

An Empirical Investigation of the Factors Affecting Social Media Advertisements on E-tailing in Odisha

Dr. Sharanika Dhal

Assistant Professor, Department of Faculty of Management Studies, Sri Sri University
Cuttack, Odisha, India PIN: 754006
Email Id: sharanika.d@srisriuniversity.edu.in

Mr. Deepti Ranjan Sabat

Faculty Associate Marketing, Department of Faculty of Management Studies, Sri Sri University
Cuttack, Odisha, India PIN: 754006
Email Id: deepti.s@srisriuniversity.edu.in

Dr. Pritidhara Hota

Assistant Professor, Department of Faculty of Management Studies, Sri Sri University
Cuttack, Odisha, India PIN: 754006
Email Id: pritidhara.h@srisriuniversity.edu.in

Abstract: This study aims to determine their involvement and elucidate how it affects consumer choice. Social media is a potent and economical tool for consumer product promotion. This study identifies various factors affecting social media advertisement. This study adopted empirical analysis of primary data. The respondents of this survey were 659. A structured standard questionnaire of 41 Nos. was used as the research instrument in this investigation. The technique of sampling Data was collected after the questionnaire was distributed via email and social media. By using a standardized questionnaire regarding the various factors that are affecting social media advertisements. Data is collected from Dec 2023 to August 2024. Data dependability is examined using a Varimax rotation and Cronbach's Alpha evaluation. Tables 3 and 4 reveal that Cronbach's Alpha for all 30 standardized items indicates that the data is reliable, KMO (Kaiser-Meyer-Olkin) assesses sample adequacy, and Bartlett's test of sphericity, with a p-value of 0.000, indicates that the data is significant. Four factors with components having Eigenvalues of > 1.0 were obtained from the factor analysis (Presented in Table 5). Then the data underwent descriptive statistics and Exploratory Factor Analysis (EFA). It is statistically proven that there are four factors affecting social media advertisements on consumers' buying decision-making. Cumulative Variances are described as respectively i.e. Positive reviews and comments (25.06%), Visuals and slogans (46.64%), Attractiveness (60.65%), Trustworthiness (72.30%), etc. Studying social media advertisements and their effects on e-tailing can provide valuable insights into targeted advertising, ROI, brand visibility, customer engagement, conversion optimization, competitive advantage, and strategy refinement.

Keywords: Social media, Consumer Behaviour, E-tailing, Advertisement, Marketing etc.

Introduction

Nowadays, social media is the best community press available. Additionally, businesses connect companies directly with their clients and offer marketing and promotional potential beyond that of the average person. Because of this, almost all businesses worldwide—from small ice cream shops to large conglomerates like Starbucks and IBM—are looking into social media advertising. During the previous season, businesses voiced concern over social media (Jun, M. Y., 2004). It is now here to stay and the data is being directed to the immediate use of media marketing. Social media is the next tool to advertise, just as email and websites that businesses originally approved. Marketing of social media promotions leveraging social media, social media, online marketing, and more. It's a new "buzz" in the marketing (Kaplan AM and Haenlein M, 2010; Kwek, 2010). Social media provides real-time feedback from customers through comments, likes, shares, and messages. Analyzing this engagement can offer valuable insights into customer preferences and sentiments, helping e-retailers refine their marketing strategies. Social media ads that prompt interaction (e.g., polls, contests, or Q&A sessions) can enhance customer engagement and build stronger relationships with the audience (Hansen et al., 2011; Jain 2024; Aanand 2024).

Review of Literature

According to Peterson et al. (1997), there is still work to be done in developing a good, specialized model of online client purchasing behavior. The

beginning points of the customer, pertinent market structures, and the attributes of the product under consideration will all influence the process of making decisions. The way that consumers view internet buying affects how they make purchases. In the 21st century as a world of technology, social networking sites have offered a platform where different organizations may simplify their marketing efforts and attract more clients. Benedict et al. (2001) show that atypical patterns, including characteristics of the customer, characteristics of the product, characteristics of the status, previous experiences made online, and dependency on online buying, influence not only the usability, practicality, and amusement value of online shopping but also the comprehension of online shopping and its goal. As per Harris's (2009) assertion, social media platforms encompass a variety of online communities and platforms such as blogs, wikis, podcasts, social networking sites, discussion forums, social networking sites, blogging, wikis, podcasts, and broadcast videos. and clients, but social media marketing gives them a way to remain active. As Hesseet al. (2009) said consumers increasingly want 24-hour availability of data via digital apps both offline and online, as well as 24-hour customer help and self-service alternatives employing online resources. Now clients wish to abandon the old method for details and want to employ the newest technology. According to Hansen, Schneiderman, and Smith (2011), communication technologies have generated new methods to connect with shops and customers.

