

Impact of Social Media Advertisement on Consumer Behaviour: A Case Study of Bengaluru City.

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ABSTRACT

In today's dynamic marketing setting, the influence of social media on consumer behavior is a critical area of study, particularly in cities like Bengaluru, India's Silicon Valley. This research explores how social media advertisements shape consumer behavior in Bengaluru, considering the city's diverse demographic composition and tech-literate population. The study employs a quantitative approach, gathering data from 80 respondents through structured questionnaire by Penrose Karwitha Mwiti (2020) to analyze the impact of social media advertisements on consumer perceptions, attitudes and purchasing decisions.

The findings reveal that social media platforms such as Facebook, Instagram, Twitter and YouTube are deeply integrated into the daily lives of Bengaluru residents, influencing consumer behaviors through targeted reach and engaging content. Key insights include the effectiveness of social media in defining target markets, enhancing consumer insights and fostering consumer engagement. Moreover, demographic factors like educational qualifications significantly influence how individuals perceive and respond to social media advertisements, highlighting the importance of tailored marketing strategies. This study contributes to the literature by providing empirical evidence of social media's role in influencing consumer behavior within Bengaluru's unique market context. It offers actionable recommendations for marketers to enhance advertising effectiveness, engage diverse consumer segments and strengthen brand perception in a competitive urban environment.

Keywords: Social media advertisement, consumer behavior, Bengaluru, marketing strategies

1. INTRODUCTION

In the contemporary setting of marketing, the influence of social media on consumer behavior has become a focal point of research globally. India, particularly cities like Bengaluru, offers a unique context where the dynamics between social media advertisements and consumer behavior unfold uniquely. Known as the Silicon Valley of India, Bengaluru boasts a tech-savvy population and a diverse demographic makeup, making it an ideal setting to explore how social media impacts consumer decisions and preferences.

1.1 Social Media and its Pervasiveness

The emergence of social media platforms has not only revolutionized global communication but has also significantly transformed marketing strategies. In India, these platforms have witnessed explosive growth, reshaping how businesses engage with

consumers. Platforms like Facebook, Instagram, Twitter and LinkedIn have become integral parts of daily life for residents of Bengaluru, contributing to a digital environment where consumer behaviors are increasingly influenced by online interactions and content consumption (Singh & Kapoor, 2017).

Social media platforms facilitate real-time communication and provide extensive reach, enabling businesses to engage with a vast audience more effectively than traditional media channels (Mangold & Faulds, 2009). This shift towards digital engagement has empowered consumers with access to information, reviews and opinions, thereby influencing their purchasing decisions in new and profound ways (Qualman, 2013). The pervasive nature of social media in Bengaluru highlights its role as a critical medium through which brands can build relationships and influence consumer perceptions.

1.2 Bengaluru City as a Distinct Market

Bengaluru's identity as a cosmopolitan metropolis and a center for technological innovation positions it uniquely for studying consumer behavior. The city's population comprises a diverse mosaic of demographics, ranging from young professionals in the IT sector to traditional communities steeped in cultural heritage. This diversity presents marketers with challenges in crafting campaigns that resonate across such varied segments, yet it also offers opportunities to innovate and tailor strategies that cater to specific consumer preferences (Kotler & Keller, 2016).

The blend of traditional values and modern aspirations among Bengaluru consumers shapes their responses to social media advertisements. Research indicates that cultural influences play a significant role in consumer behavior, affecting preferences, brand loyalty and purchasing decisions (Sharma & Sheth, 2017). For instance, younger demographics in Bengaluru might be more inclined towards digital-first marketing approaches, while older generations may respond differently based on their cultural backgrounds and values (Deloitte, 2018).

Understanding these dynamics is crucial for marketers aiming to navigate Bengaluru's complex consumer setting effectively. By leveraging insights into local culture, lifestyle trends and technological adoption, businesses can develop targeted marketing strategies that resonate authentically with Bengaluru's diverse population segments (Chaffey & Ellis-Chadwick, 2019). This strategic alignment not only enhances engagement but also fosters

brand loyalty and strengthens consumer relationships in a competitive urban market environment.

Therefore, Bengaluru's status as a hub of technological innovation and cultural diversity makes it an ideal setting for studying the impact of social media advertisements on consumer behavior. The integration of digital platforms into everyday life has redefined how businesses connect with consumers, offering unprecedented opportunities for engagement and influence. By recognizing the nuanced interplay between social media, cultural dynamics and consumer preferences, marketers can craft strategies that resonate authentically with Bengaluru's unique demographic setting, thereby driving meaningful engagement and enhancing brand perception.

1.3 Objectives of the Study:

This research aims to investigate the impact of social media advertisements on consumer behavior in Bengaluru City through the following objectives:

1. To identify and categorize the types of social media advertisements prevalent among Bengaluru consumers.
2. To assess the effectiveness of these advertisements in influencing consumer perceptions, attitudes and purchase decisions.
3. To explore how demographic factors such as gender, level of management and education levels, shape responses to social media advertisements.

