

Available in online @ www.iaraindia.com

RESEARCH EXPLORER-International Journal on Economics and Business Management

ISSN: 2250-1940 (P) 2349-1647 (O)

Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)

Volume XIV, Issue 47

April - June 2025

Formally UGC Approved Journal (63185), © Author

REVEALING THE POWER OF SOCIAL MEDIA: HOW ADVERTISING INFLUENCES CONSUMER PURCHASE INTENTIONS

KIRUTHIKA N

Ph.D. Research Scholar (Full-Time)

Dr. K RAJAM

Assistant Professor & Research Supervisor

PG and Research Department of Commerce

Srimad Andavan Arts and Science College (Autonomous)

Affiliated to Bharathidasan University

Tiruchirappalli, Tamil Nadu, India.

ABSTRACT

This research investigates the influence of social media advertising on consumer behavior in the context of online shopping. Social media offers a broader reach, greater visibility, and a more lasting impact. The study surveyed 396 respondents, and the data were analyzed using SPSS and Excel. Reliability was confirmed with a Cronbach's alpha exceeding 0.7, while data adequacy was verified through Exploratory Factor Analysis. The findings indicate that factors such as virtual engagement, consumer trust, brand commitment, and user participation significantly shape a company's online reputation. The study highlights the importance of interpreting online customer feedback especially from younger consumers to better predict purchasing behavior. It concludes that businesses should regularly update their marketing strategies and product offerings to maintain customer loyalty and stay competitive in the digital marketplace. Social media thus emerges as a powerful influence on buying decisions.

Keywords: Consumer Satisfaction, Relative Value, Commitment, Trust.

INTRODUCTION

The phrase "social media" describe a variety of web-based tools that accepts people to interact and have visual and vocal communication. Today's buzzword, social media, is widely used by Individuals from every age group and they seem to be rapidly adapting to this latest technological innovation. Businesses are progressively utilizing social media to shape their marketing strategies. Studies highlight its crucial role in influencing consumer behavior and guiding purchasing decisions Wang & Yu (2015) emphasizing the dual impact of positive and negative reviews and identifying word-of-mouth (WOM) on social media as a vital advertising tool. Harshini (2015) illustrates how engaging social media advertisements effectively drive consumer purchase intentions, while Balakrishnan, Dahnil & Yi (2014) underscore the importance of targeting tech-savvy younger audiences through social media for brand building and enhanced buying intent. Lee (2013) further points out that social media facilitates detailed

product comparisons and provides comprehensive specifications, aiding consumers in making informed decisions. Martinka (2012) compares Facebook and Twitter, revealing Facebook's stronger influence on online buying behavior. Meanwhile, Drell (2011) highlights a generational divide, noting that teenagers actively share and recommend products online, benefitting brands, whereas older consumers favour traditional shopping methods, prioritizing quality over brand. The research being conducted has the potential to reveal how social media advertising affects feedback, content sharing, enjoyment, engagement, and networking. This study paper tries to illustrate the effectiveness of social media advertising on consumer's buying decision. Customer brand engagement, trust, and performance expectations influence purchase intent. This will give you an idea of the options available and the problems you may come across when using social networks as a marketing tool. Hence, the problem is taken for the present study titled, effectiveness of social media advertisements on consumer's buying decision. This research examines the relationship between factors influencing consumers' decisions based on social media marketing and proposes a model. After analyzing the data, the researchers sought to present conclusions based on the data and provide specific recommendations and practical implications for marketers. Social media may be used by companies, entrepreneurs, political parties, organizations, advocacy groups, and governments to strengthen people's sense of belonging to online or offline communities. It may be a useful tool for various kinds of communication. This research aims to evaluate the impact of social media advertisements on consumer purchasing decisions and to serve as a guide for social media advertisers in designing more effective social media ads.