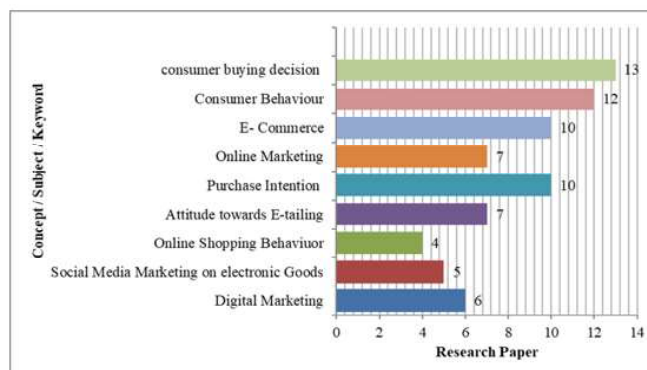


Figure 1: Graphical presentation of various topics and nos. of literature review

According to (Kotler et al., 2010; Armstrong and Kotler, 2011), the marketing sector has benefited greatly from the rapid advancements in social media usage. The volume of data and information created by Internet users influences the performance of corporate goods and commercial marketplaces (Kietzman et al., 2011). Chi (2011) asserted that social media marketing provided consumers with an option to concentrate and focus on communication, while also characterizing social media marketing as the interaction between products and customers. Social media has established itself as the primary resource used by customers to choose products. (Fleishman-Hillard, 2012; Cocktail Analysis, 2012; Fleishman-Hillard, 2012; Cocktail Analysis, 2012). Understanding the profiles made by online buyers—both receivers and non-recipients—is the main goal of Kanwal Gurleen (2012). Questions were used to collect data from 400 respondents to achieve this goal. The study was performed in three cities in Punjab: Jalandhar, Ludhiana, and Amritsar. A sample of respondents was selected from these cities. The study also examines the various factors that impact the acceptance of online shopping. Businesses may get a competitive edge by analyzing rival strategies, supplier performance, and customer behaviour (Gordon, 2014). Rudresha C.E et al. (2018) this study investigated to evaluate and understate the consumer's perspective towards online buying, to understand different challenges experienced by customers at the time of online purchasing, and also to present efficient ways to solve such problems. As a result of the survey, it was established that most people favourable attitude to performing online shopping, even though they felt certain issues. Majority of the individuals think that shortly internet buying will be more in demand than physical purchasing. Ganapathy Subbiah et al. (2019) states that the goal of this study is to examine the decision-making process that customers use when they shop on Omni channel e-tailing. A convenience sample was used to poll non-probability 700 IT professionals using questionnaires, and structural equation modeling was performed to confirm the hypothesis. The findings showed

that offers, operation quality, convenience, product quality, and service quality all had a big impact on customers' intent to buy on Omni-channel e-tailing.

In 2020, Dr. Shaik Shafeequr Rahman carried out research to ascertain how different factors interact to influence both traditional and online shopping. The study considers a number of factors, such as reputation, location, delivery time, guarantees and warranties, information privacy, product description, customer service, security, and pricing. In the descriptive and analytical study, 600 respondents from Hyderabad reported having done internet shopping. The inquiry was carried out using the t-test statistical approach. The findings demonstrated that whereas traditional purchasing was favored by delivery time, warranties and guarantees, information privacy, customer service, and security, the online market profited from factors such as location, company reputation, item description, and pricing. "Privacy and safety" are among the few website attribute recommendations offered by Agarwal, 2020 and Subudhi et al. (2020). They should be taken very seriously.

They must also guarantee that encryption technologies are present for secure online transactions, as well as have a website privacy policy in place. Furthermore, "website usability" and "website repute" have been demonstrated to influence customers' online purchasing decisions. Online shops must guarantee that web pages load quickly, that the payment procedure is swift, that a search tool is available, and that the website is easy to navigate. Ebenezer T Y Paul Rajan (2021) has done a study on the social media impact on retailers. This study's conclusion provides information on the main factors influencing customers. While purchasing an item, e-retailers should be aware of and adept at amplifying their customers' comments. One component of electronic shopping that is promoted is the display-produced location, which has a lower capability for traditional advertising. Consumers become more and more discerning

and informed. It makes sense that buyers are getting pickier and more informed. According to Local, regional, and global e-commerce companies cater to consumer preferences and market demands (Mustafa Rasheed et al., 2023). The results of the study can be used by the government to develop regulations that promote internet shopping. To further hone the results, the sample size will be enlarged in the future to include new Pakistani cities. Additionally, in terms of their policies and services, the e-commerce websites that were the subject of this research can also be critically compared to other widely known e-commerce platforms like Amazon, eBay, and others.

