therefore, there is significant difference between mean rank score of advertising influence factor and age group.

➤ **H_{01c}:** There is no significant difference between mean rank score of fake images of advertising factor and age group.

From the above table, it can be observed that significant value of fake images of advertising factor is 0.007. It means this value is lesser than 0.05. So, it can be stated that H₀ is rejected. Therefore, there is significant difference between mean rank score of fake images of advertising factor and age group.

➤ **H_{01d}:** There is no significant difference between mean rank score of unique advertising factor and age group.

From the above table, it can be observed that significant value of unique advertising factor is 0.00. It means this value is lesser than 0.05. So, it can be stated that H₀ is rejected. Therefore, there is significant difference between mean rank score of unique advertising factor and age group.

H₀₂: There is no significant difference between mean rank score of usefulness factor and age group.

Under the Usefulness element of the ADTRUST Scale, table 5 shows the Kruskal-Wallis H test findings for several assertions. Indicating universal agreement, there is no appreciable variation in opinions regarding whether social media ads help alleviate shopping issues. On the awareness of newest offers and the value of social media commercial information, however, there are notable variations in replies that point to different age groups or respondent categories seeing these elements differently. As substantial differences were discovered, the null hypothesis (H₀₂: No significant difference between the mean rank score of usefulness factor and age group) is partially refuted for statements (b) and (c).

➤ **H_{02a}:** There is no significant difference between mean rank score of problem-solving factor and age group.

From the above table, it can be observed that significant value of problem-solving factor is 0.101. It means this value is higher than 0.05. So, it can be stated that H₀₅ cannot be rejected. Therefore, there is no significant difference between mean rank score of problem-solving factor and age group.

➤ **H_{02b}:** There is no significant difference between mean rank score of awareness factor and age group.

From the above table, it can be observed that significant value of awareness factor is 0.021. It means this value is lesser than 0.05. So, it can be stated that H₀ is rejected. Therefore, there is significant difference between mean rank score of awareness factor and age group.

Table 5: ADTRUST Scale - Usefulness

(Source: SPSS 25)

➤ **H_{02c}:** There is no significant difference between mean rank score of usefulness factor and age group.

Factors	Title	Kruskal-Wallis H	Df	Asymp. Sig.
2. Usefulness	Social media advertisement helps me to solve my shopping related problems.	6.238	3	0.101
	Social media advertisement makes me aware about the latest price, offers, and discount.	9.729	3	0.021
	Information obtained from the social media advertisements would be useful.	8.680	3	0.034

Table 6: ADTRUST Scale - Affective

(Source: SPSS 25)

From the above table, it can be observed that significant value of usefulness factor is 0.034. It means this value is lesser than 0.05. So, it can be stated that H_0 is rejected. Therefore, there is significant difference between mean rank score of usefulness factor and age group.

Factors	Title	Kruskal-Wallis H	Df	Asymp. Sig.
3. Affective	Social media advertisements make you buy things you don't really need.	8.528	3	0.036
	Social media advertisement is interesting and attractive.	10.982	3	0.012
	Social media ads are creative enough to attract the customer's attention.	11.418	3	0.010

H₀₃: There is no significant difference between mean rank score of affective factor and age group.

Under the affective element of the ADTRUST Scale, table 6 shows the Kruskal-Wallis H test findings for several sentences. All three statements under the Affective component reveal statistically significant variations, therefore respondents in different age groups or categories view the persuasiveness, attractiveness, and creativity of social media ads differently. It can be inferred that opinions on the emotional appeal of social media ads vary greatly among groups since the null hypothesis (H_{03} : There is no significant difference between the mean rank score of affective factor and age group) is rejected.

➤ **H_{03a}:** There is no significant difference between mean rank score of need factor and age group.

From the above table, it can be observed that significant value of need factor is 0.036. It means this value is lesser than 0.05. So, it can be stated that H_0 is rejected. Therefore, there is significant difference between mean rank score of need factor and age group.

➤ **H_{03b}:** There is no significant difference between mean rank score of interesting factor and age group.

From the above table, it can be observed that significant value of interesting factor is 0.012. It means this value is lesser than 0.05. So, it can be stated that H_0 is rejected. Therefore, there is significant difference between mean rank score of interesting factor and age group.

➤ **H_{03c}:** There is no significant difference between mean rank score of customer attention factor and age group.

From the above table, it can be observed that significant value of customer attention factor is 0.010. It means this value is lesser than 0.05. So, it can be stated that H_0 is rejected. Therefore, there is significant difference between mean rank score of customer attention factor and age group.

H₀₄: There is no significant difference between mean rank score of willingness to rely factor and age group.

- **H_{04a}:** There is no significant difference between mean rank score of misleading advertising factor and age group.

From the above table, it can be observed that significant value of misleading advertising factor is 0.045. It means this value is lesser than 0.05. So, it can be stated that H_0 is rejected. Therefore, there is significant difference between mean rank score of misleading advertising factor and age group.

Table 7: ADTRUST Scale - Willingness to rely

(Source: SPSS 25)

- **H_{04b}:** There is no significant difference between mean rank score of irritating factor and age group.

Factors	Title	Kruskal-Wallis H	Df	Asymp. Sig.
4. Willingness to rely	Most social media advertisement is misleading.	8.066	3	0.045
	Social media ads are irritating.	8.306	3	0.040
	Some products in social media have negative impact on our society.	12.791	3	0.005
	Social media ads are informative.	9.890	3	0.020
	The social media advertisements are concerned about their customers.	8.860	3	0.031

From the above table, it can be observed that significant value of irritating factor is 0.040. It means this value is lesser than 0.05. So, it can be stated that H_0 is rejected. Therefore, there is significant difference between mean rank score of irritating factor and age group.