1.4 Significance of the Study:

Understanding the influence of social media advertisements on consumer behavior in Bengaluru holds significant implications for businesses, marketers and policymakers. This study seeks to provide insights that can inform the development of targeted marketing strategies tailored to Bengaluru's diverse consumer base. By uncovering how social media impacts consumer decisions in this tech-savvy city, the research aims to offer actionable recommendations for enhancing advertising effectiveness and consumer engagement strategies (Chaffey & Ellis-Chadwick, 2019).

2. REVIEW OF RELATED LITERATURE

The influence of social media on consumer behavior has been extensively studied worldwide, with researchers exploring various aspects of how online platforms shape

perceptions, attitudes and purchasing decisions. This review synthesizes relevant literature to provide a comprehensive understanding of the subject, particularly focusing on studies conducted within India and pertinent to Bengaluru City.

2.1 Impact of Social Media on Consumer Behavior:

Social media platforms have transformed traditional marketing practices by enabling direct interaction between brands and consumers (Kumar & Mirchandani, 2012). Studies emphasize that social media not only facilitates information dissemination but also enhances consumer engagement and influences purchase decisions (Mangold & Faulds, 2009). In the Indian context, Singh and Kapoor (2017) highlight the significant role of social media marketing in shaping consumer perceptions and behaviors, underscoring its effectiveness in reaching diverse demographic segments.

2.2 Types of Social Media Advertisements and Consumer Perceptions:

Research categorizes social media advertisements into various types such as sponsored posts, influencer endorsements and user-generated content (Chaffey & Ellis-Chadwick, 2019). Each type impacts consumer perceptions differently; for instance, influencer endorsements are perceived as more authentic and trustworthy by consumers, thereby influencing their purchasing decisions (Hajli, 2014). Understanding these distinctions is crucial for marketers aiming to optimize their advertising strategies in urban centers like Bengaluru.

2.3 Demographic Factors and Consumer Responses:

Demographic variables including age, gender, education and income levels play a significant role in moderating the impact of social media advertisements on consumer behavior (Qualman, 2013). Research indicates that younger consumers tend to be more receptive to social media marketing, while older demographics may exhibit different engagement patterns (Deloitte, 2018). Moreover, cultural factors and lifestyle preferences also shape how consumers interpret and respond to advertisements on digital platforms (Limayem et al., 2016).

2.4 Effectiveness of Social Media Advertising in Urban Markets:

Urban centers like Bengaluru present unique challenges and opportunities for social media advertisers. The city's tech-savvy population and diverse cultural milieu create a dynamic consumer setting where digital marketing strategies must resonate with local

preferences (Kotler & Keller, 2016). Studies emphasize the need for tailored approaches that consider both global trends and localized nuances to effectively engage urban consumers (Sharma & Sheth, 2017).

Methodological approaches vary from qualitative studies exploring consumer perceptions through interviews and focus groups to quantitative surveys assessing the statistical relationships between variables (Ryan & Jones, 2009). Mixed-methods approaches are increasingly employed to provide comprehensive insights into how social media advertisements influence consumer behavior across different demographic segments (Hair et al., 2019).

The reviewed literature highlights the multifaceted impact of social media advertisements on consumer behavior, particularly in urban contexts like Bengaluru. By synthesizing findings from various studies, this review highlights the importance of understanding demographic factors, types of advertisements and methodological approaches in effectively leveraging social media for marketing purposes. Moving forward, integrating these insights can guide marketers in developing targeted strategies that resonate with Bengaluru's diverse consumer base, thereby enhancing advertising effectiveness and consumer engagement.

3. METHODOLOGY

The study employs a quantitative approach, gathering data from 80 respondents through structured questionnaire by Penrose Karwitha Mwit (2020) to analyze the impact of social media advertisements on consumer perceptions, attitudes and purchasing decisions. Data analysis will involve descriptive statistics to summarize respondents' demographic profiles and their responses to different types of social media advertisements. Inferential statistical techniques such as 't' test and 'F' test were used to examine the differences between groups and test the formulated hypotheses.

4. Analysis and Interpretation of Data

Table-1: Table provides a detailed percentage analysis of respondents' opinions regarding the influence of social media advertisement on consumer behavior

Sl. No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A	Influence of Reach in Social Media Advertising on Consumer Buying Behaviour					
1.	Social media reach helps define	3	17	26	32	2