Vikash Chaudhary (2023) did a survey that indicates a comprehensive approach to understanding consumer perceptions in the context of online shopping, emphasizing the need for targeted marketing strategies, the paper highlights the rapid increase in Internet usage in India, which has significantly influenced online shopping behaviors among consumers. This trend provides a rich area for research on consumer perceptions and behaviors in the digital

marketplace. The study makes the case that certain variables affect Indian consumers' online buying habits. Identifying these elements is vital for building efficient marketing strategies that respond to the interests and preferences of different sorts of online buyers. Jain Kashish (2024) The interaction between technology, user experience, and demographic impacts is highlighted in the article Consumer Perception Towards Online Shopping in India: The Factors Influencing Consumer Perception Towards Online Shopping in India. The paper discusses how the Internet has transformed shopping by integrating various web management tools, it highlights the importance of a user-friendly interface across digital devices, The study examines the relationship between demographic factors and customer perception. Dhiraj Anand (2024) explored factors impacting customer perception of digital transactions in a dynamic economy. Ease and efficiency are key drivers of adoption, while security concerns and trust issues remain prominent. User experience, trust, risk perception, socio-demographics, and cultural factors influence consumer sentiment.

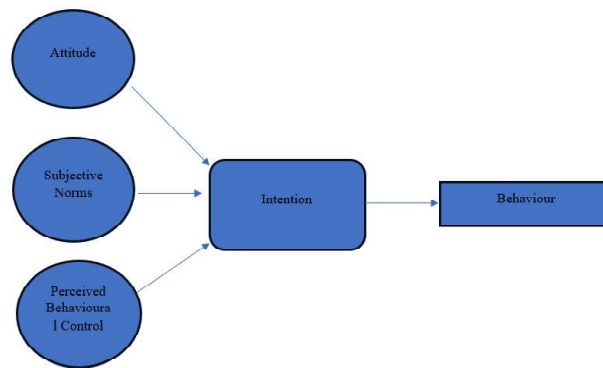


Figure 2: The Application of Theory: Theory of Planned Behaviour (TPB) in the consumer intention or perception towards the social media advertisements

Source: Mathebula, Wiseman & Makhubele, Jabulani & Singwane, Theminkosi. (2022).

The nexus between harmful alcohol use and intimate partner violence, a case study. International Journal of Research in Business and Social Science (2147- 4478).

The psychological framework known as the Theory of Planned Behaviour (TPB), which was created by Icek Ajzen, aims to explain how people's attitudes, subjective norms, and perceived behavioural control affect their intentions and actions. TPB can be a useful lens to comprehend the elements influencing customer

behaviour while dealing with online retail advertisements in the context of social media advertisements on e-tailing in Odisha. According to the theory, intentions, which in turn result in actual behaviour (like buying a product), are predicted by three important factors: attitudes, subjective standards, and perceived behavioural control.

Attitude

The term “attitude” describes how someone feels about engaging in a behaviour, whether it be positively or negatively. In this case, it represents the opinions of customers on social media ads and their views on online shopping. Social media e-commerce ads will be seen favourably by customers if they believe they provide high-quality goods or services that satisfy their needs. Customers’ perceptions of social media advertisements and internet purchasing in Odisha are influenced by things like Perceived product quality, cultural relevance and Price perception. Customers would adopt favourable opinions about e-commerce ads on social media if they believe that they provide high-quality goods or services that satisfy their requirements. Social media advertisements that reflect local values and culture (e.g., by showcasing regional personalities, traditional items, or festivals) are likely to generate more positive sentiments. Because they are associated with local pride and identity, e-commerce advertisements that promote Odia handlooms or local handicrafts, for example, may elicit a positive attitude.

Subjective Norm

Subjective norms, a fundamental component of the Theory of Planned Behaviour, are the social pressure people feel to engage in or refrain from certain behaviours, and they are particularly important in influencing consumer choices in Odisha’s e-commerce market. Families in Odisha typically make group purchases, especially for items that are used by several people, such as clothing or household goods, so social media advertisements that highlight family-oriented products or show scenes of families celebrating festivals together are likely to resonate with

consumers. Community influence is also strong, with purchasing behaviour frequently influenced by what is popular or acceptable in one’s social circle.

Perceived Behavioural Control

A key component of the Theory of Planned Behaviour, Perceived Behavioural Control (PBC) refers to the consumer’s perception of their ability to perform a behaviour, taking into account both internal and external constraints. In the context of social media advertisements on e-tailing in Odisha, PBC has a significant impact on purchasing decisions. A number of factors, including digital literacy, access to technology, and payment options, affect consumers’ perceived control over their ability to engage in e-tailing. In Odisha, where internet access may differ between urban and rural areas, consumers with limited digital knowledge or slower internet connections may feel less confident navigating online shopping platforms. Additionally, the availability of safe, practical payment options, such as cash on delivery, mobile wallets, and local payment gateways, can increase a consumer’s perceived control.

The success of e-tailing in Odisha is likely to be driven by social media ads that appeal to positive attitudes, leverage social influence, and address perceived barriers to online shopping. E-tailers in Odisha that provide easy-to-use platforms, secure payment options, and dependable delivery services can enhance perceived control, leading to higher purchase intentions.

