

A Study on Consumer Purchase Intention Based on Social Media Advertising



*A report submitted to Department of Commerce, Higher And Technical
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CERTIFICATE

This is to certify that the dissertation entitled “A Study on Consumer Purchase Intention Based on Social Media Advertising” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Vanlalimanuela Ralte, Roll No. 2123BCOM047, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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I, *Vanlalimanuela Ralte*, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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Thank you

Vanlalimanuela Ralte

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Chapter I

Introduction

1.1 Conceptual Framework

The research framework of the study is illustrated it contains of social media factors and factors of social media advertisement. In social media factors it includes the community, dependence, contentedness, openness, participation, trust, perceived value and perceived risk. In the factors of social media advertisement, the entertainment, informativeness, irritation, credibility are the factors.

Social media permits organizations and individuals to recognize and communicate with those whom they would like to be related with, i.e., it presents a mechanism for organizations and individuals to form communities rapidly and to build up associations efficiently with others who shares some commonalities with them. Actually, a lot of people have considered social media as an effectual resource for expanding communities. However, it is significant to discriminate commonality from community.

As per this concept, there is a tripartite association amongst society, audience, and media. This hypothesis elucidates, more dependence of an individual on media to accomplish his / her social need, media will be more imperative in his / her individual lifetime. Based on the study on the concept of Internet Dependency Relations (IDR) recommended that the individual who depend on the web to fulfil his/her objectives are more likely to engage themselves in online shopping activities, as a result it has an effect on their online shopping relation.

A remarkable feature of social media is its openness to user participation and feedback. The majority of social media contains partial flow barriers, both in technological transferability and applications, therefore information can travel among user and source and amongst users easily. The openness feature is improved by social media's networking availability and philosophy of user-friendly mechanisms for sharing and creating contents. The substantiation of openness is common as people, particularly the young age group, share their lives online using sites such as Twitter, Flickr, and Facebook, and companies make use of corporate blogs to share out information and to collect feedback.

1.2 Literature Review

Harshini (2015) have made an examination to gather knowledge on the theoretical commitments and conceptual model of the Social Media Ads that grabbed the intention of the shoppers. The examination had featured the qualities of online promotions (ads) as well as its impact of the shoppers buy intent.

Boonjing and Pimchangthong (2017) have focused on two major goals: (a) evaluating the most significant factors that impact the positive customer reactions as well as buying merchandises after seeing the product ads on the online social media and (b) after watching the online social media ads, the positive reaction of both the buying client bunches and merchandises were found. Information from 370 respondents was gathered by polls utilizing convenience sampling technique.

Zhang and Yoon (2018) have made a study to authenticate the key variables that influence the cross-fringe appropriation of contentions made in social media concerning mass-oriented, pop social items (dramatization, film, music, and food, etc.) of remote inception. This study had looked whether the interpersonal organization qualities (tie quality as well as centrality) regarding the Chinese shoppers had impacted the selection of contentions about “Korean social items” in the internet based social media context.

Mainardes and Cardoso (2019) have assessed the impact of utilization of internet based social media on buyer trust, buy intent and reliability in physical stores. The authors have utilized 6 constructs in the auxiliary model: a shopper’s utilization of internet based social media, organization produced correspondence in online social media, client produced correspondence via web-based networking media, trust, unwaveringness and buy aim. In this examination, 406 substantial respondents were considered, and the outcomes recommend that the web-based social networking usage, organization client created correspondence were the key factors that had decidedly influenced the trust of the physical store.