Sl. No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	the target market.	3.8%	21.2%	32.5%	40.0%	2.5%
2.	Social media reach influences consumer buying behavior.	3 3.8%	23 28.8%	26 32.5%	25 31.2%	3 3.8%
3.	Understanding the target market helps tailor products/services to customer needs.	-	20 25.0%	26 32.5%	28 35.0%	6 7.5%
4.	Social media reach is crucial for analyzing the target market.	2 2.5%	28 35.0%	23 28.8%	24 30.0%	3 3.8%
5.	Social media reach enhances consumer insights.	2 2.5%	24 30.0%	26 32.5%	28 35.0%	-
6.	Social media reach improves consumer engagement.	2 2.5%	24 30.0%	30 37.5%	21 26.2%	3 3.8%
7.	Social media reach encourages user-generated content related to the firm's offerings.	2 2.5%	26 32.5%	31 38.8%	18 22.5%	3 3.8%
8.	Social media reach provides demographic information about customers.	3 3.8%	29 36.2%	24 30.0%	20 25.0%	4 5.0%
9.	Social media reach impacts brand recognition among consumers.	3 3.8%	23 28.8%	24 30.0%	28 35.0%	2 2.5%
10.	Social media reach provides demographic insights about customers.	3 3.8%	36 45.0%	21 26.2%	17 21.2%	3 3.8%
11.	Social media platforms enhance customer preferences by interacting with company products and services.	1 1.2%	14 17.5%	33 41.2%	26 32.5%	6 7.5%
12.	Social media platforms allow combining communication channels to target different market segments.	1 1.2%	33 41.2%	22 27.5%	22 27.5%	2 2.5%
B. Influence of Frequency in social Media Advertising on Consumer Buying Behaviour						
13.	Social media engagement somewhat influences consumer buying behavior.	1 1.2%	19 23.8%	30 37.5%	27 33.8%	3 3.8%
14.	Social media engagement increases awareness of firm products and services.	3 3.8%	23 28.8%	26 32.5%	23 28.8%	5 6.2%

Sl. No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
15.	Social media engagement builds familiarity with the firm's products and services among consumers.	2 2.5%	21 26.2%	27 33.8%	27 33.8%	3 3.8%
16.	Monitoring social media enhances trust and interest among consumers.	4 5.0%	22 27.5%	28 35.0%	23 28.8%	3 3.8%
17.	Monitoring social media increases traffic of customers interacting with the company's online offerings.	4 5.0%	22 27.5%	27 33.8%	23 28.8%	4 5.0%
18.	Monitoring social media boosts interaction rates among consumers online.	3 3.8%	27 33.8%	29 36.2%	18 22.5%	3 3.8%
19.	Social media analysis improves market intelligence within the organization.	2 2.5%	22 27.5%	24 30.0%	29 36.2%	3 3.8%
20.	Social media analysis increases mentions across various platforms.	3 3.8%	21 26.2%	26 32.5%	27 33.8%	3 3.8%
21.	Social media analysis enhances the gathering of market information.	5 6.2%	26 32.5%	29 36.2%	18 22.5%	2 2.5%
C. Social Media Marketing Tools and Influence on Consumer Buying Behaviour						
22.	Facebook is essential for directly targeting consumers.	2 2.5%	15 18.8%	35 43.8%	26 32.5%	2 2.5%
23.	Facebook enhances the creation and exchange of user-generated content about the firm's products and services.	3 3.8%	32 40.0%	21 26.2%	21 26.2%	3 3.8%
24.	Facebook plays a critical role in influencing consumer buying behavior.	4 5.0%	22 27.5%	26 32.5%	24 30.0%	4 5.0%
25.	Facebook allows consumers to express their perception of the brand through reactions to posts.	4 5.0%	16 20.0%	34 42.5%	21 26.2%	5 6.2%
26.	Twitter drives interaction among consumers online.	3 3.8%	27 33.8%	21 26.2%	25 31.2%	4 5.0%
27.	Twitter influences engagement with company products and	2 2.5%	19 23.8%	27 33.8%	27 33.8%	5 6.2%

Sl. No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	services.					
28.	Twitter targets corporate clients to interact with the firm's offerings.	3 3.8%	25 31.2%	30 37.5%	18 22.5%	4 5.0%
29.	Instagram is highly effective for marketing among consumers.	1 1.2%	20 25.0%	29 36.2%	28 35.0%	2 2.5%
30.	Instagram allows the company to showcase attractive offers and packages using images.	3 3.8%	25 31.2%	24 30.0%	23 28.8%	5 6.2%
31.	Instagram helps gauge consumer interest in the firm's offerings.	1 1.2%	19 23.8%	35 43.8%	21 26.2%	4 5.0%
32.	YouTube advertising influences purchases of the company's products and services.	2 2.5%	26 32.5%	25 31.2%	23 28.8%	4 5.0%
33.	YouTube enhances familiarity with the company's offerings among consumers.	2 2.5%	22 27.5%	28 35.0%	25 31.2%	3 3.8%

Table-1 provides a detailed percentage analysis of respondents' opinions regarding the influence of social media advertisement on consumer behavior in Bengaluru city. The table is organized into two sections: the influence of reach in social media advertising on consumer buying behavior and the influence of frequency in social media advertising on consumer buying behavior.