a. Consumer buying process: The Buyer Decision Process is also referred to as the consumer buying process, outlines the steps individuals take when making purchasing decisions. It begins with recognizing and understanding their needs. Following this, consumers gather relevant information to find the best solution to meet these needs. The next step involves evaluating different alternatives before finally deciding on a purchase. Afterward, consumers assess their satisfaction with the purchase. This process provides insight into how individuals make buying decisions, offering valuable knowledge for businesses aiming to connect with and serve their target market effectively.

b. Consumer Decision-Making in the Digital Era: In today's digital-focused world, social media has revolutionized how people connect, share, and engage with content with billions of users active across various platforms, businesses have quickly recognized the value of advertising on these platforms as a means to reach highly targeted audiences. Social media ads not only offer businesses the opportunity to connect with potential customers but also provide a level of personalization and precision in ad delivery that traditional forms of advertising simply can't match. But the real question is: how effective are social media ads in influencing consumer decisions?

c. The Evolution and Growth of Social Media Advertising: Over the past decade, social media advertising has experienced unprecedented growth. With platforms like Facebook, Instagram, YouTube, LinkedIn, and TikTok continually enhancing their advertising capabilities, the volume and sophistication of ads shown to users have escalated. What distinguishes social media ads from traditional advertising is their ability to precisely target audiences based on factors like interests, behaviors, demographics, location, and past interactions. Platforms like Facebook offer advertisers the power to run tailored campaigns

directed at individuals who have expressed interest in specific products or services or even engaged with their website or app. By leveraging data collection, social media ads can be personalized to match individual preferences, making them more relevant and engaging. This targeted approach not only enhances user interaction but also drives higher conversion rates, leading to increased sales and better overall campaign performance.

d. Exploring the Psychology Behind Social Media Ads: The effectiveness of social media advertising stems from its ability to harness consumer psychology, creating personalized, engaging experiences that seamlessly blend with user-generated content. Platforms like Instagram and TikTok have evolved to focus heavily on visual appeal, creating immersive experiences that blur the line between user-generated content and advertisements. Consumers often do not even realize when they're looking at an ad due to the seamless integration of sponsored content into their feeds. One psychological concept that enhances the effectiveness of social media ads is priming. Social media content is highly curated to the user's preferences and past interactions. When an ad resonates with these preferences, it creates a feeling of familiarity and comfort for the user, increasing the likelihood of engagement. For example, when a user sees an ad for a pair of shoes they've already researched or viewed online, the familiarity with the product primes them to consider making a purchase. Another key psychological factor at play is scarcity and urgency. Many advertisements generate a sense of urgency with limited-time offers or countdowns. This taps into a fundamental human tendency to act quickly when we feel we might miss out, a principle known as FOMO (fear of missing out). Such tactics can significantly influence a decision-making behavior of consumers and encouraging them to make quicker purchasing decisions.

e. The Influence of social media on Shaping Consumer Behavior: The influence of social media on consumer behavior cannot be overstated. Research by Nielsen and other marketing firms has shown that users often look to social media for recommendations before making purchase decisions. Whether it's browsing product reviews, discovering new trends, or getting inspired by influencer endorsements, social media has evolved into a powerful tool.

f. Social media as A Research Tool: Consumers no longer solely rely on traditional advertising or in-store browsing when making purchasing decisions. Social media platforms are frequently utilized as research hubs where users can discover new products, read in-depth reviews, and compare different options. Platforms like Instagram and Pinterest, for example, serve as visual search engines where users can find inspiration and evaluate product options directly within the app. Moreover, user-contributed content has evolved into one of the most trusted forms of content, further enhancing the decision-making process. Customers frequently turn to reviews, ratings, and personal experiences shared on social media to guide their decisions. If an influencer or fellow consumer shares an experience that aligns with their values or needs, it can lead to a conversion from interest to purchase.

g. Leveraging Influencer Marketing: A significant trend in social media advertising is the growing prominence of influencer marketing. Influencers, individuals with large followings on social media, have become essential collaborators for brands aiming to boost brand awareness and drive sales. With their ability to cultivate authentic relationships with their followers, influencers can make advertisements feel more like personal recommendations than traditional ads. Influencers impact purchasing decisions due to their trustworthiness and relatability. Studies indicate that consumers are much more likely to trust a recommendation from an influencer than a direct advertisement from a brand. The more organic and aligned the influencer's content is with a brand's message, the more effective the partnership becomes.

