

A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING AND THEIR PURCHASE INTENTIONS

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Abstract

Background: The research obtains the evolving circumstances of the effectiveness of social media advertising in Vijayawada in 2022 among several undergraduate students. With a concentration on the applied study, the examination seeks to assess the nuances of social media advertisements and their respective effect on purchasing intentions in the context of the dynamic digital ecosystem. **Method:** Implementing a descriptive survey method, the research surveyed all chosen undergraduate students with a particular 11-item questionnaire. Therefore, data analysis applied Structural Equation Modelling and SPSS with AMOS to explore purchase intentions, brand equity, and brand image. **Results and Discussions:** The research model revealed a good fit, asserting its suitability. Therefore, accepted hypotheses emphasized the potential role and applicability of brand image in fostering brand equity and their respective strategic impact on consumers' purchase intentions. **Conclusion:** The outcomes facilitate actionable perspectives for marketers, highlighting the significance of cultivating positive images of brands and strategically controlling brand equity in the strategies or policies of social media advertising.

Keywords: Social Media, Effectiveness, Advertising, Purchase Intentions.

1. INTRODUCTION

1.1 Research Background

The marketing practices have been changed widely through the expansion of internet community. It leads to the prompt enlargement in advertising platforms on internet

community, that crossing more than 2.77 billion web surfers in all over the globe that received numerous novel platforms for different organizations to stretch out, interface as well as communicate with consumers. Corporations are capitalizing in technology to improve their social media existence, in the next 5 years marketers are pretending towards expand social media investment by 71% of marketing budget (CMO, 2018).

It thoroughly attaching internet community as an essential platform to the marketing grand planning, as well as grasp it in a very low range of expensive plot, so merchandisers could accomplish a combined marketing performance in a very less endeavors (Kim et al., 2010).

Marketing via internet is the thorough expansion to the conventional and technological marketing transmission devices (Tuten & Solomon, 2017), that promptly detects as well as experience the consumer disclosures, association and interplay mediums with the specific organization and particularly its trades as well as many consumers, and it also reinforces their assignation.

It although exposes the consumer' perspective thoroughly about the exposition of the organization's numerous advertising pursuits especially in the internet community (Yadav & Rahman, 2018). SMM is slightly dispute over the advertising professionals, it could be easily utilized as a significant tool over the consumers' and the responses is optimistically authorize people's objective, manners, as well as to collect commitments (Chen & Lin, 2019) and also it is a crucial influence in the brand building along inventing everlasting consumer bonding (Sano, 2014).

Kim and Ko (2010) examined five crucial obligates: collaboration, modernity, amusement, personalization along with word-of-mouth, which catches appealing customers' understanding of numerous advertising professionals' as well as exercises on internet community and especially the features of the internet marketing collaborations (Yadav & Rahman, 2018). Such collaborations spontaneously energize the customers' involvements and it would definitely have the numerous effects on the product equity as well as resulting the snap up the ideas and mannerisms (Chen & Lin, 2019).

In the framework of internet community, the customers' feedback and perceptions over numerous various collaborations are indicated the vital term "faith"; it essentially has a crucial part in distributing the prompt effect of internet collaborations as well as it also translating advertising professionals' knowledgeable attempts and works to fairness platforms and faithful movements over customers (Warner- Söderholm et al., 2018; Tatar & Eren-Erdogmus, 2016).

Even though the developing need of researches in the internet communities and internet marketing; also, for examine the research on the effects of aforementioned plans and executions on the product value and consumer's bonding is still under the practices of minimal use (Seo & Park, 2018). Numerous information about the products is effectively by the customers mostly from the internet community than an organization (De Veirman et al., 2017). Solomon (2017) exposed the view that the internet community influencers are mostly impressed the ideas of customers over the vision of the branded products.

The proposed study mainly focused on three objectives are as follows:

- To study on effectiveness of social media advertising and their purchase intentions
- To examine the effectiveness of brand equity on social media advertising and their purchase intentions.
- To evaluate the effectiveness of brand image on social media advertising and their purchase intentions.

The main objective of the study is to address the various research gap in the literature and investigates the impact and effectiveness of social media advertising and their purchase intentions, specifically brand equity and brand image.

