The Impact of Social Media Advertising on Consumer Purchasing Decisions: A Focus on Appeal Strategies In The Coimbatore District, Tamil Nadu

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Abstract- *This research examines how social media advertising affects consumer purchasing decisions in Coimbatore District, Tamil Nadu, focusing on various appeal strategies including emotional, rational, and social appeals. It underscores the significance of social media as a persuasive marketing tool in the digital era. Through consumer surveys, the study reveals that emotional content significantly motivates purchases, while social proof from influencers enhances credibility and intention to buy. Furthermore, personalized advertisements improve consumer engagement but pose challenges like information overload and skepticism. The findings provide valuable insights for marketers aiming to enhance their strategies and impact in the region.*

Keywords- social media, advertising social media platforms, Influencers

I. INTRODUCTION

Social media advertising is an important marketing strategy that helps reach the target audience quickly through platforms like Facebook, Instagram, Twitter, and others.It allows businesses to target specific demographics based on interests, location, and behavior, making campaigns more effective. This form of advertising also enables real-time tracking and optimization to improve performance. Social media ads offer the ability to create highly visual and engaging content like images, videos, carousels. This form of advertising not only reaches a broad audience but also provides real-time data and insights, allowing businesses to track performance, measure ROI, and optimize campaigns to achieve better results. Through tools like retargeting, businesses can re-engage users who have previously interacted with their brand, increasing conversion rates and brand loyalty.

The Impact of Social Media Platforms:

YouTube: YouTube is a key marketing tool with over two billion active users that significantly influence consumer buying behavior. Approximately 60 percent of online shoppers are inspired to purchase by video content. The platform serves as an advertising medium and a way for influencers to engage with communities, enhancing brand visibility and credibility through tutorials and reviews. Its interactive features facilitate community connections, making it essential in modern marketing. Influencers who share accurate information can positively impact consumer attitudes and purchasing intentions. The success of influencer content depends on its persuasiveness, which builds consumer trust and engagement. Additionally, maintaining positive perceptions is important for connecting influencer content to purchasing decisions.

Instagram: Instagram influencers significantly impact purchasing intentions, particularly among Generation Z. Key factors include trust in influencers, electronic word-of-mouth (eWOM), and the size of an influencer's audience. Trust is built through authenticity, emotional connections, and social responsibility. Consumers prefer influencers who share honest reviews and may disregard those endorsing harmful products. eWOM is essential in shaping purchasing choices, as positive reviews drive sales while negative feedback can deter buyers. Users have diverse views on influencers, with some prioritizing expertise and others celebrity status. Many initially joined Instagram for social engagement rather than shopping, influenced by peers and technology. Over-commercialization and misleading promotions can erode trust, making transparency crucial. Marketers should collaborate with credible influencers that align with brand values, conduct thorough product evaluations, and maintain clear marketing practices.

Facebook: Facebook reviews are significantly influence consumer purchasing decisions and shape brand perceptions. Positive reviews enhance a business's reputation, fostering trust and increasing conversions. Conversely, negative reviews can damage a brand's image and deter potential customers. Active management and responses to reviews are essential for building trust and maintaining a positive online reputation. Furthermore, reviews serve as social proof by showcasing real

customer experiences, and they also aid in improving a brands online visibility and search engine optimization.

Twitter: Twitter, now known as X, significantly shapes consumer purchasing decisions through various mechanisms. Real-time trends and viral content can create sudden demand for products. Influencers and celebrities enhance product credibility through endorsements, while user reviews foster trust and influence buying behavior. Brands engage directly with consumers, providing customer service that builds trust. Exclusive promotions drive impulse purchases due to fear of missing out. Community discussions and peer opinions also sway purchasing choices, as do popular hashtags that create product buzz. Additionally, X uses AI to tailor advertisements based on user behavior, subtly guiding consumer decisions.

Snapchat: Snapchat significantly influences consumer purchasing decisions through its unique features like influencer endorsements, immersive advertising, and mobile-centric experiences. Influencers and celebrities promote products, fostering trust and authenticity among followers. Interactive ads, including augmented reality filters, enhance the shopping experience by allowing users to try products virtually. The platform facilitates electronic word-of-mouth, where users share experiences, prompting urgent purchasing decisions. Its AI-driven personalized ads effectively target the right audience, boosting conversion rates. The mobile-first design allows easy access to shopping options, while limited-time offers create a sense of urgency. Overall, Snapchat drives engagement and conversions, particularly among younger, mobile-first consumers.