This is why many brands now prioritize micro-influencers (those with smaller but highly engaged followings) over mega-influencers, believing that their authenticity can result in better engagement and more meaningful conversions.

h. Data-Driven Results: How Social Media Ads Are Measured: The effectiveness of social media advertising lies in its measurable results. Unlike traditional advertising, digital platforms offer precise tracking and real-time data, allowing marketers to optimize campaigns as they run. Key Performance Indicators (KPIs) like Click-Through Rates (CTR), Conversion Rates (CR), Engagement Rates (ER), and Return on Advertisement Spend (ROAS) are crucial for assessing success. Additionally, conversion attribution helps identify which specific ads lead to purchases, enabling refined targeting and messaging. Social media platforms also provide deep insights into audience behavior, helping brands better understand their consumers. Strategies like A/B testing allow marketers to compare ad variations and identify the most effective approach. This iterative process of analysis and adjustment ensures that campaigns evolve with changing consumer preferences, maximizing their impact and relevance.

i. Challenges of Social Media Advertising: Despite its many advantages, social media advertising comes with its own set of challenges. Ad fatigue is one of the most common issues. As users are exposed to more ads over time, they may become desensitized or irritated, leading to ad-blocking or skipping. Brands must therefore focus on creating ads that are visually captivating and emotionally engaging, rather than intrusive. Privacy concerns are another significant challenge. With increasing attention on user data and privacy laws like GDPR (General Data Protection Regulation) and CCPA (California Consumer Privacy Act), businesses must be transparent about the data they collect and ensure that users' privacy rights are respected. Balancing targeted advertising with privacy protection is crucial for maintaining consumer trust.

LITERATURE REVIEW

Gupta and Kumar (2022) highlight the growing influence of social media in advertising, acknowledging its widespread use while also recognizing the challenges marketers face in effectively promoting products. Their study examines how social media ads impact consumer attitudes and purchase intentions, revealing that factors such as hedonic motivation, interactivity, informativeness, corporate reputation, and social role/image significantly shape consumer perceptions. The study further finds that these attitudes directly influence purchase intentions. The authors conclude that marketers should strategically design social media advertising to positively impact consumer attitudes and drive purchase behavior. The literature review emphasizes key factors influencing purchase intentions, with the exception of materialism, which was found to be insignificant.

Namitha et al. (2021) examine the expanding influence of social media advertising as an emerging marketing strategy, driven by the swift increase in social media users. One key challenge for advertisers has been the low consumer acceptability of ads, making it essential to understand the elements that influence consumer perceptions of social media advertisements. The study aims to identify these factors and their effect on purchase intentions. Through a survey and exploratory factor analysis, the study found that creative features, attention-grabbing details, emotional appeal, and celebrity endorsements play significant roles in how consumers evaluate ads. Structural Equation Modelling further revealed that these elements, particularly attention-grabbing details, celebrity endorsements, and emotional appeal, strongly

impact purchase intentions. The study suggests that focusing on these factors in social media advertisements could improve their effectiveness and boost consumers' intent to purchase.

Cheung et al. (2021) According to the concept of service-dominant logic, major concerns for marketers include the many ways to promote user engagement, consumer-to-consumer involvement, and brand-consumer interactions. The researcher investigates the effect of her customer-to-customer interaction and Customer – brand interaction in managing the cognitive, emotional, and behavioral elements of CBE, as well as their impact on customers' behavioral intents as measured by repurchase intention and continuing search activity. This study illustrates the relevance of two types of CP in increasing the elements of CBE, the cognitive involvement being a significant driver of consumers' sustained search behavior, and affective engagement as well as behavioral engagement are strong indicators of customer repurchase intentions. We give marketers with practical insights to oversee their CP across social media channels.