2. LITERATURE REVIEW

2.1 Investigation on Social Media Marketing

The definition of the term social media is "a collection of web-based applications that enable the production and sharing of user-generated content, and that build both the conceptual and technological basis of Web 2.0." (Page 61, Kaplan & Haenlein, 2010). The Web 2.0 platform, that provides the technological infrastructure to support user contribution and the formation and sharing of information, is the foundation of social media's power (Berthon, Pitt, Plangger, & Shapiro, 2012). Though they are used interchangeably in online contexts, social media and networking sites are not the same. Alalwan et al., (2017) stated that social networking is the preparation of interacting with individuals with social media. According to this theory, social networks are definite as web-based services that enable a person to create a public or semi-public identity inside a system, organize a group of users they are connected to, and browse and view both their own and other users' connections lists (Boyd & Ellison, 2007). Therefore, a social media network is a link within the group of social media community region that emphasizes user cooperation, communication, and sharing. The main focus of social networks is contact and collaboration, even if all social media platforms enable networked relationships. Tuten and Solomon (2017) stated that social network sites are online platforms that allow users construct their private profiles. Examples of these sites include Facebook, Twitter, and LinkedIn.

Accordingly, social media marketing actions were characterized as efficient means of marketing statement that record the insights and comprehension of active consumers regarding social media marketing platforms actions through five dimensions: trendiness, customization, interaction, entertainment, and word-of-mouth (Chen & Lin, 2019; Yadav & Rahman, 2018). Numerous researches in a range of contexts have observed the dynamics of social media marketing. Kim and Ko (2012) investigate the relationship between SMM, luxury fashion brand purchase intention, and factors of consumer equity, including value equity, equity in the brand, and equity in relationships. The SMM actions investigated in this study are classified as trendiness, amusement, personalization, engagement, and word-of-mouth. The study's findings demonstrated the beneficial

effects of just three social media marketing strategies on intent to purchase using consumer equity factors of value and brand equity: “entertainment, interaction, and word-of-mouth”. These luxury brand SMM dimensions were looked at in various research. Gautam and Sharma (2017) bolster the mediating effect of client relationships on SMM and intention to purchase relationships in the same luxury fashion brand situation (Mohammadpour et al., 2014).

Godey et al. (2016) evaluated how SMM activities affected consumer behaviour by measuring their impact on brand image, brand awareness, and consumer behaviour directly. The results verify the theory that interactivity, entrainment, and trendiness have a major impact on brand recognition and image. Nonetheless, different groups from various nations had differing outcomes. Lastly, the research backs up the idea that SMM initiatives may promote brand loyalty. Bilgin's (2018) study focused on five highly rated brands in Turkey and looked at the relationships between SMM, awareness of the brand, perception of the brand, and brand loyalty. This study contends that SMM could not be sufficient to improve brand loyalty and establish a favourable perception of the brand in the eyes of consumers, even though it concurs with the conclusions of Godey et al. (2016). Customers who follow businesses on social media may even be devoted to the image that these brands have created in their minds. Nonetheless, Ismail (2017) finds in his research that SMM initiatives can impact brand and value consciousness as well as increase customer loyalty to the brand.

2.2 Study on the Impact of Brand Equity on Purchase Intention

Brand trust and brand equity were taken into consideration as mediating variables in (Khadim et al., 2018) investigated the effect of perceived social media statement on brand loyalty. The findings showed that “user-generated social media content (UGSMC) and firm-created social media content (FCSMC)” both positively impacted brand loyalty. The partial mediation association between “firm-created social media communication (FCSMC) and user-generated social media communication (UGSMC)” with brand loyalty was also supported by brand equity and brand trust. “The impact of social media marketing on brand awareness, brand image, and brand loyalty” was studied by Bilgin (2018). 547 brand followers were selected as respondents for this research. The area where brand awareness was most impacted was. Additionally, it was discovered that the strongest influences on brand loyalty were brand awareness and brand image. It has also been demonstrated that awareness of a brand has minimal effect on brand image. (Reham Ebrahim et al., 2019) study examined “the role of trust in understanding the impact of social media marketing on brand equity and brand loyalty”. 287 Egyptian individuals who follow telecom firms on social media actively participated in the data collection and analysis process, which used the structural equation modelling (SEM) technique. The findings showed that there were just three components to social media marketing initiatives: personalization, trendiness, and word-of-mouth. Through the medium of brand trust, these social media marketing characteristics, directly and indirectly, affected brand loyalty and brand equity. The study emphasized the rank of trust and offered suggestions for evaluating social media marketing efficacy.

