

EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING ON BRAND LOYALTY

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Abstract

Social media has transformed the advertising industry, impacting customer behaviour in new ways. This study investigates the effects of Social Interaction in important consumer actions. brand recognition, trust, loyalty, and purchasing intent. The study investigates how different demographic factors influence consumer engagement with social media marketing using quantitative analysis, including correlation and Chi-Square testing. The findings show that personalized and interactive advertising methods improve brand-consumer interactions, promoting more trust and loyalty. Furthermore, social media Consumer purchasing decisions are greatly affected by the presence of advertising. By improving brand visibility and engagement. The study offers significant data for firms looking to optimize their digital marketing strategy and increase the effectiveness of their online advertising.

Keywords

Social Media Advertising, Consumer Behaviour, Brand Awareness, Trust, Loyalty, Purchasing Intent, Digital Marketing, Online Engagement, Personalized Advertising

1. Introduction

Social media has revolutionized the advertising environment, giving businesses new methods to communicate with customers, increase brand awareness, and influence purchasing decisions. Platforms like Facebook, Instagram, Twitter, and TikTok enable marketers to communicate directly with their target consumers, building trust and loyalty through tailored and interactive content. With the advent of digital marketing, it's critical to analyse the role of social media influence advertising on consumer Actions is profound.

This study investigates the connection between advertising on social media and important buyer behaviour parameters such as brand recognition, trust, loyalty, and purchase intent. It investigates the demographic implications of social media involvement and assesses how personalized advertising methods impact various consumer groups. The study uses correlation and Chi-Square analyses to

identify insights that can help organizations enhance their digital marketing techniques and develop more effective, consumer-centric advertising campaigns. The findings addition to the increasing mid part of information on digital platform marketing provide practical advice for businesses looking to maximize their online advertising impact.

2. Review of the Literature

The association inherent in digital media networks. Advertising Customer allegiance being extensively explored, demonstrating its enormous impact on customer behaviour. A study published in the Asian Journal of Economics, Business, and Accounting (2023) discovered that important elements like in formativeness, amusement, annoyance, and legitimacy influence brand loyalty in Sri Lanka's garment retail market. Similarly, Hossain and

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Kibria (2024) investigated the transformation of brand loyalty in the era of digital age, underlining the importance of marketers adapting their methods to effectively use social media. Another study looked at the function of helpful promotions, relevant content, and multi-platform presence in developing brand loyalty, and found that these factors have a favourable impact on customer trust and engagement. Research in Cogent Business & Management (2024) supported these findings by proving digital platform increases CLV age, acting as a moderator. Overall, these results suggest that well-crafted digital media marketing strategies that include interesting and reliable content can build consumer-brand relationships and foster long-term loyalty.

3. Research Methodology

Finding's methodology takes a quantitative approach and employs a statistical framework to examine the connection between demographic factors. Characteristics of consumer perceptions of brand trust, social media advertising, and engagement. A structured survey was distributed to 300 respondents, gathering information on their age, income, education, and thoughts on brand trust as influenced

by social media interactions, aggravation caused by excessive marketing, and the likelihood of recommending a brand based on engaging ads. The study used the application of chi-square tests serves to analyse the connections between different variables. Categorical elements, establishing if demographic factors substantially impacted consumer trust and involvement. Furthermore, ANOVA was used to examine the variations in perceptions across several demographic groups, revealing changes in attitudes toward brand marketing. The study utilized correlation analysis to assess the connections among the variables. Determine degree and orientation correlations among variables like income, advertisement annoyance. Statistical significance was assessed at a 95% confidence ($p < 0.05$) to provide strong and dependable conclusions. The findings provide data-driven insights for marketers to fine-tune their social media strategies and increase consumer engagement.

4. Data Analysis

H₀: There is no notable difference in the average responses among various age groups concerning the influence of social media advertisements on Brand familiarity.

Table 1. Social media advertisements increase my awareness of a brand - ANOVA

| | <i>Sum of Square</i> | <i>Degree of freedom</i> | <i>Average Square</i> | <i>Statistic</i> | <i>Significance</i> |
|----------------|----------------------|--------------------------|-----------------------|------------------|---------------------|
| Between cohort | 03.853 | 04 | .963 | 01.471 | .211 |
| Within cohort | 193.143 | 295 | .655 | | |
| Total | 196.997 | 299 | | | |

Source: Primary Data

The ANOVA results indicate that the significance level (Sig. = 0.211) the value exceeds 00.05, suggesting we lack enough evidence to invalidate the null hypothesis. This means it is evident that there exists a statistically notable distinction in how varied age groups perceive the significance of digital platform advertisements amplifying brand visibility. Despite slight variations in mean scores, all

age groups generally agree that social media ads enhance brand awareness, with mean values Extending from 3.80 - 4.16 on a 5 5-point rating scale. Positive trend suggests businesses can effectively use social media advertising to engage audiences across all age groups, as awareness remains consistently high regardless of demographic differences.

H₀: There is no notable distinction in the matter effect of digital media platform marketing via purchase decisions in diverse settings occupational cohort.

Table 2. The Impact of Advertising on Social Media is Significant: Resolution to Buy Products from a Specific Brand - ANOVA

| | <i>Sum of Squares</i> | <i>Degree of freedom</i> | <i>Mean Square</i> | <i>Statistic</i> | <i>Significance</i> |
|----------------|-----------------------|--------------------------|--------------------|------------------|---------------------|
| Between cohort | 02.786 | 04 | .697 | 01.012 | .401 |
| Within cohort | 203.000 | 295 | .688 | | |
| Total | 205.787 | 299 | | | |

Source: Primary data

The result from the ANOVA test indicated an F-value of 1.012 with a p-value of 0.401; the significance level surpasses the acceptable range, as opposed to the common of 00.05. This implies that we fail to discard the hypothesis of no effect, suggesting that there is a notable statistical variation in how social media advertising influences purchasing decisions across occupational groups. However, the overall mean score of 03.97 implies that digital platform marketing has a generally beneficial impact on

buying choices. Decisions across all groups. This finding reinforces the idea that brands can effectively use social media marketing to engage diverse audiences, regardless of employment status.