Fedric & Saumya Singh (2018) highlighted the importance of you tube as an advertising platform and also discussed its strengths and characteristics. A study conducted by the author evaluated the emotional appeals used by popular brands in their YouTube ads. This study only covered ads in India, where he had at least one lakh subscribers and at least ten lakhs' views on you tube in 2016. Using a content analysis approach, we analysed 150 ads and their level of impact of consume involvement. Research has shown that Indian audiences are attracted to emotional stimulation. Positive emotional stimuli, such as those used in you tube ads, Satisfaction, positive emotions like joy and love enhance customer loyalty, whereas negative emotional appeals on YouTube reduce customer loyalty.

Djafarova.et.al. (2017) Academics and business professionals are particularly interested in social media influencers because they have the potential to serve as a brand marketing tool. SMI has transformed the landscape for social media marketing. The growing recognition of SMI has facilitated engagement between businesses with social media influencers. Influencers vary from conventional personalities in that they build their online personas and appeal by providing material for social media channel. Conventional celebrities are recognized through conventional methods and participate in social media as a secondary path to contribute with their supporters.

Saravanan & Sajitha (2016) state that the popularity of the Internet as a medium has increased in recent years, along with significant growth of mass media has declined. Because of this, advertisers have started preferring this medium to get their messages across to their target audience. This study analysed customer attitudes and purchasing patterns. The results of this study showed that online advertising effectively influenced the purchasing behavior of potential customers. Most customers prefer to buy electronic products online and make decisions based on products advertised on the internet. Respondents in this study believe that the Internet is a reliable medium and that messages sent through the medium are reliable and effective. Simple and attractive advertisements in Internet media influence the purchasing decisions of viewers.

Nitin Srivastava et al. (2014) study sought to understand customers' attitudes and perceptions towards online advertising. The study found that the frequency with which people viewed online ads had no effect on their purchasing behaviour. However, online advertising can be highly effective in increasing audience awareness, supporting brand strategy, and

enhancing purchasing decisions. Updating product knowledge, attractive advertising, time savings, and anxiety are the four main characteristics of online advertising tested in the study. Among the four elements tested, respondents considered customer awareness generated through online advertising to be essential. Participants also believed that online advertising can effectively communicate product features, provide up-to-date product information, and persuade. The study authors believed that the effective use of visual elements in online advertising was the reason for its success. Online advertising is attractive and saves customers time when making decisions.

OBJECTIVES

- To determine the positive and negative effects of Social media advertisement.
- To analyze the relationships between relevant factors.
- To explore the connections between four key variables: Customer Satisfaction (CS), Customer Loyalty (CL), Perceived Value (PV) and Trust.

METHODOLOGY

This research employs a combination of descriptive and analytical methods. The descriptive approach reviews consumer buying behavior literature, while the analytical method examines the influence of social media on consumer purchasing intention. A convenience sample of 396 online consumers influenced by social media was selected. Primary data was gathered via a closed-ended questionnaire with multiple-choice questions, enhanced with secondary data from websites and prior studies. The data was analysed using SPSS 26 and Microsoft Excel. Reliability was ensured with a Cronbach's alpha above 0.7. Exploratory Factor Analysis (EFA) was conducted, with the KMO measure confirming data adequacy. We employed Pearson's chi-square test to analyze the relationship between socioeconomic status and its influence on purchase decisions driven by consumer behavior.

RESULTS

Table1: Demographic Profile

Name of the Variable	Demographic	Frequency	Percentage
Gender of the respondents	Male	183	46.2
	Female	213	53.8
Age of the respondents (in years)	20-30	124	31.3
	30-40	134	33.8
	40-50	74	18.7
	above 50	64	16.2
Occupation of the respondents	Employee	83	21.0
	Business	100	25.3
	Professional	97	24.5
	Other	116	29.3
Monthly income (in Rs)	Upto 30000	94	23.7
	30000-40000	146	36.9
	40000-50000	86	21.7
	above 50000	70	17.7
Area of residence	Rural area	137	34.6

	Urban area	259	65.4
--	------------	-----	------

Source: Authors' compilation using SPSS

Most of the participants in the study were female, representing 53.8% of the respondents, primarily aged between 30-40 years (33.8%). In terms of occupation, the largest group fell under the "Other" category (29.3%), followed closely by business professionals (25.3%). Most of the respondents earned a monthly income of Rs. 30,000–40,000 (36.9%) and predominantly resided in urban areas (65%), indicating a sample skewed toward middle-income urban populations with diverse occupational backgrounds.