- **H_{04c}:** There is no significant difference between mean rank score of negative impact and age group.

From the above table, it can be observed that significant value of negative impact factor is 0.005. It means this value is lesser than 0.05. So, it can be stated that H_0 is rejected. Therefore, there is significant difference between mean rank score of negative impact and age group.

- **H_{04d}:** There is no significant difference between mean rank score of informative factor and age group.

From the above table, it can be observed that significant value of informative factor is 0.020. It means this value is lesser than 0.05. So, it can be stated that H_0 is rejected. Therefore, there is significant difference between mean rank score of informative factor and age group.

- **H_{04c}**: There is no significant difference between mean rank score of willingness factor and age group.

From the above table, it can be observed that significant value of willingness factor is 0.031. It means this value is lesser than 0.05. So, it can be stated that H₀ is rejected. Therefore, there is significant difference between mean rank score of willingness factor and age group.

Discussion on the Results

Out of 224 respondents 115 are belonging to the age group of 21-30 which indicates that youth is more interested into the purchasing a product or service via online platform.

43% of respondents are students because our half of the respondents are following into the age group of 21-30. In the research, 98% are using the social media and they used 1-2 hours per day. Moreover, quarter (75%) of the respondents are purchasing a product 1-2 times per month.

Additionally, 222 respondents are thinking that social media advertising is the reliable source. Also, 217 respondents are watching an advertising on social media and after purchase the product. Moreover, 98% respondents are fully trust on the social media. 214 respondents are positive pre-judgement towards the internet to purchase the product. 216 respondents are thinking that government should make a strong regulation on an online advertisement. Also, 49% respondents are thinking that social media advertising is too repetitive.

Nowadays, a huge number of respondents are using the Instagram then Facebook and Sanpchat. Respondents are using the social media because of entertainment and shopping purpose. In the research the data is not normally distributed that's why the researcher should be using the non-parametric test, Kruskal-Wallis Test.

Managerial Implications

Using the ADTRUST Scale in Anand, this study on the effect of social media advertising on consumer buying behavior offers insightful analysis for legislators, corporate managers, and marketers.

Companies should concentrate on openness, credibility, and authenticity in their social media marketing since the ADTRUST Scale gauges customer confidence in ads. Establish consumer confidence by using confirmed accounts, client endorsements, and influencer sponsorships. To keep long-term trust, avoid false assertions and make sure ads match real product or service quality.

Anand's customers can react differently to different ad formats—such as videos, photos, and carousel advertisements. Data analytics should be used by companies to segment consumers depending on demographics, interests, and online activity for highly customized marketing. Different ad creatives can be used A/B testing to find the most successful messaging style.

Engagement and recall can be raised via social media ads supporting user interaction—polls, quizzes, live Q&A sessions). Companies should concentrate on two-way communication—quickly addressing comments and messages to build loyalty and trust.

The study is based in Anand, hence working with local micro-influencers or influencers can help to increase ad credibility. Community-driven campaigns—user-generated content, local event promotions—can help Anand's customers to develop brand connection.

The ADTRUST Scale should be a diagnostic tool used by companies to evaluate how various marketing campaigns affect consumer trust and purchase choices. Track metrics including click-through rates (CTR), conversion rates, and post-purchase comments to hone plans.

Companies have to follow advertising rules (e.g., revealing sponsorships, avoiding fraudulent claims) under increased focus on digital commercials. Apart from fostering trust, ethical advertising lowers the possibility of customer reaction.

Social media ads affect purchasing behavior, thus companies should make sure the change from ad exposure to purchase goes smoothly (e.g., by including WhatsApp/instagram stores, simple checkout links). Offer several payment choices (UPI, COD) to satisfy a range of Anand consumer preferences.

The results show that in Anand, consumer reactions to social media marketing depend much on trust, relevance, and involvement. Data-driven, ethical, and consumer-centric advertising approaches will help companies improve ad efficacy and direct purchasing decisions.

Conclusion

It is concluded that, according to the ADTRUST Scale, social media advertising has a big influence on how consumers in the Anand region perceive and trust commercials. Depending on the kind of good or service being marketed in the Anand area, social media advertising efficacy varies. According to the ADTRUST Scale, social media advertising has a favourable effect on brand recognition and awareness in the Anand area. The Anand region has a high prevalence of consumer mistrust of social media advertising, which lowers trust levels as evaluated by the ADTRUST Scale. The success of social media advertising in the Anand region may be influenced by certain demographic parameters like age or economic level.

Overall, this study contributes to the existing body of knowledge on social media advertising and consumer behavior, specifically in the context of the Anand region. The findings provide valuable insights for marketers and businesses seeking to leverage social media platforms effectively and build consumer trust to drive favourable consumer behaviour.

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Annexure- I: The ADTRUST Scale

Factors	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1. Reliability					
Social Media advertisement is essential.					
Social media advertisement influences the shopping trend.					
Social media advertisement does not provide a true picture of the product advertised.					
The social media advertisements are unique.					
2. Usefulness					
Social media advertisement helps me to solve my shopping related problems.					
Social media advertisement makes me aware about the latest price, offers, and discount.					
Information obtained from the social media advertisements would be useful.					
3. Affective					
Social media advertisements make you buy things you don't really need.					
Social media advertisement is interesting and attractive.					
social media ads are creative enough to attract the customer's attention					
4. Willingness to rely					
Most social media advertisement is misleading.					
Social media ads are irritating.					
Some products in social media have negative impact on our society.					
Social media ads are informative.					
The social media advertisements are concerned about their customers.					