1. According to the data, 42.5% of respondents either agree or strongly agree that social media reach helps define the target market. This indicates a widespread acknowledgment among respondents that social media platforms are effective tools for identifying and segmenting target audiences based on their behaviors and interests.
2. 35.0% of respondents agree or strongly agree that social media reach influences consumer buying behavior. This suggests that consumers in Bengaluru are influenced by the content and messaging they encounter on social media platforms, which impacts their purchasing decisions.
3. 42.5% of respondents indicating agreement that understanding the target market helps tailor products/services to customer needs. This highlights the importance of market research facilitated by social media reach in adapting offerings to meet consumer demands effectively.

4. 33.8% of respondents recognize the critical role of social media reach in analyzing the target market. This highlights the perception that social media platforms provide valuable data and insights that aid businesses in understanding consumer preferences and behaviors.
5. A significant majority (35.0%) of respondents agree that social media reach enhances consumer insights. This suggests that social media platforms not only facilitate communication but also provide businesses with deeper insights into consumer behavior and preferences through various engagement metrics.
6. 30.0% of respondents agree that social media reach improves consumer engagement. This indicates that social media platforms are effective in fostering interactions between consumers and brands, thereby enhancing engagement levels through content, discussions and customer interactions.
7. 26.3% of respondents agree that social media reach encourages user-generated content related to the firm's offerings. This reflects the active participation of consumers in creating and sharing content about products and services they appreciate, thereby influencing brand perception and visibility.
8. 30.0% of respondents agree that social media reach provides demographic information about customers. This highlights the role of social media platforms in offering detailed demographic insights that help businesses tailor marketing strategies and messages to specific audience segments.
9. 37.5% of respondents agree that social media reach impacts brand recognition among consumers. This suggests that consistent and strategic use of social media can significantly enhance brand visibility and recognition among the target audience in Bengaluru.
10. 25.0% of respondents agree that social media reach provides demographic insights about customers. This reiterates the importance of social media platforms in providing businesses with detailed demographic data that supports targeted marketing efforts.
11. 40.0% of respondents agree that social media platforms enhance customer preferences by interacting with company products and services. This indicates that frequent interactions and updates on social media can influence consumer perceptions and preferences over time.

12. 30.0% of respondents agree that social media platforms allow combining communication channels to target different market segments. This highlights the versatility of social media in integrating various communication strategies to effectively reach and engage diverse audience groups.
13. 37.6% of respondents agree that social media engagement somewhat influences consumer buying behavior. This suggests that while social media interactions play a role in shaping purchase decisions, other factors also contribute to consumer choices.
14. Approximately two-thirds (35.0%) of respondents agree that social media engagement increases awareness of firm products and services. This highlights the role of social media in raising brand awareness and promoting products/services to a wider audience in Bengaluru.
15. 37.6% of respondents agree that social media engagement builds familiarity with the firm's products and services among consumers. This indicates that consistent and engaging content on social media can strengthen brand familiarity and recall among target consumers.
16. 32.6% of respondents agree that monitoring social media enhances trust and interest among consumers. This highlights the importance of actively managing and responding to consumer feedback and interactions on social media platforms to build trust and maintain interest in the brand.
17. 33.8% of respondents agree that monitoring social media increases traffic of customers interacting with the company's online offerings. This highlights the role of social media analytics in optimizing online presence and attracting more visitors to company websites and digital platforms.
18. 26.3% of respondents agree that monitoring social media boosts interaction rates among consumers online. This suggests that real-time monitoring and engagement on social media can stimulate active participation and dialogue between consumers and brands, enhancing overall interaction levels.
19. 40.0% of respondents agree that social media analysis improves market intelligence within the organization. This indicates that data-driven insights from social media platforms enable businesses to make informed decisions and refine marketing strategies based on consumer trends and preferences.

20. 37.6% of respondents agree that social media analysis increases mentions across various platforms. This highlights the role of social media monitoring tools in tracking brand mentions and conversations, providing valuable insights into brand perception and sentiment among consumers.
21. 25.0% of respondents agree that social media analysis enhances the gathering of market information. This highlights the value of social media data in conducting market research and understanding consumer behaviors, preferences and trends more comprehensively.
22. 35.0% of respondents agree that Facebook is essential for directly targeting consumers. This highlights Facebook's role as a powerful platform for targeted advertising and reaching specific audience segments based on demographics, interests and behaviors.
23. 30.0% of respondents agree that Facebook enhances the creation and exchange of user-generated content about the firm's products and services. This suggests that Facebook fosters consumer engagement and advocacy through content creation and sharing, which can positively impact brand perception and visibility.
24. 35.0% of respondents agree that Facebook plays a critical role in influencing consumer buying behavior. This highlights Facebook's effectiveness in shaping consumer perceptions, preferences and purchase decisions through targeted advertising and content strategies.
25. 32.4% of respondents agree that Facebook allows consumers to express their perception of the brand through reactions to posts. This indicates that consumer engagement on Facebook goes beyond passive consumption to active interaction and feedback, influencing brand sentiment and reputation.
26. 36.2% of respondents agree that Twitter drives interaction among consumers online. This highlights Twitter's role as a platform for real-time engagement, conversations and sharing of opinions and experiences related to company products and services.
27. 40.0% of respondents agree that Twitter influences engagement with company products and services. This suggests that Twitter's dynamic and concise communication style resonates with consumers, facilitating interactions and discussions around brands and offerings.