The study "Effect of Social Media and factors influencing a brands reputation" was carried out by (Sriram et al., 2014). The study's goal was to determine how social media affects user interaction and brand innovation in the process of building a company's reputation. The study intended to investigate the effects of social media user engagement on enhancing a brand's reputation, determine the role of brand image in enhancing a brand's reputation, and ascertain the effect and impact of brand innovation on enhancing a brand's reputation. 412 online shoppers provided data, which were collected using a convenience sampling method. Regression, correlation, and descriptive analysis were employed in the data analysis process. The study's conclusions showed that brand innovation and online user interaction had an impact on brand reputation. The research topic for Shariq (2019) was "A study of brand equity formation in the fast-moving consumer goods category." The objective of the research was to regulate how the reputation of brands in the "fast-moving consumer goods (FMCG)" market in the United Arab Emirates related to various components of the marketing mix. Four variables of "brand equity, brand awareness, brand loyalty, perceived quality, and brand association" as well as five marketing mix elements includes "distribution, intensity, advertising, price promotions, and non-price promotions" were used in the study. Purposive sampling was used to gather data from 320 respondents in Dubai through the use of a structured questionnaire. The findings showed that perceived quality and brand loyalty had a big influence on brand equity. Brand loyalty was significantly impacted by brand awareness. All of the brand equity categories showed a positive correlation with distribution intensity and non-price promotions.

The research article "Social Media and Its Influence on Brand Equity," by (Fagundes et al., 2022) constructed readers' attention to its main point, which is that social media platforms support businesses rise brand awareness and brand equity among their customers and persuade confused consumers to buy their goods and services. The study emphasized how social media platforms and communication influenced consumers' purchase decisions. Statistics over time have demonstrated social media's explosive growth and present position as the most popular platform among users. The three primary levels of the aforementioned research—cognitive, emotional, and behavioural—were examined in this analysis. According to the study, when consumers have a positive perception of a brand, it encourages word-of-mouth recommendations and, as a result, promotes a favourable impression of the brand within the sample. The study's conclusion said that social media is an essential tool that businesses can use to raise public awareness of their brands.

(Jibril et al., 2019) investigated the topic of "The impact of social media on brand loyalty: A mediating role of online based-brand community." Given the interaction between consumers' purchasing attitudes in a digital environment, the study examined the intermediating role of the "online-based-brand community (OBBC)" using social media platforms (SMP). To better understand the customers and establish a connection among social media engagement and consumer-brand loyalty (CBL) through the online brand community, an online survey was employed. The results of "partial least square and structural equation modelling (SEM)", with 122 users actively participating and each

associated with a specific online brand, demonstrated that the social media network positively started consumer-brand interaction and user-brand connection. Additionally, social media's role as a moderating element tends to shape attitudes and perceptions about the intents and decisions of consumers to buy. The research utilized a non-probability sampling method, specifically snowball sampling, which was judged appropriate for this investigation. Using Facebook, Vinh et al. (2019) looked into how social media communication affected several aspects of brand equity. The study's respondents consisted of 315 consumers who checked CGV Cinemas' Facebook page in Vietnam. The findings showed that brand recognition, brand association, and brand loyalty were directly and favourably impacted by the material produced by the company. User-generated content significantly affects perceived quality, brand loyalty, and brand awareness. As a result, the brand equity dimensions positively impacted the movie industry's total brand equity. The impact of sales promotion, brand equity, and brand awareness on customer buying interest was examined by (Sugiyarti et al., 2021). 550 respondents provided data, which was gathered using the purposive sampling technique. The findings showed that while brand awareness had no discernible impact on consumer buying interest, brand awareness, brand image, and sales promotion all significantly increased consumer buying interest.