RELIABILITY ANALYSIS

Data trust depends on accurate and complete information, with the alpha coefficient used to measure internal consistency. A value above 0.7 is regarded as acceptable, while 0.9 or higher indicates excellent consistency. Values below 0.5 are considered unacceptable.

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
.826	20

Source: Authors' compilation using SPSS

The alpha coefficient value of 0.826 for 20 items demonstrates good internal consistency, indicating that the items are strongly correlated and consistently measure the same underlying concept.

Table 3: KMO and Bartlett's Test

KMO measures Adequacy.,		.770
Bartlett's Test of Sphericity.	Approx. Chi-Square.	7912.578
	Degree of freedom	190
	Sigft,	.000

Source: Authors' compilation using SPSS

The KMO value for Sampling Adequacy indicates 0.770 suggests a moderate to good level of suitability for factor analysis, as values ranging from 0.7 to 0.8 are generally regarded as acceptable. Additionally, the Bartlett's Test of Sphericity shows statistical significance is ($p < 0.05$, Sig. = 0.000), with an approximate chi-square value of 7912.578 and 190 degrees of freedom, confirming that the correlations between variables are adequate for factor analysis.

Table-4: THE COMMUNALITIES

S.No.	Name of the Variables.	Initial	Extraction
1	Influenced by Recommendations	1.000	.824
2	social media has improved my ability to choose products	1.000	.694
3	Customer feedback through social media increases my satisfaction	1.000	.936
4	Satisfied with the overall trustworthiness of online reviews.	1.000	.833
5	social media has encouraged me to try new products	1.000	.809
6	Negative experiences shared through social media have reduced my satisfaction	1.000	.881

7	online reviews improve my shopping experience	1.000	.863
8	I feel more consistently of good online reviews.	1.000	.728
9	I feel confident in my purchase decisions	1.000	.817
10	social media provides better guidance than traditional advertisements.	1.000	.702
11	I see positive reviews about a product or service.	1.000	.724
12	social media helps me to find the right product or service quickly.	1.000	.865
13	Online reviews accurately reflect the quality of the product	1.000	.886
14	My satisfaction decreases when I suspect reviews are fake or paid.	1.000	.830
15	Social media to improve customer satisfaction.	1.000	.377
16	Social media satisfaction ratings care more about their customers.	1.000	.797
17	I believe social media helps me avoid products	1.000	.909
18	Social media to be a reliable source for making purchase decisions.	1.000	.479
19	I tend to leave positive reviews when I'm satisfied with a product	1.000	.882
20	Social media influence meets my expectations for accurate product recommendations.	1.000	.907

Source: Authors' compilation using SPSS

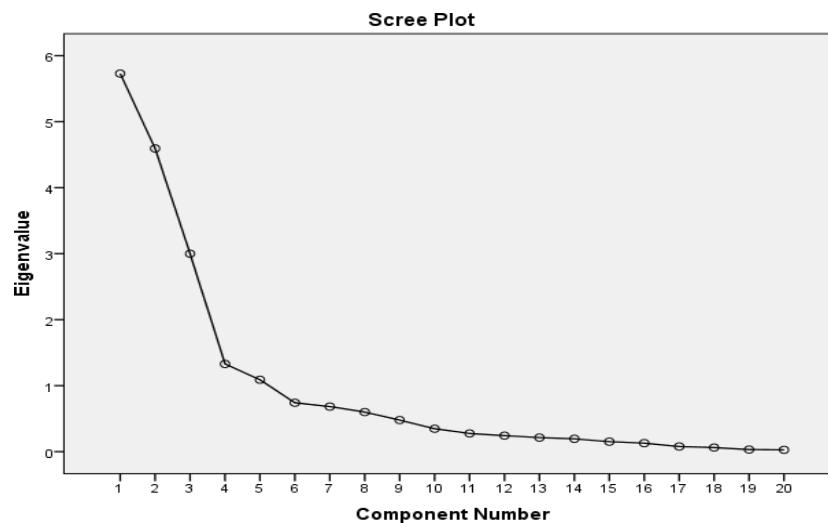
Initially, every variable in the communality is anticipated to share 100% variance. As a result, each item starts with a value of 1.00, indicating that each item shares 100% of the variation. The extraction values range from 0.377 to 0.936, suggesting that the extracted item has a minimum variance share of 37.7% and a maximum variance share of 90.9%.