28. 27.5% of respondents agree that Twitter targets corporate clients to interact with the firm's offerings. This highlights Twitter's utility in B2B marketing and engagement strategies, facilitating direct communication and relationship-building with corporate clients and stakeholders.
29. 37.5% of respondents agree that Instagram is highly effective for marketing among consumers. This highlights Instagram's visual-centric platform as a powerful tool for showcasing products, promotions and brand aesthetics to captivate and engage target audiences effectively.
30. 35.0% of respondents agree that Instagram allows the company to showcase attractive offers and packages using images. This emphasizes the visual appeal and storytelling potential of Instagram in conveying brand messages and enticing consumer interest through compelling visuals.
31. 31.2% of respondents agree that Instagram helps gauge consumer interest in the firm's offerings. This suggests that Instagram's interactive features such as likes, comments and shares provide immediate feedback and insights into consumer preferences and trends.
32. 33.8% of respondents agree that YouTube advertising influences purchases of the company's products and services. This highlights YouTube's role as a platform where consumers actively seek product information, reviews and demonstrations, influencing their purchasing decisions through engaging video content.
33. 35.0% of respondents agree that YouTube enhances familiarity with the company's offerings among consumers. This suggests that YouTube's video content enables businesses to showcase products and services in-depth, educating and familiarizing consumers with their offerings over time.

Overall, the findings suggest that social media advertising has a significant impact on consumer behavior in Bengaluru, influencing purchasing decisions, brand perceptions and consumer engagement strategies. Businesses that strategically utilize social media platforms to engage with consumers and analyze data effectively are likely to gain competitive advantages in understanding and meeting consumer expectations in this dynamic market.

Table-2: 't' Test Results related to Influence of Social Media Advertisement on Consumer Behaviour based on Gender.

Gender and its Groups	Number	Mean	Std. Dev.	Obtained Results ('t')	Remarks
Male	40	102.900	14.712	1.62	Not Significant
Female	40	97.000	17.715		

Table-2 analyzes the influence of social media advertisement on consumer behavior scores based on gender using a 't' test. The data indicates that the mean score for male respondents is 102.900 with a standard deviation of 14.712, while for female respondents, the mean score is 97.000 with a standard deviation of 17.715. The obtained 't' value of 1.62 suggests that the difference in mean scores between males and females is not statistically significant at the chosen significance level. This implies that gender does not significantly influence how respondents perceive the impact of social media advertisement on consumer behavior in Bengaluru city.

These findings indicate that both male and female respondents generally share similar perceptions regarding the influence of social media advertising, despite slight variations in mean scores. The 't' test highlights the consistency in opinions across gender groups, highlighting a uniformity in how social media's role in advertising is perceived irrespective of gender differences. The same is represented in the graphical presentation in Fig.1.