2.3 Study on the Influence of Brand Image on Purchase Intention

Haudi et al., (2021) stated that a product's social media visibility increases its frequency of discussion and can help spread word-of-mouth advertising so that individuals who are not actively on social media can learn about the creation. In a progressively competitive business environment, the company must make attempts to capture market share to remain in operation. A multitude of comparable products under various names can satisfy people's wants for the same thing. Yuliantoro et al., (2019) stated that every business needs to have the suitable marketing plan for the products its creations to win the competition. Companies must choose between a variety of marketing methods, including branding. In simple terms, a brand is a marketer's pledge to consistently provide customers with a set of structures, rewards, and services. A brand's image is the collective perceptions that consumers have about it. Businesses should place a high premium on maintaining their brand image since customers are going to investigate it before deciding to buy. Kazmi and Mehmood (2020) claim that a favourable brand image has the potential to positively impact consumers and offer value. Conversely, a negative brand image will likely have an indirect effect on consumers and discourage them from making a purchase. Pramono et al. (2021) state that to draw in customers and maintain its competitive edge over other businesses, the company must implement a sound and appropriate strategy. For businesses, brand image refers to how customers view the goods or services that the company offers them. Brand image is the impression that customers have of the company's worth that stays in their thoughts. In this instance, consumers are individuals who have made a purchase and are aware of the significance of the brand image, as defined by Affandi et al. (2020) and Prahawan et al. (2021). Customers are more likely to be satisfied with a brand that they can readily accept. Consumers make selections about what to buy after considering a variety of options and

data from goods and services. Faircloth et al. (2001) and Purba et al. (2021) claim that a number of processes go into the judgments that consumers make when making purchases. An analysis of consumers' decision-making process when making purchases is significant for marketers.

The marketers use a variation of approaches to try and influence consumers' decisions about the goods or services they provide. From the perspective of the business, each product is certain to broaden the target market and hold a special place in the minds of consumers, meaning that the business is going to generate significant revenues.

Three things can be reflected in an effective brand image, according to Faircloth et al. (2001): developing a product's character and offering proportionate value; communicating a product's character in a distinctive manner that sets it apart from competitors; and producing emotional strength from analytical strength.

Dash et al. (2021) state that a business with a strong brand can more easily and successfully run promotions to customers, increasing the likelihood of gaining their loyalty. Conversely, a company with a weak brand will not be valuable in any other situation.

3. METHODOLOGY

The research implemented a descriptive survey approach to explore the advertisements' effectiveness and their respective effect on purchasing intention or behaviour in 2022 within the aspect of social media. This method permitted for a comprehensive evaluation of the occurrence,

This approach allowed for a comprehensive examination of the phenomenon, representing the nuances of behaviours and perceptions of consumers regarding advertisements.

The research concentrated on the chosen undergraduate students in the city of Vijayawada as the statistical sample or population, often as this demographic population group apprehend a significant percentage of active users of social media.

An 11-item questionnaire made by the researcher was specifically formed for this research to collect relevant information.

The questionnaire intended to collect information on responses, preferences, and attitudes of participants to advertisements experienced on the platforms of social media.

Therefore, the inclusion of Likert-scale and closed-ended questions both facilitated a well-structured and nuanced assessment of the factors fostering the advertisement's effectiveness in constructing purchasing intentions.

Hence, such an instrument encountered a thorough process of validation to confirm its reliability in representing the intended variables.