Table 5: TOTAL EXPLAINED VARIANCE

S.no.	The Eigen values			Extraction Squared Loadings			Rotated Squared Loadings		
	The value s of Eigen	Varian ce percent age	The total percent age	The value s of Eigen	Variance percenta ge	The total perce ntage	Total	Varia nce perce ntage	The total percent age
1	5.730	28.648	28.648	5.730	28.648	28.648	4.065	20.324	20.324
2	4.594	22.971	51.619	4.594	22.971	51.619	3.486	17.428	37.752
3	2.999	14.997	66.615	2.999	14.997	66.615	3.322	16.610	54.362
4	1.329	6.647	73.262	1.329	6.647	73.262	3.252	16.261	70.623
5	1.090	5.449	78.711	1.090	5.449	78.711	1.618	8.088	78.711
6	.741	3.705	82.416						
7	.683	3.416	85.833						
8	.600	2.998	88.830						
9	.479	2.393	91.223						
10	.347	1.737	92.961						
11	.276	1.380	94.340						
12	.243	1.216	95.556						
13	.213	1.066	96.622						
14	.195	.973	97.595						
15	.152	.759	98.354						
16	.129	.646	99.000						
17	.078	.390	99.390						
18	.063	.313	99.703						
19	.031	.156	99.859						
20	.028	.141	100.000						
Principal Component technique is used for the extraction									

Source: Authors' compilation using SPSS

The first component's total variance contribution is (28.648), followed by the second component's (51.619), the third component's (66.615), the fourth component (73.262) and the fifth component (78.711). The Eigen value of a particular factor assesses the variance in all variables that the factor accounts for. It is also obvious that out of the given set of variables, there are a total of four components with Eigen values greater than 1 they are 1, 2, 3,4 and 5 and their Eigen values are (5.730), (4.594), (2.999), (1.329) and (1.090) respectively.

Figure-1: Scree Plot

The components are displayed on the X-axis of the Scree plot along with the corresponding Eigenvalues on the Y-axis. These Eigenvalues are regarded as the first five components: (5.730), (4.594), (2.999), (1.329) and (1.090) Since the highest Eigenvalue is 5.730, this factor is the most significant, followed by all others. These four components are important in this research since they all have Eigenvalues larger than 1 and share the largest variation.

Table 6: ROTATED COMPONENT MATRIX

Factors	Variables	Component					Variance percentage	The values of Eigen
		1	2	3	4	5		
Trust	Influenced by Recommendations	.960					28.648	5.730
	Social media advertisement has improved my ability to choose products	.939						
	Customer feedback through social media advertisement increases my satisfaction	.891						
	Satisfied with the overall trustworthiness of online reviews.	.879						

	Social media advertisement has encouraged me to try new products	.543						
Effectiveness	Negative experiences shared through social media advertisement have reduced my satisfaction		.899				51.619	4.594
	online reviews improve my shopping experience		.878					
	I feel more consistently of good online reviews.		.864					
	I feel confident in my purchase decisions		.845					
	Social media advertisement provides better guidance than traditional advertisements.			.890			66.615	2.999
Behavioral Impact	I see positive reviews about a product or service.			.847				
	Social media helps me to find the right product or service quickly.			.824				
	Online reviews accurately reflect the quality of the product			.810				
	My satisfaction decreases when I suspect reviews are fake or paid.			.652				
	Social media influence to improve customer satisfaction.				.900		73.262	