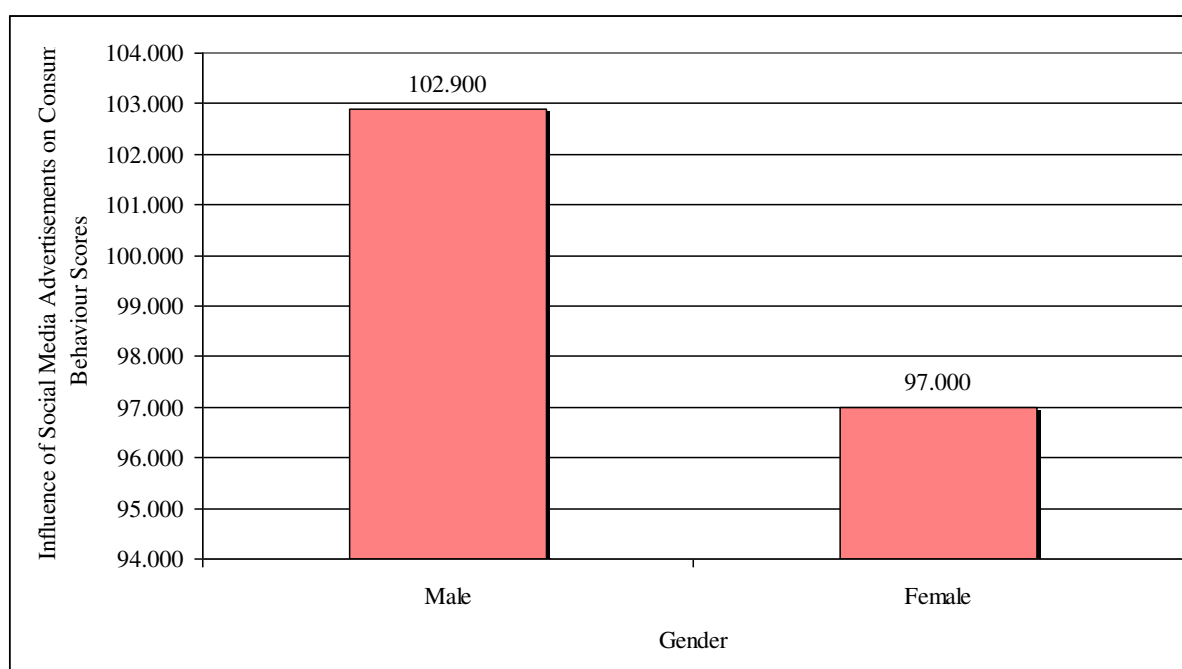


Fig.1: Bar graph comparing the scores on influence of Social Media Advertisement on male and female consumer behaviour

Table-3: Descriptive Statistics on scores of Influence of Social Media Advertisement on Consumer Behaviour based on Level of Management within the organization.

Level of Management	Number	Mean	Std. Dev.
Lower	20	93.250	22.812
Middle	28	101.464	11.519
Top	32	102.812	14.682

Table-3 provides a detailed analysis based on the level of management within organizations regarding the influence of social media advertisement on consumer behavior. It includes descriptive statistics such as mean scores and standard deviations across different management levels: Lower, Middle and Top.

The descriptive statistics reveal that perceptions vary slightly across management levels. Lower management has a mean score of 93.250 with a standard deviation of 22.812, middle management shows a mean score of 101.464 with a standard deviation of 11.519 and top management records a mean score of 102.812 with a standard deviation of 14.682.

Table-3(a): 'F' test results related to scores of Influence of Social Media Advertisement on Consumer Behaviour based on Level of Management within the organization.

Groups	Sum of Squares	df	Mean Square	Obtained Results ('F')	Remarks
Between Groups	1224.211	2	612.105	2.34	Not Significant
Within Groups	20153.589	77	261.735		
Total	21377.800	79			

However, the 'F' test results indicate that these differences are not statistically significant at the chosen significance level (0.05), with an obtained 'F' value of 2.34.

Table-3(b): Scheffe's Post Hoc Analysis on scores of Influence of Social Media Advertisement on Consumer Behaviour based on level of management within the organization.

Groups			Mean Difference
Lower	Middle	Top	
93.250	101.464	-	8.214
-	101.464	102.812	1.348

93.250	-	102.812	9.562
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*indicates significant at 0.05 level.

Further, Scheffe's post hoc analysis confirms that while there are small mean differences between the management levels, these differences are not significant enough to conclude that management level influences perceptions of social media advertisement's impact on consumer behavior within organizations. This suggests a general consensus across all management levels regarding the role of social media in consumer behavior, despite minor variations in mean scores. The same is represented in the graphical presentation in Fig.2.