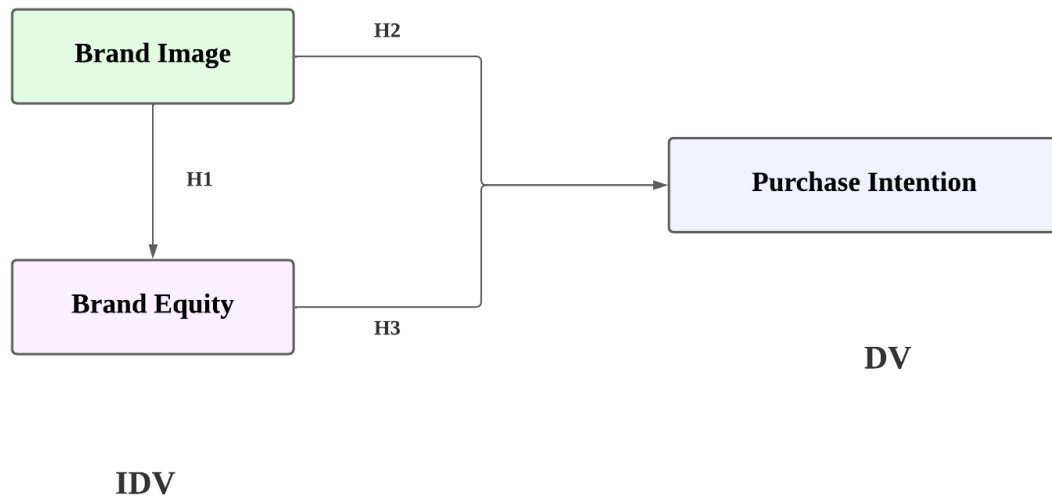


Figure 1: Research Framework

In this research, data analysis was formed by applying the SPSS ("Statistical Package for the Social Sciences") software with version 16.0. However, SPSS provided the investigation of relationships and patterns within the gathered information, facilitating valuable perspectives into the advertisements' effectiveness on social media. The research also applied the SEM ("structural equation model") for the quantitative data analysis. SEM permitted for a more advanced evaluation of the inter-associations among different variables, facilitating a deeper assessment of the difficult dynamic fostering purchasing intentions regarding the advertisements of social media.

4. ANALYSIS

In the research, the data analysis applying SPSS showed a significant outcome about the advertisements' effectiveness on social media and their respective effect on chosen undergraduate students' purchasing intention in Vijayawada city. However, the majority of participants revealed a positive attitude or behaviour towards the advertisements on social media, with a remarkable ratio showing that such advertisements fostered their purchasing or buying decisions. Further, the SEM ("structural equation model") investigated the intricate associations among different variables, emphasizing the approaches through which the advertisements of social media exerted their effect on purchasing intention.

The brand image's operational measure is the benefits of attributes, trust, existence of attributes, and pride. The brand equity's operational measure is brand quality, quality perspectives and selection of brand. The purchase intentions' operational measure is exploratory interest, referential interest, preferential interest, and transactional interest.

In "Full Structural Models", hypothesis testing applying SEM-AMOS is obtained with two diverse hypothesis testing steps. The researchers' initial step evaluated the fit's goodness

seem primary criteria with the significance level (s2) of chi-square = 95,754; CMIN/DF = 1.148; RMSEA = 0.063; TLI = 0.955; CFI = 0.983; AGFI = .903; GFI = .925; DF = 235; significance level = 0.023. In conclusion, it is revealed that the model seems fit. In the second stage, evaluating the casual association between different variables applying CR criteria greater than 2.0 or equal.

Table 1: Hypothesis Testing

Hypothesis Testing	Estimate	S. E	C.R	P
Brand Equity → Brand image	0.442	0.144	2.396	0.021
Purchase Intentions → Brand Equity	0.525	0.123	2.599	0.002
Purchase Intentions → Brand Image	0.422	0.143	1.955	0.004

The outcome of testing the hypothesis in Full Structural Models using SEM-AMOS facilitate valuable perspectives into the associations between different key variables in this research. However, the initial step contained understanding the fit's goodness, where the significance level (s2) of chi-square was obtained as 95.754 where the level of significance was 0.023. The DF ("degrees of freedom") was 235, and several indices of fit were analysed, involving the CMIN/DF of 1.148, RMSEA ("Root Mean Square Error of Approximation") of 0.063, TLI ("Tucker-Lewis Index") of 0.955, CFI ("Comparative Fit Index") of 0.983, AGFI ("Adjusted Goodness of Fit Index") of .903, and GFI ("Goodness of Fit Index") of .925. The conclusion shows that the model revealed a good fit, addressing the basis for an "acceptable structural model".

The focus moved to evaluating the casual associations between different variables applying the criteria of CR (Critical Ratio) in the second hypothesis testing step. The p-values, CR values, S.E (standard errors), and estimates for all hypotheses are stated. The hypothesis testing shows that Brand Equity influences or fosters Brand Image significantly (p = 0.021, CR = 2.396, S.E = 0.144, Estimate = 0.442). Purchase Intentions revealed a significant effect on both Brand Equity (p = 0.002, CR = 2.599, S.E = 0.123, Estimate = 0.525) and Brand Image (p = 0.004, CR = 1.955, S.E = 0.143, Estimate = 0.422).

Such findings facilitate empirical assistance for the hypothesized associations in the research. The significant CR values and positive estimates indicate a statistically meaningful integration between different variables is there assisting the theoretical infrastructure. The outcome recommends that brand equity contributes to constructing brand image significantly and purchase intention possesses a pivotal role in fostering both brand equity and brand image. Thus, this information provides a deeper assessment of the dynamics between such key constructs in the research context.