Factors Influencing the Social Media Advertisement obtained from systematic literature review

The following are the aspects impacting the social media advertisement:

1. Positive reviews and comments,
2. Visuals and slogans,
3. Attractiveness,
4. Trustworthiness

Identification of Factors through qualitative analysis

Table No 1: Identified Factors and Details

Sl No.	Identified Factors	Meaning	Authors	Sources
1	Positive Reviews and Comments	Positive reviews and comments in social media advertising build trust and credibility, enhance brand reputation, increase engagement and reach, improve ad performance, foster a sense of community, provide valuable feedback, and encourage impulse purchases. They serve as social proof, making potential buyers more likely to trust the brand and consider making a purchase.	Donna, K., Byron, Sarbjit, K., Rakshit, Craig, M., Trim (2015). Yosra, Akrimi (2022).	<ul style="list-style-type: none"> ➤ Garvit, Batra., R., Tiwari. (2023). 1. <i>Analyzing the Impact of Social Media on E-commerce: Harnessing Recommendations from Online Product Reviews.</i> doi: 10.1109/asiancom58793.2023.10269932 ➤ Sepideh, Samadi., Imran, Akhtar. (2023). 2. A Review of Social Media Marketing on Digital Savvy Brand Shoppers. doi: 10.1007/978-3-031-37164-6_46. ➤ Yun, Kyung, Cho., Cynthia, I., Sutton., Nazim, Taskin. (2023). 3. Positive Relationships between Service Performance and Social Media Use in Internet Retailing. Contemporary Management Research, doi: 10.7903/cmr.22963. ➤ Trinh, Le, Tan., Nguyễn, Tiên, Quang., Nguyen, Duc, Thanh, Dat. (2023). 4. Researching the Effect of Views and Feedback About Products on Customer's Purchase Intention. Case of Shopping on the Social Media. Journal of Law and Sustainable Development, doi: 10.55908/sds.v11i4.901
3	Attractiveness	The attractiveness of social media advertising in e-tailing comes from its ability to target specific audiences, use engaging visuals and interactive content, and leverage user-generated content like reviews and shares. This creates a personalized and compelling shopping experience, increasing consumer interest and boosting conversion rates.	<p>Liyao, Jiang., Chenglin, Li., Haolan, Chen, Xiao-Rong, Gao., Jinyang, Zhong., Yang, Qiu, Shani, Ye., Di, Niu. (2023).</p> <p>Bernd, W., Wirtz., Robert, Piehler., Sebastian, Ulrich. (2013).</p>	<p>Yang, Qiu., Shani, Ye., Di, Niu., Xiao-Rong, Gao., Chenglin, Li., Haolan, Chen, Liyao, Jiang. (2023). <i>AdSEE: Examining the Effect of Image Style Modification on the Attractiveness of Advertisements.</i> doi: 10.1143/3580305.3599770</p> <p>Bernd, W., Ulrich, Sebastian, Piehler, Robert, Wirtz (2013). <i>factors that affect how appealing a social media platform is.</i> Journal of Electronic Commerce Research, 14(1):11-</p> <ul style="list-style-type: none"> ➤ Jas, Raj, Bohra., Mallika, Bishnoi. (2016). 2. Instagram: The New Edge of Online Retailing. ➤ Marcos, Somodorinos. Tap, Papaioannou., Mohammed, Alhaji, Adamu. (2018). 4. Influence of online retailers' social media marketing strategies on students' perceptions towards e-shopping: a qualitative study. International Journal of Technology Enhanced Learning, doi: 10.1504/IJTEL.2018.092705 ➤ Bernd, W., Wirtz., Robert, Piehler., Sebastian, Ulrich. (2013). 6. Determinants of social media website attractiveness. Journal of Electronic Commerce Research. ➤ Jenny, Xinyan, Zhang., Rachael, K.F., Ip. (2015). 7. E-Commerce Advertising in Social Networking Sites and Implications for Social Commerce.

In the above-mentioned Table, the study identified the different constructs by doing the qualitative analysis through systematic literature survey.

Objectives of the Study

1. To explore the different conceptual aspects of social media, advertisements, and their effect on consumer decision-making.

2. To identify different factors affecting social media advertisements on consumer purchase behaviour.

Research Methodology

In order to gain a greater understanding of how social media affects consumer behavior, quantitative research is being conducted. There were 659 participants in this survey. The demographic segmentation of the population comprises of the age group having more than 20 years who are competent enough to use internet. On the basis of populations, the constructs are identified. The research tool for this study was a structured standard questionnaire with 41 questions. The method of sampling is simple random sampling as it is not possible to take all

the feedback of the two cities; Cuttack and Bhubaneswar. Following the questionnaire's distribution by email and social media, data was gathered. The information was gathered using a standardized questionnaire on the many elements influencing social media advertisements. Likert scales with five points were used for the questions. The software programs Ms Excel and SPSS S/W are utilized to analyze the gathered data.