Ahmad and Zhang (2020) have examined the online purchase intention of the consumers towards the green purchase based on the Stimulus-Organism-Response (SOR) framework. This research had found the impact of the quality of electronic assistance (i.e., firm attributes) and client green brain science green WOM, green trust, greenwashing, shopper social duty, green apparent worth, and green inclusion (i.e., client attributes) to explore the precursors of green

online purchase. The evaluation was done using a non-likelihood test of 1,002 respondents from various Chinese territories through a poll and the information were broke down utilizing Smart Partial Least Squares (Smart PLS)

Ko (2020) has undergone a study with the intention of exploring the vividness of video advertisement on Facebook that stimulates the buy behaviour of the consumers. In general, the mental recreation was grouped as “process-focused and outcome-focused”. The authors have examined whether these recreations affected the watchers’ desire to purchase imprudently. The resultant from this study had exhibited that the impression of the the Facebook video advertisements had involved their psychological symbolism, which urged them to purchase the product. In addition, the outcomes had also demonstrated that psychological symbolism was emphatically identified with the two kinds of re-enactment.

Weismueller et al., (2020) have undergone an investigation to gather knowledge on the effect of the support provided by the social media on the purchase intention. Particularly, they have conducted the evaluation on the revelation of advertising and credibility of the source in this procedure. This work has contended that the revelation of the advertising had momentous effects on the credibility of the source subdimensions of allure, reliability and capacity. Further, the Observational discoveries of this were dependent on three hundred and six German Instagram clients in the range of 18 and 34 years old. The results have revealed that the source engaging quality, source dependability and source skill altogether have increased the buyer’s expectation

Kim and Kim (2021) have studied the impacts of the attributes of advertising that influence the responses of the buyers by means of multiple motive inference processing. In this research work, the authors have utilized the sponsorship divergence as well as influence-product congruence as the independent variables. In this manner, the present work had summarized two kinds of thought processes: (Affective versus Calculative)

1.3 Rationale of the project

Consumer purchase intention based on social media advertising is the best communicate to the customers. Social media advertising helps informs the customers about the brands available in the market and the variety of product useful to them. Social media advertising is for everybody

including kids, young and old. It is done using various media types, with different techniques and methods most suited.

This research identifies the variables in social media advertising that influence purchasing motivations, products awareness, purchasing decisions, and product knowledge enhancement. It also investigates the connection between the impact of ads and consumers behaviour. It also assesses consumer perception of social media advertising.

1.4 Statement of the project.

Consumer purchase intention based on social media advertising is a very important tool used to stimulate consumer buying behaviour by ways of getting them informed or remind them about a product but it must persuade them to purchase the products. As such, it becomes very important in marketing.

But in spite of the laudable impact of social media advertising in stimulating consumers buying behaviour, some of the organizations often see social media advertising as an expensive venture and as such do not use most medium that would effectively create demand for their products. Hence the subject matter of this research becomes an empirical problem worthy of investigation.

1.5 Objectives of the project

- 1) To find out social media advertising factors affecting consumer behaviour.
- 2) To find out the impact of consumer purchase experiences through social media platforms.
- 3) To find out the purpose of buying through social media market.
- 4) To find out problems faced by consumers who purchase through social media platforms.

1.6 Research Methodology.

The study was conducted in town area of Lunglei, Mizoram. For the purpose of the study, 25 respondents (13 male and 12 female) were selected as sample by using convenient sampling method.

Primary data has been collected through structured questionnaire. The questionnaire was distributed by the give us to town. Secondary data were collected through different sources such as internet, journals, articles. MS Excel and percentage analysis are used to analyse and interpret the data.

1.7 Limitation of the project.

- 1) The period of time given for this study is limited.
- 2) The sample size for the study is around of 25 respondents. Therefore, this method cannot be used to generalize the results.