II. REVIEW OF LITERATURE

Bandara, D. M. D. (2020) The study provides practical guidance for fashion retailers to influence consumer behavior through targeted advertising strategies. Key recommendations include using entertaining, familiar, and socially resonant ads, as well as leveraging influencer endorsements to enhance brand perception and drive purchases.

John Goldwin et.al (2021) e-WOM (Electronic Word of Mouth) is a modern marketing strategy that utilizes internet-based sharing, such as social media, to enhance communication and influence consumer behavior. It reduces uncertainty, boosts brand comprehension, and fosters loyalty, especially among millennials who value engaging, relatable content over promotional ads. Emotional and entertaining content, particularly videos, drives brand recognition and equity.

Anirudh Tambe et.al (2022) .Companies are rethinking consumer relationships as social media becomes integral to

daily life. Research shows that social media strongly influences consumer decisions and brand image in the fashion industry. Active engagement on social media fosters a sense of belonging among fashion customers, as their opinions are acknowledged by brands.

Win Min Thein (2022) This review paper examines the impact of social media on Thai consumers' purchasing decisions, analyzing various social media factors affecting these choices. The study is based on insights from 50 recent articles and journals, highlighting the long-term effects of the digital environment on the growth and development of the fashion industry.

Philine Cao (2024)The study examines how social media influences the apparel purchase decisions of women in Germany, focusing on how these platforms provide access to both commercial and non-commercial product-related information. It highlights the role of uncertainty and social influences in shaping purchase behavior. Kl

III. RESEARCH GAP

Research on the influence of social media advertising on apparel purchasing decisions in Coimbatore, Tamil Nadu, is limited. Most studies generalize consumer behavior without considering the region's unique cultural, economic, and demographic factors. The impact of platform-specific advertising, such as Instagram versus Facebook, on apparel preferences is not well studied. Additionally, the effects of influencer marketing on apparel purchases in both semi-urban and urban areas of Coimbatore have not been sufficiently explored. There is also a lack of research on the purchasing behavior of various age groups and income levels in the region, as well as the effectiveness of localized social media campaigns. Addressing these gaps could offer valuable insights for marketers in the area.

IV. STATEMENT OF THE PROBLEM

The rise of social media has changed how businesses interact with consumers, making social media advertising essential for marketing. However, the effects of such advertising on consumers' purchasing decisions are not well understood. Companies use various appeal strategies, including emotional, logical, fear-based, and status-driven methods, to attract consumers. Research on how these appeals influence choices across demographics and products is limited. This study aims to explore the impact of these appeal strategies on purchasing decisions, considering their relationship with consumers' emotions, needs, and aspirations. It will also investigate how the effectiveness of these appeals

varies by platform, such as Instagram, Facebook, and Twitter, and by product type. The findings may help businesses improve their social media advertising strategies, enhancing connections with target audiences, boosting return on investment, and fostering consumer loyalty.

V. OBJECTIVE OF STUDY

1. To analyze how social media advertising affects consumer preferences
2. To assess the role of specific social media platforms (e.g., Facebook, Instagram,Twitter) in shaping consumer purchasing decisions.
3. To examine how social proof (reviews, testimonials, likes, and shares) influences consumer decision-making in response to social media ads.

VI. RESEARCH METHODOLOGY

This paper is based on both primary and secondary data. The primary data were collected from 90 respondents of Coimbatore district in Tamilnadu through a well-structured interview scheduled methods. The interview scheduled included the details of all demographical variables, problem of Social Media Advertising on Consumer Purchasing Decisions on appeal From90 respondents of Coimbatore district in Tamilnadu. Secondary data were collected from relevant articles, magazines, reputable national and international journals, as well as government reports.

VII. RESULT AND FINDINGS

Table-1Gender of The Respondents

Particulars	No. of respondents	Percentage
Male	45	50.00
Female	45	50.00
Total	90	100.00

Source: Primary data

Table-1 show that in this researchincludes 50 percentage of male and 50 percentage of female respondents.

Table-2 ge Group of The Respondents

Particulars	No. of respondents	Percentage
Under 18	03	03.33
18-24	43	47.78
25-34	19	21.11
35-44	20	22.22
44+	05	05.56
Total	90	100.00

Source: Primary data

Table-2 shows that this research includes 47.78 percentage of respondents from the 18-24 age group, 22.22 percentage from the 35-44 age group, 21.11 percentage from the 25-34 age group, and 5.56 percentage from the 44+ age group.