Data Analysis and Interpretations

First of all, a pilot study is done by taking a hundred participants and reliability checked. Some of the analyses are presented below graphically. The questionnaire has two parts. First of all, it collected the demographic data and then there was a particular questionnaire given for further study.

Table No 2: Descriptive Statistics of the demographic characteristics

Variables	Subcategories	Percentage
Gender	Male	69.5
	Female	30.5
Age	20-30 years	31.7
	31-40 years	42.8
	41-50 years	20.5
	More than 50 years	5
Place	Urban	32.5
	Municipal	45.5
	Rural	10.7
	Semiurban	11.7
Educational Qualification	12th	15.3
	Graduation	25.4
	Post Graduation	35.5
	Others	23.8
Apps/ Website	Apps	67.5
	Web site	32.5
Income Level	10,000-20,000	40.1
	21,000-50,000	45.2
	Above 50,000	14.7
Total Spend	Less than Rs. 50000	45.8
	Rs. 50000 to Rs. 100000	30.2
	More than Rs. 100000	24
Satisfaction Level	1	20
	2	25
	3	20
	4	22
	5	13

From Table No. 2, it is observed that in the total population; 69.5% are male and 30.5% are female repliers. 31.7% percent of the respondents are between the ages of twenty and thirty; forty-one percent are between the ages of thirty and forty-one percent; twenty-five percent are between the ages of forty-one and fifty; and five percent of the respondents are over the age of fifty. Urban, semi-urban, municipal, and rural areas comprise 32.5%, 11.7%, 45.5%, and 10.7% of the total respondents, respectively. As per the educational qualification, 15.3% belong to a higher secondary group, 25.4% are graduates, 35.5% are post-graduates and others are 23.8 % of the total respondents. 67.5% are application software users and 32.5% are using websites to order medicines online. 40.1% of the respondents have an income level of 10,000 to 20,000, 45.2% have having income level of 20,000 to 50,000 and 14.7% of the total respondents have having income above 50,000. As per the expenditure, 45.8% of the total population spends less than Rs. 50000.00 per month, 24% of the total

population spends more than Rs.100000.00 and 30.2% spends between Rs.50000.00 to 100000.00. 88.7% like to use online platforms for buying electronics products online and 11.3% dislike buying electronics products online.

Discussion

From Figure No (2 to 8); It is observed that the majority of respondents searched social media for information about the product or services; most of them spent a moderate amount of time doing so; most of them felt that positive comments and reviews about the product influenced their decision to buy; most of them felt that the product's slogans and visuals influenced their decision to buy; most of them felt that the product's attractiveness influenced their decision to buy; and most of them believed that the reliable aspects of the goods on social media influenced their decision to buy. It is acknowledged that every aspect of social media marketing influences the customer's buying decision.

Graphical presentations of the data collected in the pilot study

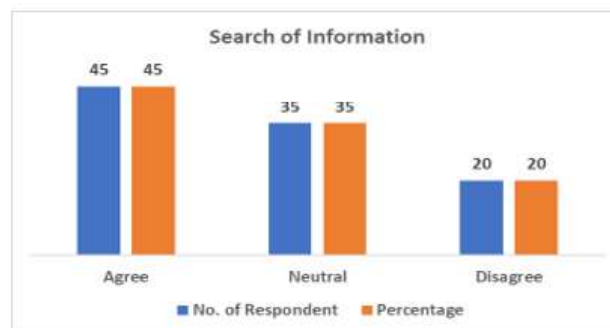


Figure 3: No responders looking for product information on social media

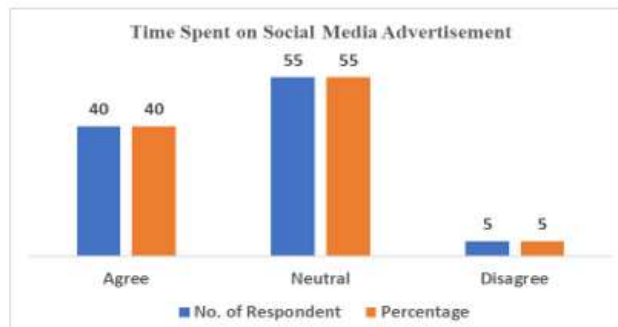


Figure 4: Number of Respondents on Time depleted on Social Media Advertisement

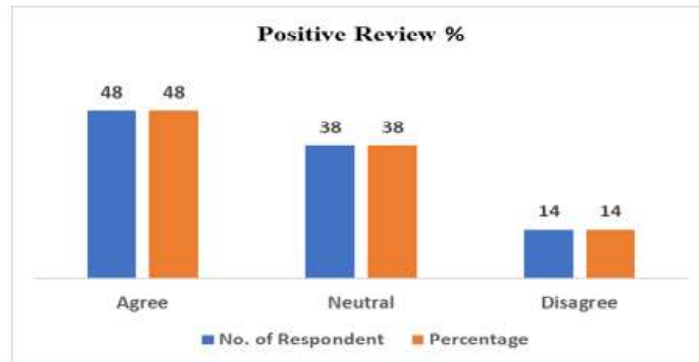


Figure 5: No of the respondents has Positive Reviews & Comments about the Product in Social Media Push to Make a Buying Decision