Perceptions	Social media advertisement satisfaction ratings care more about their customers.				.884		1.329	
	I believe reviews helps me avoid products				.858			
	Social media advertisement to be a reliable source for making purchase decisions.				.730			
	I tend to leave positive reviews when I'm satisfied with a product					.839	78.711	1.090
	Social media influence meets my expectations for accurate product recommendations.					.817		
The principal Component technique is used for the extraction and the Varimax technique is used for the Rotation.								

Source: Authors' compilation using SPSS

The factor analysis identified four key components influencing consumer behavior towards social media advertisements: "Trust," explaining 28.648% of the variance, focuses on the influence of recommendations and customer feedback; "Effectiveness" (51.619%) relates to the function of online reviews in shaping satisfaction and shopping experiences; "Behavioral Impact" (66.615%) highlights the role of positive reviews and quick product discovery; and "Perceptions" (78.711%) emphasizes satisfaction with media influence and its reliability in decision-making. Each component emphasizes the importance of trust, satisfaction, and confidence in social media advertisement.

RESEARCH HYPOTHESIS

- H01: The purchasing decision influenced by social media advertisement is independent of the respondents' gender.
- H02: The purchasing decision influenced by social media advertisement is independent of the respondents' age.
- H03: The purchasing decision influenced by social media advertisement is not dependent on the occupation of the respondents.

Table 7: Cross-tabulation of Gender and the purchasing decision influenced by social media advertisement.

	The Value.	Degree of freedom	Asytc Sig
Pearson's Chi-Square value	10.604 ^a	3	.014
Number of Valid Cases.	396		

Source: Authors' compilation using SPSS

The Chi-Square test indicates a strong association between gender and social media consumer reviews influencing buying intention ($\chi^2 = 10.604$, $p = 0.014$). This suggests that gender differences play a role in how social media consumer reviews affect purchase decisions.

Table 8: Cross-tabulation of age and the purchasing decision influenced by social media reviews

	The Value.	Degree of freedom	Asytc Sig
Pearson's Chi-Square value	17.959 ^a	9	.036
Number of Valid Cases.	396		

Source: Authors' compilation using SPSS

The Chi-Square test shows a significant association between age and social media reviews influencing buying intention ($\chi^2 = 17.959$, $p = 0.036$). This suggests that age differences influence how social media reviews affect purchase decisions.

Table 9: Cross-tabulation of occupation and the purchasing decision influenced by social media advertisement

	The Value.	Degree of freedom	Asytc Sig
Pearson's Chi-Square value	24.030 ^a	9	.004
Number of Valid Cases.	396		

Source: Authors' compilation using SPSS

The Chi-Square analysis demonstrate a significant relationship between occupation and social media reviews influencing buying intention ($\chi^2 = 24.030$, $p = 0.004$). This indicates that occupation significantly impacts how reviews affect purchase decisions.

DISCUSSION

The study validates a theoretical framework for analyzing brand equity in digital retail, emphasizing the critical role of social media influence. The findings highlight the influence of relative importance, trust, and customer experience of social media, while consumer satisfaction, despite its positive association, is less predictable. As consumers grow, their expectations for brand awareness increase, underscoring the need for strong social media advertisement strategies to enhance brand recognition. Trust, perceived value, and commitment significantly impact positive brand equity assessments, even though consumer satisfaction may not directly affect key variables. The study highlights the vital role of social media influence in fostering brand awareness with trust and consumer engagement. These insights enhance our understanding of how social media influence is interconnected with trust, customer loyalty, and brand equity, especially within Trichy's e-shopping and e-payment sectors. Empirical findings reinforce existing theories, providing robust evidence for the proposed model and advancing knowledge in e-retail research.