Table-3 Employment Status of The Respondents

Particulars	No. of respondents	Percentage
Employed	34	37.78
Student	39	43.33
Unemployed	13	14.45
Self-employed	04	04.44
Total	90	100.00

Source: Primary data

Table-3 shows that this research includes 43.33 percentage students, 37.78 percentage employed individuals, 14.45 percentage unemployed individuals, and 4.44 percentage self-employed Respondents

Table-4 Monthly Income of The Respondents

Particulars	No. of respondents	Percentage
Under 10,000	55	61.11
10,000-50,000	23	25.56
Above 50,000	12	13.33
Total	90	100.00

Source: Primary data

Table-4 shows that this research includes respondents with the following income 61.11 percentage earn less than Rs. 10,000, 25.56 percentage earn between Rs. 10,000 and Rs. 50,000, and 13.33 percentage earn above Rs. 50,000 on a monthly basis.

Table-5 Education Qualification of The Respondents

Particulars	No. of respondents	Percentage
School level education	33	36.67
Bachelor's degree	45	50.00
Mostar's degree	11	12.22
Diploma	01	01.11
Total	90	100.00

Source: Primary data

Table-5 shows that this research includes 50 percentage of respondents with a bachelor's degree, 36.67 percentage with school-level education, 12.22 percentage with a master's degree, and finally, only one (1.11 percentage)respondent with a diploma

Table-6 Frequency of Social Media Platform Usage by Respondents

Particulars	No. of respondents	Percentage
Multiple times a day	39	43.33
One a day	31	34.45
A few times a week	18	20.00
Rarely	02	02.22
Total	90	100.00

Source: Primary data

The table-6 shows that 43.33 percentage of respondents use social media multiple times a day, while 34.45 percentage access it once a day. Additionally, 20 percentage use it a few times a week, and only 2.22 percentage use it rarely.

Table-7 Social Media Usage Frequency by Platform

Particulars	No. of respondents	Percentage
YouTube	35	38.89
Instagram	24	26.67
Facebook	09	10.00
Twitter (X)	18	20.00
Snapchat	04	04.44
Total	90	100.00

Source: primary data

Table-7 shows that 38.89 percentage of respondents using YouTube, 26.67 percentage of respondents using Instagram app, 20.00 percentage of respondents using twitter, 10.00 percentage of respondents using Facebook and finally 04.44 percentage of respondents using Snapchat

Table-8 Impact of Limited-Time Offers and Social Media Ads on Apparel Purchases

Particulars	No. of respondents	Percentage
Yes	34	37.78
Some times	09	10.00
No	47	52.22
Total	90	100.00

Source: Primary data

The table-8 shows that 37.78 percentage of respondents are influenced by limited-time offers and social media ads, while 10 percentage are sometimes influenced. However, the majority, 52.22 percentage, are not affected by these marketing strategies.

Table-9Consumer Trust in Apparel Ads on Social Media: The Impact of User-Generated Content

Particulars	No. ofrespondents	Percentage
Yes	44	48.89
Some times	12	13.33
No	34	37.78
Total	90	100.00

Source: Primary data

The table-9 shows that 48.89 percentage of respondents trust apparel ads on social media, 13.33% trust them sometimes, and 37.78 percentage do not trust them at all. The data shows that almost half of consumers trust apparel ads on social media, but many are still doubtful. This highlights the importance for brands to improve transparency, authenticity, and credibility in their advertising to gain more consumer trust.

Table-10Impact of social media advertising on Brand Awareness

Particulars	No. of respondents	Percentage
Yes	43	47.78
Some times	14	15.55
No	33	36.67
Total	90	100.00

Source: Primary data

The table-10shows that 47.78 percentage of respondents believe social media advertising impacts brand awareness, while 15.55 percentage respondents think it has an effect sometimes. On the other hand, 36.67 percentage do not see any impact. On Social Media Advertising.

Table-11 Every Purchase of Clothing After Seeing Social Media Advertisements

Particulars	No. of respondents	Percentage
Yes	45	50.00
Some times	38	42.22
No	07	07.78
Total	90	100.00

Source: Primary data

The table -11shows that 50 percentage of respondents always purchase clothing after seeing social media advertisements, while 42.22 percentage make purchases occasionally. Only 7.78 percentage are not influenced by such advertisements. This indicates that social media advertising has a considerable impact on consumer purchasing behavior.