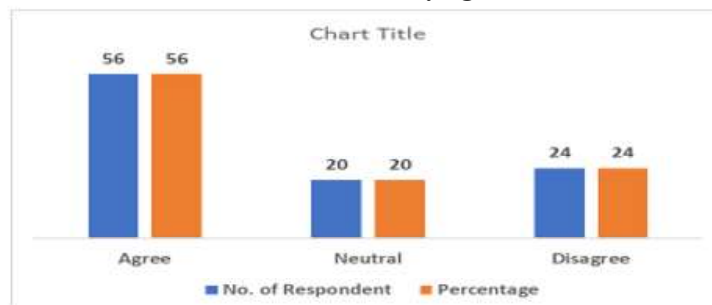


Figure 6: No of Respondents on Slogans & Visuals about the Product In Social Media Push To Make Buying Decision

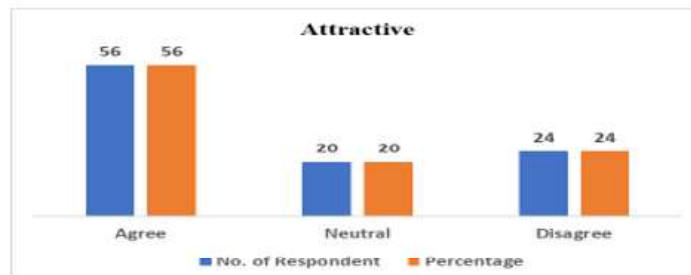


Figure 7: No of the respondents support that Social Media Advertisement Is More Attractive than Mass Advertisement

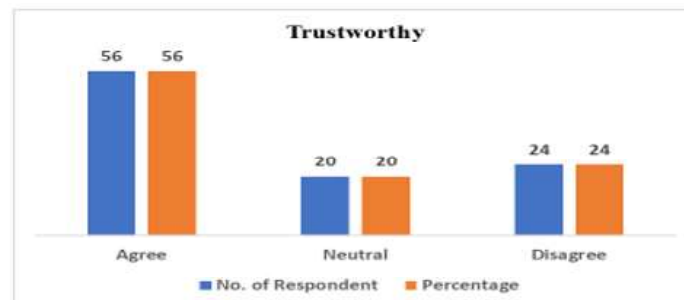


Figure 8: No of the respondents presented that Social Media Advertisement Is More Trustworthiness than the Mass Advertisement

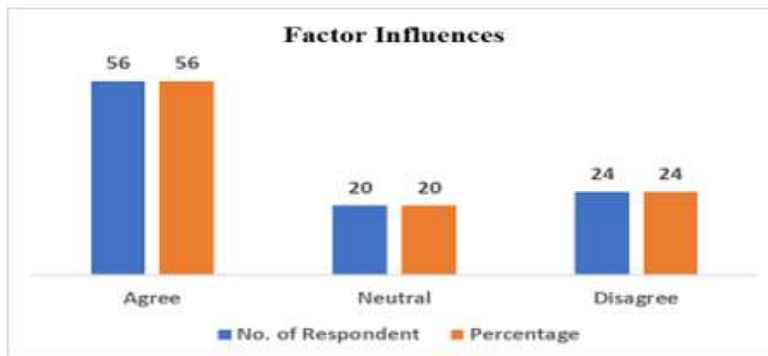


Figure 9: No of the respondents presented that Factors of Social Media Advertisement Influences Customer Buying Decision

Table No 3: Reliability Statistics

Cronbach's Alpha	N of Items
0.929	41

Table No 4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.793
		9390.918
		435
		.000
Bartlett's Test of Sphericity	Approx. Chi-Square	
	Df	
	Sig.	

Data dependability is examined using a Varimax rotation and Cronbach's Alpha evaluation. Tables 3 and 4 reveal that Cronbach's Alpha for all 30 standardized items indicates that the data is reliable, KMO (Kaiser-Meyer-Olkin) assesses

sample adequacy, and Bartlett's test of sphericity, with a p-value of 0.000, indicates that the data is significant. Four factors with components having Eigenvalues of > 1.0 were obtained from the factor analysis (Presented in Table 5).