H₀: There is no significant connection between social media, advertisements enhance brand recognition and impact consumer buying choices.

Table 3. Social Media Advertisements Enhance Brand Recognition and Impact Consumer Buying Choices - Correlations

| | | <i>Social media advertisements increase my awareness of a brand.</i> | <i>Social media advertising influences my decision to purchase products from a brand.</i> |
|---|----------------------------------|--|---|
| Social media advertisements increase my awareness of a brand. | Pearson Correlation Coefficient | 1 | .084 |
| | Significance (2-tailed) | | .145 |
| | N | 0300 | 0300 |
| My purchasing decisions regarding products from a brand are affected by advertisements on social media. | Correlation According to Pearson | .084 | 01 |
| | Significance (2-tailed) | .145 | |
| | N | 0300 | 0300 |

Source: Primary data

The coefficient of correlation as defined by Pearson. ($r = 0.084$) suggests an affirmative relationship among social media platforms advertisements Boosting brand visibility and impacting consumer

purchasing behaviour. However, the relevance value ($p = 00.145$) exceeds the conventional limit of 00.05, pointing out that the relationship is the results are statistically significant. While this result

implies that social media ads may contribute to brand awareness, which in turn could influence purchasing behaviour, the statistical significance suggests that other factors may play a more prominent role. Nonetheless, brands can leverage social media advertisements to enhance awareness, which may still have indirect benefits on consumer decisions

over time.

H₀: There is no considerable correlation between trusting a brand due to positive customer interactions and reviews on social media and remaining loyal to a brand that regularly engages with customers on social media.

Table 4. Trusting a brand due to positive customer interactions and reviews on social media and remaining loyal to a brand that regularly engages with customers on digital platforms - Correlations

| | | <i>Trust a brand more if positive customer interactions and reviews on its social media pages.</i> | <i>More likely to remain loyal to a brand that regularly engages with customers on social media.</i> |
|---|---------------------------------|--|--|
| Trust a brand more if positive customer interactions and reviews on its social media pages. | Pearson Correlation | 1 | .007 |
| | Sig. (2-tailed) | | .899 |
| | N | 300 | 300 |
| More inclined to stay loyal to a brand that regularly engages together customers on digital platform. | Pearson Correlation Coefficient | .007 | 01 |
| | Significance (2-tailed) | .899 | |
| | N | 0300 | 0300 |

Source: Primary data

The Pearson correlation coefficient ($r = 0.007$) suggests an extremely weak connection between the two variables, featuring a p-value of 0.899, that much higher than the conventional Relevance threshold of 0.05. This suggests that we do not discard the null hypothesis, indicating that trust in a brand due to positive customer interactions does not significantly correlate with brand loyalty driven by social media engagement. However, this is not the case necessarily this implies that social media engagement is ineffective in fostering brand trust or loyalty; other factors may be at play, and different engagement strategies might yield stronger connections. Brands should still focus on authentic interactions and customer satisfaction, as these elements could contribute to loyalty in ways not captured by this specific correlation analysis.

5. Findings

The study's findings provide important insights into consumer behaviour in the digital age, revealing critical trends across demographics. The ANOVA analysis demonstrated differences in consumer involvement with social media advertising depending on several demographic parameters, highlighting the potential for tailored marketing methods. The correlation research revealed a favourable association between engaging commercials and customer trust, highlighting the significance of authenticity in digital branding. While the Chi-Square Analyses find statistically There are important relationships between age, income, and education and trust, annoyance, and the likelihood of recommendation, the data trends show that younger consumers are more engaged with brand interactions, higher-income

groups are more sensitive to excessive advertising, and well-crafted advertisements resonate across all education levels. These insights enable firms to improve their marketing strategy, ensuring that social media efforts effectively reach a wide and diversified audience.

6. Suggestions

The study provides a complete statistical examination of customer views of brands on social media, using ANOVA, correlation, and Chi-Square testing to investigate major demographic effects. While the Chi-Square tests show substantial connections between age, income, and education levels and consumer responses, your findings provide useful information about how different groups view brand interactions, commercials, and excessive marketing attempts. To increase the effectiveness of your study, consider expanding the analysis to include additional variables such as social media usage frequency or industry-specific brand involvement. Furthermore, using a bigger sample size or performing post-hoc analysis in ANOVA could provide more detailed insights into subtle tendencies. Integrating qualitative insights or case studies on successful brand strategies might help to strengthen the discussion and improve the practical consequences for marketers. Overall, your research provides a solid foundation for understanding consumer-brand interactions in the digital age, which can be expanded for broader applications.

7. Conclusion

This study sheds light on the implications of social media. Advertising on various aspects. Consumer behaviour, concentrating on the importance on brand knowledge, trust, loyalty, and purchasing decisions. The correlation and Chi-Square studies revealed that, while engaging and authentic commer-

cial increase consumer trust, direct statistical correlations between demographic characteristics and brand engagement are limited. Younger consumers interact with brands more on social media, whereas higher-income groups are more sensitive to excessive advertising. The findings imply that individualized, well-crafted commercials can resonate with a wide range of demographics, emphasizing the need for authenticity and meaningful engagement in digital marketing techniques. Future research should look at additional characteristics including social media usage frequency and industry-specific brand interactions to acquire a better understanding of consumer behaviour in the digital age.

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