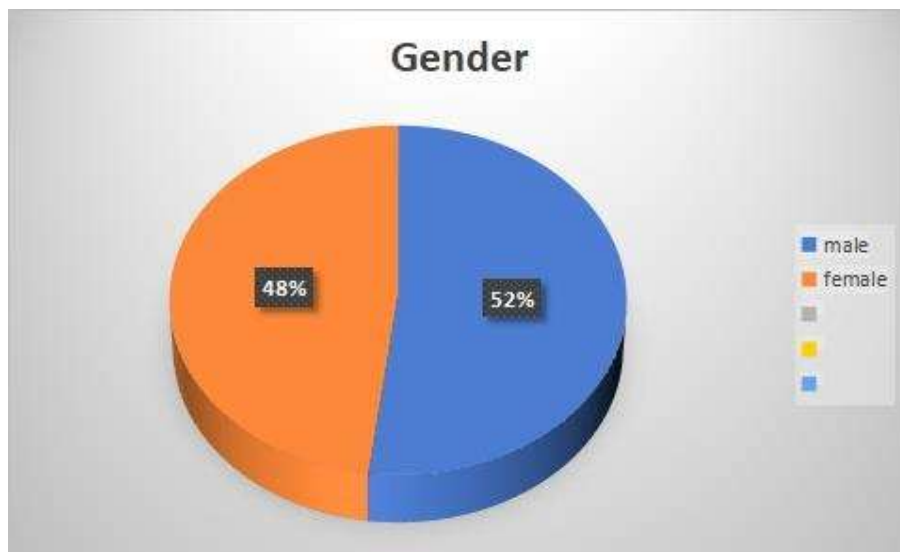
Chapter II

Analysis and Interpretation of Data

Table 2.1 Gender

Male	13
Female	12
Total	25

Figure 2.1 Gender



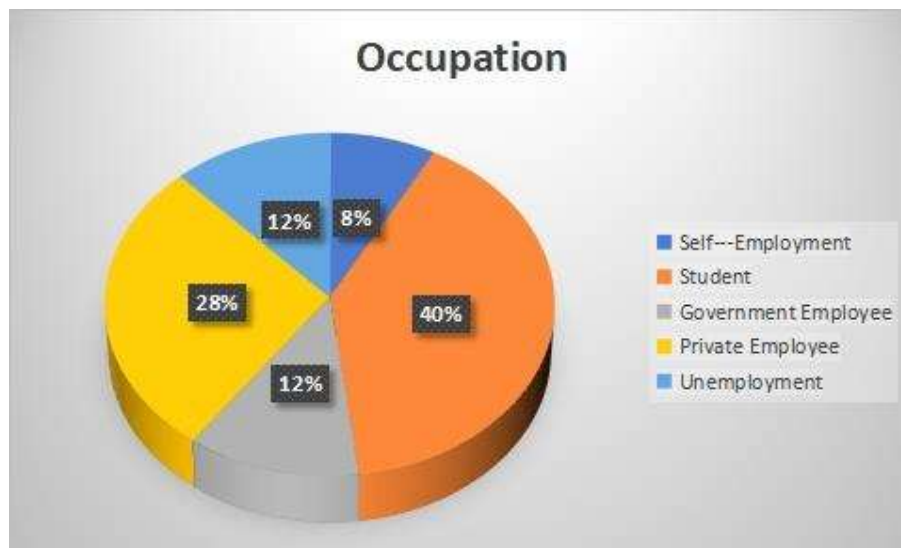
Interpretation

From the above data, it can be seen that 52% of the respondents are male and 48% of the respondents are female.

Table 2.2 Occupation

Self-Employment	2
Student	10
Government Employee	3
Private Employee	7
Unemployment	3