Table No 5: Total Variance Explained

Components	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.513	28.079	28.079	11.513	28.079	28.079	9.866	24.063	24.063
2	9.689	23.631	51.710	9.689	23.631	51.710	9.258	22.579	46.642
3	4.975	12.133	63.843	4.975	12.133	63.843	5.709	13.924	60.566
4	3.468	8.459	72.303	3.468	8.459	72.303	4.812	11.737	72.303
5	0.880	4.586	76.888						
6	0.226	2.990	79.878						
7	0.165	2.842	82.721						
8	.869	2.121	84.841						
9	.676	1.648	86.489						
10	.591	1.441	87.930						

11	.517	1.262	89.192						
12	.456	1.112	90.304						
13	.402	.982	91.286						
14	.366	.894	92.179						
15	.348	.848	93.027						
16	.313	.764	93.791						
17	.285	.696	94.487						
18	.245	.598	95.085						
19	.216	.528	95.612						
20	.199	.486	96.099						
21	.192	.467	96.566						
22	.174	.423	96.989						
23	.159	.389	97.378						
24	.145	.354	97.732						
25	.122	.299	98.030						
26	.111	.272	98.302						
27	.103	.251	98.553						
28	.090	.221	98.774						
29	.075	.182	98.956						
30	.071	.173	99.129						
31	.064	.156	99.285						
32	.056	.138	99.423						
33	.054	.133	99.555						
34	.044	.107	99.663						
35	.042	.102	99.765						
36	.030	.073	99.837						
37	.027	.067	99.904						
38	.019	.046	99.950						
39	.014	.035	99.985						
40	.006	.015	100.000						
41	1.016E-013	1.038E-013	100.000						

Extraction Method: Principal Component Analysis.

Table No 6: Rotated Component Matrix

	Component			
	1	2	3	4
X1	.973			
X2	.969			
X3	.965			
X4	.941			
X5	.934			
X6	.909			
X7	.900			

X8	.887			
X9	.859			
X10	.853			
X11	.828			
X12	.809			
X13		.955		
X14		.934		
X15		.927		
X16		.924		
X17		.934		
X18		.883		
X19		.879		
X20		.862		
X21		.854		
X22		.830		
X23		.802		
X24			.909	
X25			.909	
X26			.901	
X27			.895	
X28			.856	
X29			.876	
X30			.842	
X48			.049	
X49			.199	
X50				
X51				.810
X52				.696
X53				.834
X54				.700
X55				.722
X56				.691
X57				.566
X58				.834

Extraction Method: Principal Component Analysis. **Rotation Method:** Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

From Table 5, it is observed that there are four factors affecting the social media advertisements on consumers' buying decision-making. That is Positive reviews and comments (25.06%), Visuals and slogans (46.64%), Attractiveness (60.65%),

Trustworthiness (72.30%), etc. All the points are discussed further one by one.

Positive feedback from other customers helps build trust and credibility for a product or brand. Positive reviews and comments help to build trust between buyers and the brand. When potential buyers see that others have had a good experience, they're more likely to feel confident in their own purchase decision. Positive

comments serve as social proof, showing that a product or service is popular and well-regarded. This can influence buyers by creating a sense of validation and reassurance that they're making a good choice. Positive comments can boost a brand's visibility on social media platforms. Engaging comments can attract more attention and reach, which can lead to increased interest and potential sales. A steady stream of positive comments helps to reinforce a favourable brand image. This positive reinforcement can shape potential buyers' perceptions and increase their likelihood of choosing the brand. Positive feedback can encourage more interaction and engagement from other users. This increased engagement can lead to higher levels of brand loyalty and word-of-mouth referrals. Positive comments can help counterbalance any negative feedback, providing a more rounded view of the product or brand. This can help potential buyers feel more secure in their decision, even if there are some criticisms. Overall, positive comments on social media contribute to a favourable online reputation, which can significantly influence potential buyers and their purchasing decisions."

As people navigate through social feeds, visually striking content like crisp photos, videos, and infographics is more likely to attract their eye. Engaging potential customers may begin with this initial attention. A brand's identity can be strengthened and made more remembered with the use of appealing and consistent images. Consumers are drawn to a unified, familiar appearance that is produced by strong visual branding. Visuals are a fast and efficient way to convey complicated concepts or product characteristics. For instance, infographics can condense complex information, making it simpler for viewers to comprehend and remember important details. Emotions evoked by visuals can affect purchasing decisions. Videos and pictures that portray a lifestyle or tell an engaging tale can evoke strong feelings in prospective buyers. Slogans can effectively communicate the core values or unique selling propositions of a brand. A well-crafted slogan can convey what makes a product or brand stand out and why it

matters to the consumer. A good slogan distils a brand's message into a few impactful words. This simplification helps consumers quickly understand the brand's key benefits or promises. Slogans can be designed to resonate emotionally with the target audience. Whether they are inspirational, humorous, or reassuring, slogans that connect on an emotional level can influence buying decisions. Effective slogans often include a call to action or create a sense of urgency. This can motivate potential buyers to act promptly, whether by making a purchase or engaging further with the brand. Consistent use of slogans across social media and other marketing channels helps reinforce the brand message and contributes to a unified brand identity. In summary, visuals and slogans are powerful tools in social media marketing that can attract attention, reinforce brand identity, and influence consumer perceptions and decisions. When used effectively, they can significantly enhance a brand's impact and drive sales.