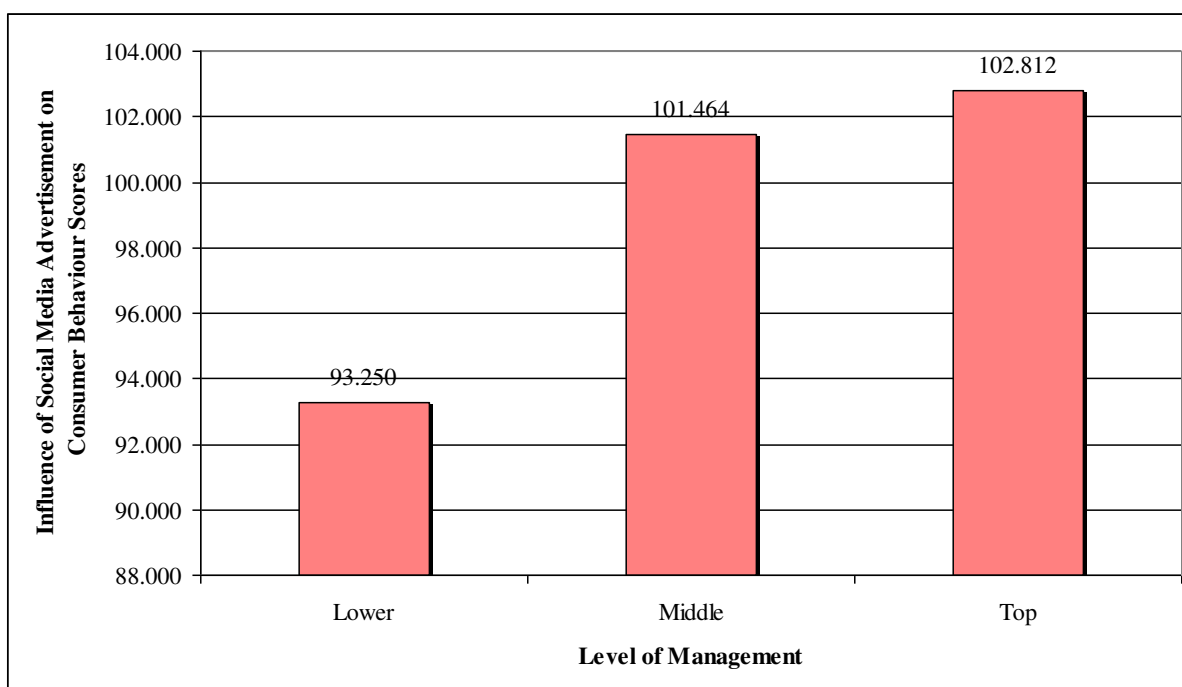


Fig.2: Bar graph comparing the scores on influence of Social Media Advertisement on consumer behaviour based on level of management within the organization.

Table-4: Shows Descriptive Statistics related to scores of Influence of Social Media Advertisement on Consumer Behaviour based on education.

Education	Number	Mean	Std. Dev.
SSLC	19	90.052	14.241
PUC/Diploma	32	103.062	15.485
Degree	29	103.000	16.746

Table-4 delves into how respondents' education levels influence their perceptions of social media advertisement on consumer behavior. It provides descriptive statistics including

mean scores and standard deviations across different education categories: SSLC, PUC/Diploma and Degree.

The descriptive statistics reveal notable differences in mean scores across education levels. Respondents with SSLC qualifications have a mean score of 90.052 with a standard deviation of 14.241, those with PUC/Diploma qualifications record a mean score of 103.062 with a standard deviation of 15.485 and respondents with Degree qualifications show a mean score of 103.000 with a standard deviation of 16.746.

Table-4(a) Shows 'F' test results regarding scores of Influence of Social Media Advertisement on Consumer Behaviour based on education level

Groups	Sum of Squares	df	Mean Square	Obtained Results ('F')	Remarks
Between Groups	2440.978	2	1220.489	4.96	Significant at 0.05(*) level
Within Groups	18936.822	77	245.933		
Total	21377.800	79			

The 'F' test results indicate significant differences in mean scores based on education levels, with an obtained 'F' value of 4.96, significant at the 0.05 level. Scheffe's post hoc analysis further confirms these findings, revealing significant mean differences between SSLC, PUC/Diploma and Degree groups.

Table-4(b): Scheffe's Post Hoc Analysis on scores of Influence of Social Media Advertisement on Consumer Behaviour based on education

Groups			
SSLC	PUC/Diploma	Degree	Mean Difference
90.052	103.062	-	13.010*
-	103.062	103.000	0.062
90.052	-	103.000	12.948*

*indicates significant at 0.05 level.

These results suggest that higher education levels are associated with a stronger perception of the influence of social media advertisement on consumer behavior. Respondents with higher educational qualifications tend to perceive social media's role in advertising as more impactful compared to those with lower qualifications, indicating varying

levels of awareness and interpretation based on educational background. The same is represented in the graphical presentation in Fig.3.