Table-12 The Influence of Social Media Advertising on Trying New Clothing Brands

Particulars	No. of respondents	Percentage
Yes	38	42.22
Some times	20	44.45
No	40	13.33
Total	90	100.00

Source: Primary data

The Table-12shows that 42.22 percentage of respondents are influenced by social media advertising to try new clothing brands, while 13.33 percentage are sometimes influenced. In contrast, 44.45 percentage of respondents are not influenced at all.

Table-13Preference for Apparel Brands Offering Discounts via Social Media Ads

Particulars	No. of respondents	Percentage
Yes	40	44.44
Something	10	11.12
No	40	44.44
Total	90	100.00

Source: primary data

The table-13 shows that 44.44 percentage of respondents prefer apparel brands offering discounts via social media ads, while 44.44 percentage do not prefer them. Additionally, 11.12 percentage of respondents have a neutral

Table-14 Prevalence of Apparel Ads on Social Media

Particulars	No. of respondents	Percentage
Very often	18	20.00
Occasionally	44	48.89
Rarely	21	23.33
Never	07	07.78
Total	90	100.00

Source: Primary data

The table-14 shows that 20.00 percentage of respondents frequently encounter apparel advertisements on social media, while 48.89 percentage come across them occasionally. Additionally, 23.33 percentage of individuals rarely see such ads, whereas 07.78 percentage never encounter them at all.

Table-15 Frequency of Using Social Media to Check for Clothing Sales, Promotions, or Discounts

Particulars	No. of respondents	Percentage
Very often	20	22.22
Occasionally	33	36.67
Rarely	29	32.22
Never	08	8.89
Total	90	100.00

Source: Primary data

The table-15 shows that 36.67 percentage of respondents check social media for clothing sales occasionally, while 32.22 percentage do so rarely. Additionally, 22.22 percentage use it very often, whereas 8.89 percentage never use social media for this purpose.

Table-16Apparel Ad Exposure on Social Media Platforms

Particulars	No. of respondents	Percentage
Very often	25	27.78
Occasionally	44	48.89
Rarely	21	23.33
Total	90	100.00

Source: Primary data

The table-16shows that 27.78 percentage of respondents say apparel ads on social media platforms appear very often, while 48.89 percentage say they appear occasionally. Only 23.33 percentage of respondents say apparel ads on social media platforms appear rarely.

Therefore, apparel ads on social media platforms are seen occasionally.

Table-17 User Interaction with Apparel Ads on Social Media Platforms

Particulars	No. of respondents	Percentage
Very likely	10	11.11
Likely	43	47.78
Neutral	21	23.33
Unlikely	13	14.45
Very unlikely	03	03.33
Total	90	100.00

Source: primary data

The table-17 shows the distribution of user interaction with apparel ads on social media platforms. 11.11 percentage of respondents are Very likely to engage, while 47.78 percentage are Likely, making a total of 58.89 percentage showing a positive response. 23.33 percentage remain Neutral, neither engaging nor ignoring. On the other hand, 14.45 percentage are Unlikely to interact, and 3.33 percentage are Very unlikely, summing up to 17.78 percentage with a negative response. The data highlights that a majority of users (nearly 59 percentage) have a favorable attitude toward apparel ads on social media.

Table-18 User Engagement Levels with Apparel Ads (Like, Comment, Share)

Particulars	No. of respondents	Percentage
Very likely	10	11.11
Likely	43	47.78
Neutral	21	23.33
Unlikely	13	4.45
Very unlikely	03	03.33
Total	90	100.00

Source: Primary data

The table-18 shows how likely people are to engage with apparel ads by liking, commenting, or sharing. Most respondents 58.89 percentage are interested, with 11.11 percentage very likely and 47.78 percentage likely to engage. About 23.33 percentage are neutral, meaning they might engage depending on the ad's quality and appeal. 17.78 percentage of respondents not interested, with 14.45 percentage unlikely and 3.33 percentage very unlikely to interact. The high engagement rate shows that many people respond well to apparel ads.

Table- 19Likelihood of Buying Clothing Online After Social Media Advertisements Instead of In-Store Purchases

Particulars	No. of respondents	Percentage
Very likely	20	22.22
Likely	32	35.56
Neutral	20	22.22
Unlikely	14	15.56
Very unlikely	04	04.44
Total	90	100.00

Source: Primary data

The table-19 shows that 35.56 percentage of respondents are likely to purchase clothing online after seeing social media advertisements, while 22.22 percentage are very likely. A neutral stance is held by 22.22 percentage of respondents. Conversely, 15.56 percentage are unlikely to buy online, and 4.44 percentage are very unlikely. 57.78 percentage of respondents have a positive inclination, while only 20 percentage are hesitant toward online shopping.