Attractive visuals or profiles are more likely to catch users' eyes as they scroll through social media feeds. This initial attraction can lead to more engagement and curiosity about the product or brand. Attractive and well-designed content can elevate the perceived value of a product or brand. High-quality, aesthetically pleasing visuals often suggest that a product is premium or of high quality, which can justify a higher price point in consumers' minds. Attractive content can evoke positive emotions and create a stronger emotional connection with the audience. When people feel good about the visuals or messaging, they are more likely to develop favourable attitudes toward the brand and consider making a purchase. Consistently attractive and well-designed content helps build a strong and appealing brand image. A visually appealing brand is often perceived as more professional and trustworthy, which can influence buying decisions. Attractive and engaging posts are more likely to be shared, liked, and commented on. High engagement can serve as social proof, suggesting that the product or brand is popular and well-regarded, which can further persuade potential

buyers. In a saturated market, attractiveness can help a brand stand out from competitors. Unique and appealing visuals or messaging can differentiate a product and make it more memorable to consumers. A visually attractive and user-friendly social media presence can enhance the overall user experience. Easy-to-navigate profiles and engaging content make it simpler for users to find information and take action, such as making a purchase or signing up for updates. Collaborating with visually appealing influencers or celebrities can amplify the attractiveness of a brand. Influencers with a strong aesthetic appeal can effectively promote products and attract their followers' interest. This principle suggests that users often perceive aesthetically pleasing designs as more usable and enjoyable. An attractive social media presence can thus lead to a more positive perception of the brand and increase the likelihood of purchase. An attractive and polished social media profile can enhance the credibility of a brand. High-quality visuals and consistent branding contribute to a professional image, which can foster trust and reassure potential buyers about the legitimacy of the product or service. In summary, attractiveness in social media can significantly influence buyers' decisions by enhancing brand perception, evoking positive emotions, and creating a memorable and engaging user experience. Brands that effectively leverage attractiveness can improve their appeal and drive consumer action.

A brand's credibility is enhanced via interactions and content that are trustworthy. Consumers are more inclined to view a brand's goods and services as worthwhile and genuine when they believe it to be trustworthy and honest. A key factor in purchasing decisions is trust. Customers are more likely to purchase from companies they trust because they have faith that their expectations will be fulfilled and their transactions will be safe. Being trustworthy facilitates building solid, enduring connections with clients. Recurring purchases and brand referrals are more common among devoted consumers who have faith in a company. Negative reviews are easier

to handle and respond to for a reliable brand. It is possible to turn potentially harmful circumstances into chances to show your dependability and responsiveness by practicing transparent communication and proactive customer service. gratified and dependable

Then a brand is perceived as trustworthy, it reduces the perceived risk associated with a purchase. Consumers are more willing to purchase if they believe that the brand will deliver on its promises and protect their personal information. Consistent and trustworthy behavior on social media such as honest marketing practices, transparent communication, and reliable customer support strengthens a brand's overall image and reputation. Collaborating with trusted influencers or brand ambassadors can enhance a brand's trustworthiness. Influencers with strong reputations can lend credibility and attract their followers' trust. In summary, trustworthiness on social media plays a pivotal role in shaping buyers' decisions by enhancing credibility, encouraging purchases, fostering loyalty, and building a positive brand image. Brands that focus on being transparent, responsive, and consistent are more likely to gain the trust of their audience and influence their buying behavior effectively.

Conclusion, Limitations and Suggestion

Studying social media advertisements and their effects on e-retailing can provide valuable insights into targeted advertising, ROI, brand visibility, customer engagement, conversion optimization, competitive advantage, and strategy refinement. These insights can help e-retailers optimize their advertising efforts, improve customer relationships, and ultimately enhance their sales performance and market presence. Continuous monitoring and analysis of social media ad performance enable e-retailers to quickly adapt their strategies based on what works and what doesn't, ensuring more effective campaigns over time. Comparing social media advertising performance against industry benchmarks can provide insights into how well an e-retailer is performing relative to competitors

and where improvements can be made. This study identifies factors affecting social media advertisements impacting the online retail sector. It can be suggested to study by taking these factors as independent variables and other dependent variables as hypotheses for the next research areas in the marketing sector. Further research can be done by taking customer/ client satisfaction, purchase intention, or customer delightness as dependent variables. The research can be done by taking any particular sector related to any of the product or service sectors in India. Finding out how social media influences customers' decision-making processes was the primary goal of the study. First off, social media has profoundly transformed both consumers' lives. Social media is used by customers to gain product reviews. Social media has altered the advertising landscape by displacing mass media advertising. Most people agree that social media is more informative, more dependable and interactive than mass media marketing tactics. Customers look at their likes and dislikes on social media to learn about the historical success of products. People can express their thoughts, ideas, and viewpoints as well as share their expertise and experiences with other users through social media networking. This feature facilitates low-cost electronic outreach by marketers to prospective clients.

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