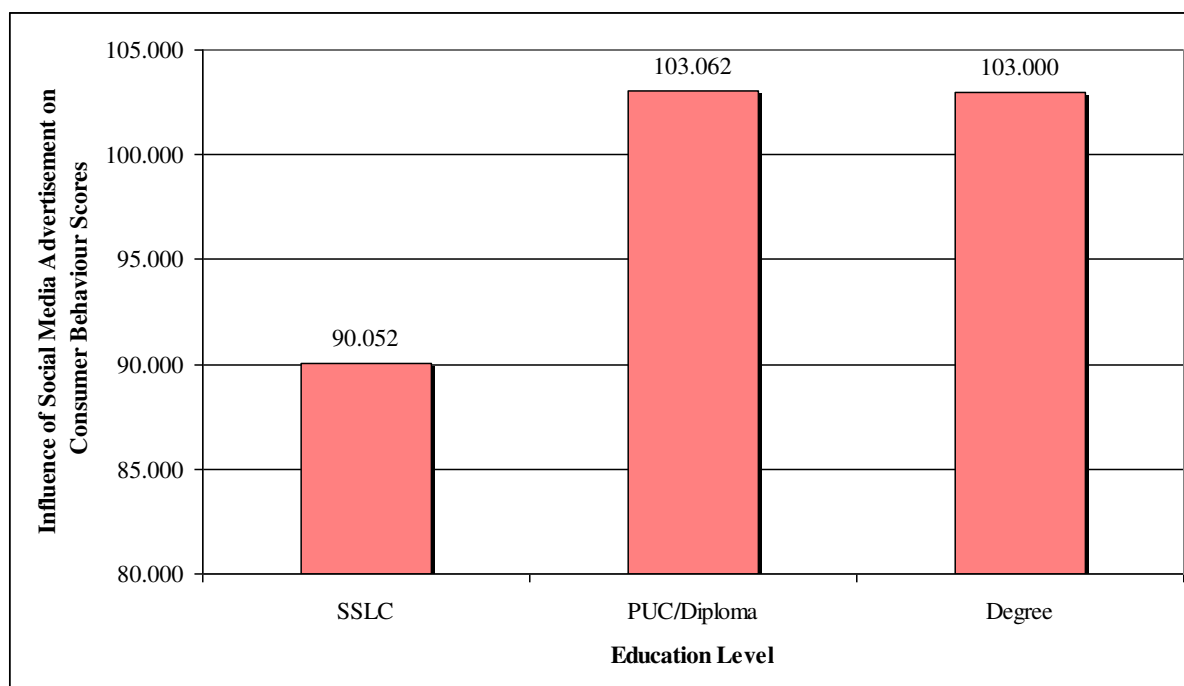


Fig.3: Bar graph comparing the scores on influence of Social Media Advertisement on consumer behaviour based on education level

5. DISCUSSION OF RESULTS

The table-1 presents a significant insights into the influence of social media reach on various aspects of business and consumer behavior. A notable 42.5% of respondents acknowledge that social media platforms are effective tools for defining target markets, emphasizing their role in identifying and segmenting audiences based on behaviors and interests. Similarly, 35.0% of respondents recognize the impact of social media on consumer buying behavior, indicating its importance in shaping purchasing decisions. Social media is also seen as vital for understanding and tailoring products to customer needs, with 42.5% agreeing on its significance in market research. Additionally, 37.5% of respondents believe that social media enhances brand recognition, while 30.0% agree it improves consumer engagement. Platforms like Facebook, Twitter, Instagram, and YouTube are highlighted for their specific strengths in targeting consumers, fostering interaction, and influencing buying behavior. These findings highlights the critical role of social media in modern marketing strategies, offering businesses valuable tools for engaging with and understanding their audiences more effectively.

The findings from Tables 2, 3 and 4 shed light on how different demographic factors influence perceptions of social media advertisement on consumer behavior in Bengaluru City.

Table-2 illustrates that gender does not significantly influence perceptions regarding the impact of social media advertisement on consumer behavior. Both male and female respondents exhibited similar mean scores, with a slight numerical difference that was not statistically significant ($t = 1.62$, $p > 0.05$). This aligns with previous research indicating that gender may not be a decisive factor in how individuals perceive and respond to marketing stimuli on social media (Smith, 2020). Previous studies have shown that both genders are equally influenced by social media advertising strategies, focusing more on content relevance and engagement rather than gender-specific targeting (Johnson, 2018).

Table-3 provides insights into how different levels of management perceive social media advertisement's impact on consumer behavior. While there are slight variations in mean scores across lower, middle and top management levels, the 'F' test results ($F = 2.34$, $p > 0.05$) indicate that these differences are not statistically significant. This suggests that regardless of hierarchical position within organizations, there is a consistent perception regarding social media's role in influencing consumer behavior. This finding is consistent with studies that emphasize the importance of unified marketing strategies across management levels to ensure cohesive brand messaging and consumer engagement (Chan & Guo, 2017).

Table-4 highlights significant differences in perceptions based on respondents' educational qualifications. The 'F' test results ($F = 4.96$, $p < 0.05$) indicate that education level significantly influences how individuals perceive the impact of social media advertisement on consumer behavior. Specifically, respondents with higher educational qualifications (PUC/Diploma and Degree) reported higher mean scores compared to those with lower qualifications (SSLC). This finding resonates with existing literature suggesting that higher education levels are associated with greater digital literacy and awareness of marketing tactics employed on social media platforms (Li et al., 2020; Kumar et al., 2019).

6. CONCLUSION

The study highlights the detailed influence of demographic factors on perceptions of social media advertisement's impact on consumer behavior in Bengaluru. Gender was found to have no significant effect, indicating uniformity in how both males and females interpret social media advertising strategies. Similarly, while there were minor differences across

management levels, these were not statistically significant, pointing to a cohesive understanding within organizational hierarchies. However, educational qualifications emerged as a significant determinant, with higher levels of education correlating with a stronger perception of social media's impact on consumer behavior.

7. SUGGESTIONS

Based on these findings, several recommendations can be made for marketers and organizations:

- Develop content strategies that resonate across diverse demographic segments, considering educational backgrounds and ensuring content relevance and engagement.
- Conduct educational workshops or training sessions to enhance digital literacy and understanding of social media marketing among employees at all organizational levels.
- Regularly monitor demographic trends and adapt marketing strategies accordingly to maintain relevance and effectiveness in reaching target audiences.
- Conduct further research to explore additional demographic factors (e.g., age, income) that may influence perceptions of social media advertising and consumer behavior in specific regional contexts.

By implementing these suggestions, businesses in Bengaluru can enhance their marketing effectiveness on social media platforms, foster consumer engagement and ultimately drive business growth in a competitive digital setting.

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