CONCLUSION

This research looks at the elements that affect the social media influence and how it affects Trichy consumers' online buying habits. The theoretical framework and methodology were built upon previous empirical and statistical research. Following thorough analysis, most assumptions of the study were confirmed and validated, providing robust scientific evidence that the theoretical structure of Trichy Retail Market Research is statistically sound. The conclusions indicate that indicators of consumer satisfaction, perceived value, trust, and customer experience significantly and positively effect on brand awareness. Elements such as CS, PV, trust, and CE serve as crucial metrics for indicating and predicting brand awareness and social media influence. Consequently, to fully comprehend and meet consumer needs and expectations when purchasing products, it is vital to focus on the key characteristics of these variables. The results of this study offer important insights for location managers and marketing firms, enabling them to develop strategies and initiatives aimed at enhancing brand awareness and attracting more potential customers in the forthcoming period.

REFERENCES

1. Balakrishnan, B. K. P. D., Dahnil, M. I., & Yi, W. J. (2014). The impact of social media marketing medium toward purchase intention and brand loyalty among Generation Y. *Procedia - Social and Behavioral Sciences*, 148(August), 177–185. <https://doi.org/10.1016/j.sbspro.2014.07.032>
2. Cheung, M. L., Pires, G. D., Rosenberger, P. J., Leung, W. K., & Sharipudin, M. N. S. (2021). The role of consumer-consumer interaction and consumer-brand interaction in driving consumer-brand engagement and behavioral intentions. *Journal of Retailing and Consumer Services*, 61, 102574. <https://doi.org/10.1016/j.jretconser.2021.102574>
3. Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
4. Drell, L. (2011, October 25). Social consumers and the science of sharing. *Mashable*. Retrieved from <http://mashable.com/2011/10/25/social-consumer-sharing-infographic/>
5. Gupta, L., & Kumar, R. (2022). Influence of social media advertisements on consumers' buying behavior: Empirical evidence from India. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4093828>
6. Harshini, C. S. (2015). Influence of social media ads on consumers' purchase intention. *International Journal of Current Engineering and Scientific Research*, 2(10), 110–115.
7. Kujur, F., & Singh, S. (2018). Emotions as predictor for consumer engagement in YouTube advertisement. *Journal of Advances in Management Research*, 15(2), 184–197. <https://doi.org/10.1108/JAMR-10-2017-0102>
8. KV, S., Kp, N., & Kamath, G. B. (2021). Social media advertisements and their influence on consumer purchase intention. *Cogent Business & Management*, 8(1), 2000697. <https://doi.org/10.1080/23311975.2021.2000697>
9. Lee, E. (2013). Impacts of social media on consumer behavior: Decision-making process (Bachelor's thesis, Turku University of Applied Sciences, Finland). Retrieved from https://www.theseus.fi/bitstream/handle/10024/62367/Lee_Ethel.pdf?sequence=1&isAllowed=y

10. Martinka, L. (2012). How social media communities impact consumer behavior (Master's thesis, Gonzaga University, USA). Retrieved from <https://www.proquest.com/docview/1017683284>
11. Paramasivan. C (2016), Conceptual Analysis of Consumer Exploitation in Organized Retailing, *International Journal in Management and Social Science*, Vol.04 Issue-06, (June, 2016),pp-206-210
12. Ravichendran G (2024), Payment banks — A new milestone for banking penetration in India, *International Journal of Financial Engineering*, 2014 Vol. 1 Issue 1 - 2015 Vol. 2 Issue 1
13. Saravanan, M., & Sajitha, S. (2016). Consumer perception towards online advertisement. *International Research Journal of Engineering and Technology (IRJET)*, 3(11), 197–202.
14. Srivastava, N., Srivastava, S., & Rai, A. K. (2014). Attitude and perception towards online advertising among students and young professionals: A study. *International Journal of Management*, 5(5), 33–39.
15. Wang, Y., & Yu, C. (2015). Social interaction-based consumer decision-making model in social commerce: The role of word of mouth and observational learning. *International Journal of Information Management*, 37(3), 179–189.