Figure 2.2 Occupation



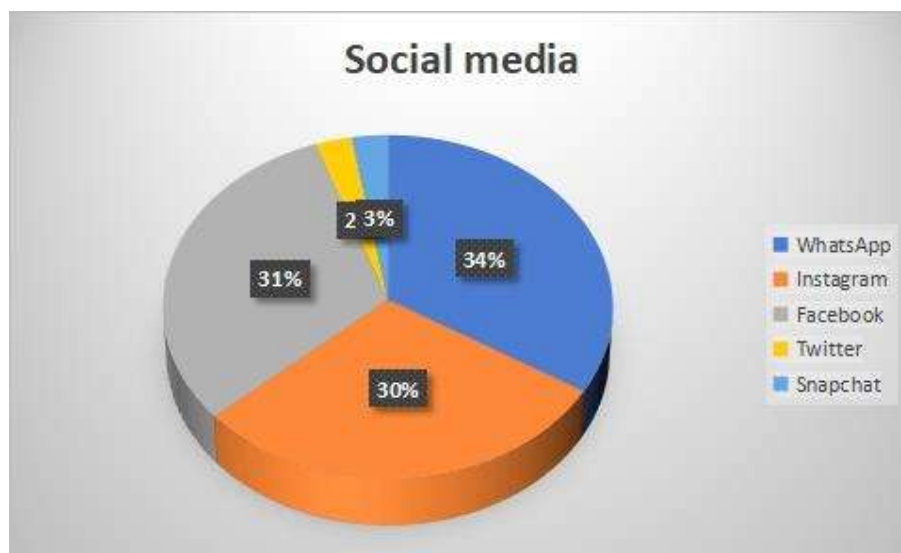
Interpretation of Data

The above data shows that majority of the respondents i.e. 40% are students and private employees came up to 28%. 12% each are from government employees and unemployed. Only 8% of the respondents are self-employed.

Table 2.3 Social media account

WhatsApp	25
Instagram	22
Facebook	23
Twitter	2
Snapchat	2

Figure 2.3 Social media account



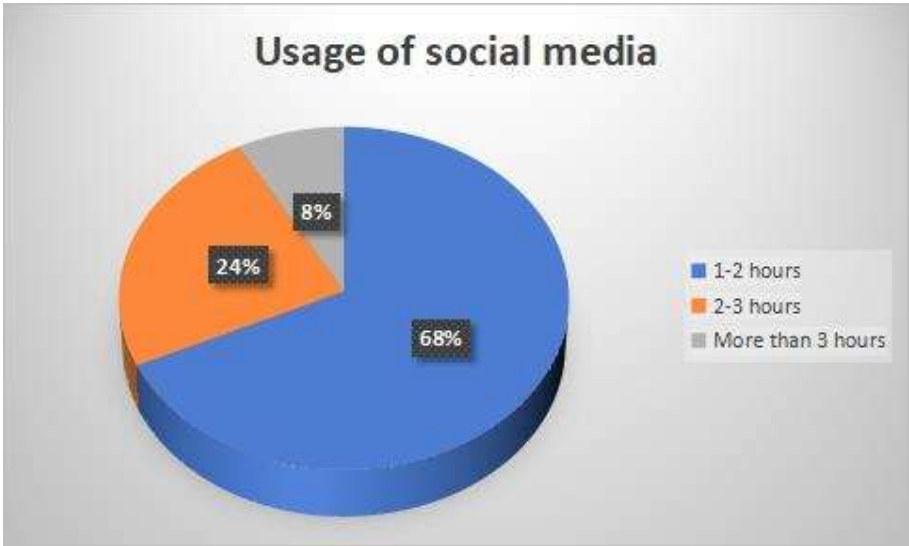
Interpretation

The above data shows that majority of the respondents use WhatsApp and Instagram and Facebook while a smaller number of respondents are engaged in Twitter and Snapchat.