Table-20Importance of Sustainability and Ethical Practices in Apparel Ads on Social Media

Particulars	No. of respondents	Percentage
Very important	18	20.00
Some what important	35	38.89
Neutral	20	22.22
Unimportant	10	11.11
Not at all important	07	07.78
Total	90	100.00

Source: Primary data

The table-20 shows that 20 percentage of respondents consider sustainability and ethical practices in apparel ads as very important, while 38.89 percentage find them somewhat important. A neutral stance is held by 22.22 percentage of respondents. 11.11 percentage believe these factors are unimportant, and 7.78 percentage consider them not at all important.

Table-21 Importance of Social Advertising for an Apparel Brand's Social Media Presence

Particulars	No. of respondents	Percentage
Very important	20	22.22
Some what important	34	37.78
Neutral	19	21.11
Unimportant	11	12.22
Not at all important	06	06.67
Total	90	100.00

Source: Primary data

The table-21 shows that 22.22 percentage of respondents consider social advertising very important, while 37.78 percentage find it somewhat important. A neutral stance is held by 21.11 percentage of respondents. 12.22 percentage perceive it as unimportant, and 6.67 percentage believe it is not at all important.

Table-22 Relevance of Apparel Ads on Social Media to Personal Style and Preferences

Particulars	No. of respondents	Percentage
Very relevant	13	14.44
Some what relevant	35	38.89
Neutral	27	30.00
Not relevant	14	15.56
Not at all relevant	01	01.11
Total	90	100.00

Source: Primary data

The table-22 shows that 38.89 percentage of respondents find apparel ads on social media somewhat relevant to their personal style and preferences, while 30.00 percentage remain neutral. A smaller portion, 14.44 percentage considers these ads very relevant. On the other hand, 15.56 percentage perceive them as not relevant, and a minimal 1.11 percentage find them not at all relevant.

Table-23 Consumer Preference for Apparel Ads Featuring Influencers, Celebrities, or Models

Particulars	No. of respondents	Percentage
Influencers	24	26.67
Celebrities	23	25.55
Models	17	18.89
No preference	26	28.89
Total	90	100.00

Source: Primary data

The table-23 shows that 26.67 percentage of respondents prefer influencers in apparel advertisements, while 25.55 percentage favor celebrities. Models are preferred by 18.89 percentage of respondents, and 28.89 percentage have no specific preference.

Table-24 Consumer behaviour after viewing apparel ads on social media

Particulars	No. of respondents	Percentage
Immediately	35	38.89
Wait and research more	55	61.11
Total	90	100.00

Source: Primary data

The table-24 shows that 38.89 percentage of consumers make an immediate purchase after viewing apparel ads on social media, while 61.11 percentage prefer to wait and conduct further research before making a decision.

Table-25 Impact of visual appeal on apparel ads

Particulars	No. of respondents	Percentage
A great deal	23	25.56
Some what	30	33.33
Neutral	20	22.22
Not much	11	12.22
Not at all	06	06.67
Total	90	100.00

Source: Primary data

The table-25 presents respondents perceptions of the impact of visual appeal in apparel advertisements. 58.89 percentage respondents believe that visual appeal plays at least some role in influencing their perception of apparel ads, with 25.56 percentage stating it has a great deal of impact and 33.33 percentage believing it has a moderate effect. A significant portion, 22.22 percentage remains neutral, indicating they neither agree nor disagree about its influence. Meanwhile, 12.22 percentage feel that visual appeal has little impact, and 6.67 percentage believe it has no impact at all. These findings suggest that while visual appeal is an important factor in shaping consumer attitudes toward apparel advertisements, other elements may also contribute to their overall perception and decision-making process.

VIII. CONCLUSION

Social media advertising significantly influences consumer purchasing decisions in Coimbatore District, Tamil Nadu, utilizing emotional, rational, and social appeal techniques. The interactive and personalized nature of social media enhances brand visibility and customer engagement, leading to increased sales. Consumers respond better to ads that align with their personal values and emotions, with influencer endorsements and visually appealing content

boosting trust and purchase intent. However, challenges like information overload and skepticism need to be managed to improve advertising effectiveness. Businesses should refine their digital marketing strategies with data analytics and consumer insights to create engaging content that fosters strong consumer relationships and loyalty in a competitive market.

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