5. DISCUSSION

According to the first hypothesis, brand equity is positively impacted by brand image, and this hypothesis has been accepted. The data's conclusion shows a CR value of 2.396 and a P value of 0.0021 in the relationship between various brand image components and brand equity. The P value is less than 0.05 and both CR competent values are over

1.96. Thus, it can be inferred that the additional hypothesis appears to be significant as well, suggesting that brand image directly affects brand equity (that is, improved brand image increases brand equity). It suggests that the topic of brand image is important to marketers and that building or enhancing a brand is greatly influenced by brand image. Brand equity is either directly or indirectly conducted by brand image, and it has been claimed that brand image significantly and favourably influences or mediates brand equity (Emari et al., 2012). Consequently, it appears that brand image plays an important part in consumer decision-making and brand analysis, and that brand image contributes to the development of brand equity (Switała et al., 2018).

Rejected is the second hypothesis, which claims that brand image has a major positive influence on interest in or actual purchases. The results of the CR value impact of brand image on buying or purchasing intent are $P = 0.004$ and $CR = 1.955$, which suggests that H_2 is rejected. This suggests that a higher brand image for a product does not increase consumer interest in or benefit from resending. On the other hand, Switała et al. (2018) investigated the idea that every promotional or developmental approach shares a common interaction or communication purpose concerning brand image. It is noted that the existence of a brand image influences consumers' interest in making purchases as well as how the product's brand is perceived. The results showed how consumers felt about the brand of the products. The study's findings do not take use of the earlier research conducted by Yamawati and Indiani (2019), nor of the findings that brand image has a strong positive influence on consumers' interest in making additional purchases. Nevertheless, the study's findings—particularly regarding brand image—have no appreciable effect on consumers' inclination to repurchase.

The final hypothesis, on the contrary, is accepted since it indicates that brand equity has a considerable or favourable influence on consumers' intentions to make purchases. As a result, it is found that the relationship between the CR value of brand equity and the buy intention of consumers is $P = 0.002$ and $CR = 2.599$, suggesting that rising brand equity raises consumer interest in making recurrent purchases. According to Rezvani et al. (2012), brand equity appears to be the added value made possible by goods and services that influence how customers act, feel, and perceive brands as well as the profitability, market share, and cost that brand provide to businesses. As a result, when individuals in Swalayan Ada act, feel, and think more positively about the brand of the items, it will inevitably increase the consumer's interest in or intention to purchase the product. As a result, this result also makes use of research developed by Agusli and another study (Haghshenas et al., 2013), which made it possible to assess the impact of brand equity on customers' purchasing intentions. According to the research, there is a substantial mediation effect between buying or purchase interest and the determinants of brand equity. Rezvani et al. (2012) asserted that the purchase interest variable has a noteworthy impact on consumers' purchasing decisions, and they further strengthened the influence of brand equity on consumers' purchase interest and its corresponding effect on purchasing or buying decisions. Therefore, this is referred to by the high answer value of the respondent.

6. CONCLUSION

In conclusion, the outcome of hypothesis testing in “Full Structural Models” applying SEM-AMOS facilitates valuable overviews into the association between purchase intention, brand equity, and brand image. The research seeks to evaluate the causal association among such key formations in the field of the evaluated model. The evaluation showed that the hypothesis recommending a significant integration between brand equity and brand image was accepted, referring that brand equity is actually fostered by brand image. Therefore, this outcome integrates with developed marketing theories and strengthens the significance of conducting a positive brand image to increase brand equity.

Apart from that, the hypothesis offering a direct association between brand image and purchase intentions was rejected. The outcome recommends that purchase intentions in the evaluated model directly may not be affected by the brand image. This nuanced overview underscores the requirement for marketers to account for intermediary variables and additional factors that may foster the association between purchase intention and brand image. Investigating such nuances facilitates clearer informed decisions on strategic marketing and assessment of consumer behaviour. The hypothesis about the association between brand equity and purchase intentions was accepted. The evaluated model implies that brand equity possesses a significant encouragement in constructing the purchase intentions of consumers. Therefore, this outcome highlights brand equity's pivotal role in regulating consumer decisions and preferences, emphasizing the significance of building and controlling an effective brand identity to affect consumer behaviours or attitudes positively.

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