Table 2.4 Usage of social media

1-2 hours	17
2-3 hours	6
More than 3 hours	2

Figure 2.4 Usage of social media



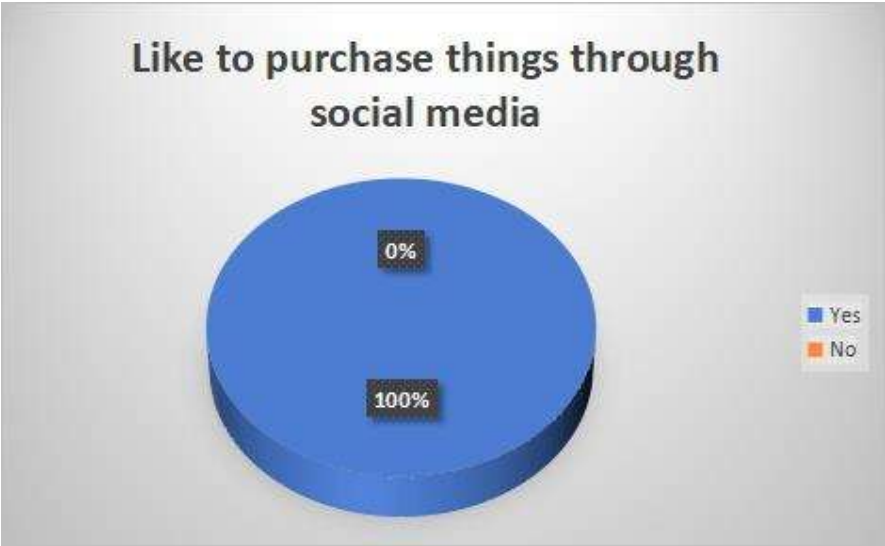
Interpretation

From the above we can see that most of the respondents are engaged with their social media accounts for about 1 to 2 hours in a day. 24% have about 2 to 3 hours usage of social media platforms in a day.

Table 2.5 Like to Purchase things through social media

Yes	25
No	0

Figure 2.5 purchase things through social media



Interpretation

From the above we can see that all the respondents like to purchase things through social media accounts.

Table 2.6 Leads to easy purchase through social media advertising

Yes	25
No	0

Figure 2.6 Leads to easy purchase through social media advertising



Interpretation

From the above table and figure, it can be seen that all the respondents believe that social media advertising leads to easy purchase.

Table 2.7 Social media stores offer products at a cheaper price

Yes	25
No	0

Figure 2.7 social media stores offer products at a cheaper price



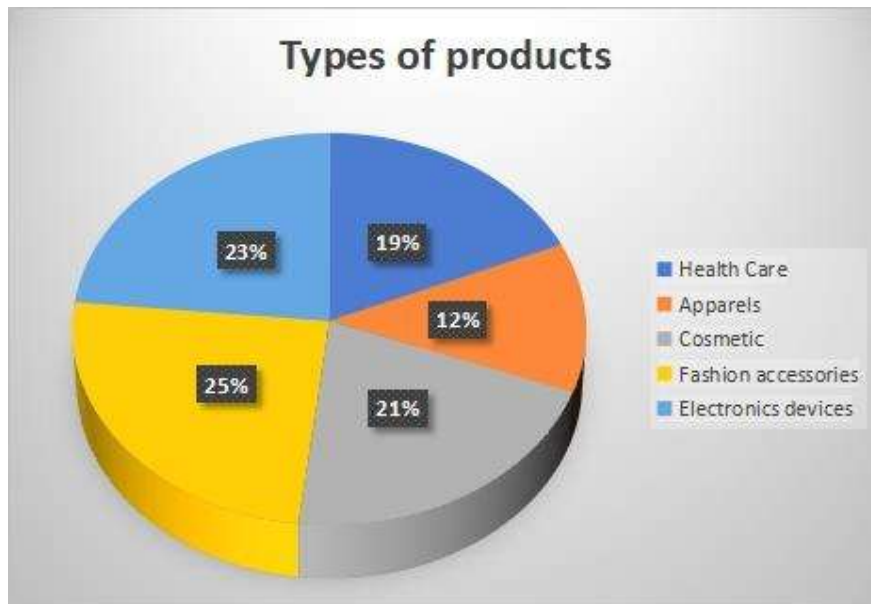
Interpretation

From the above table and figure, it can be seen that all the respondents believe social media stores offer products at a cheaper price.

Table 2.8 Types of products usually purchase through social media sites

Health Care	15
Apparels	10
Cosmetic	17
Fashion accessories	20
Electronics devices	19

Figure 2.8 Types of products usually purchase through social media sites



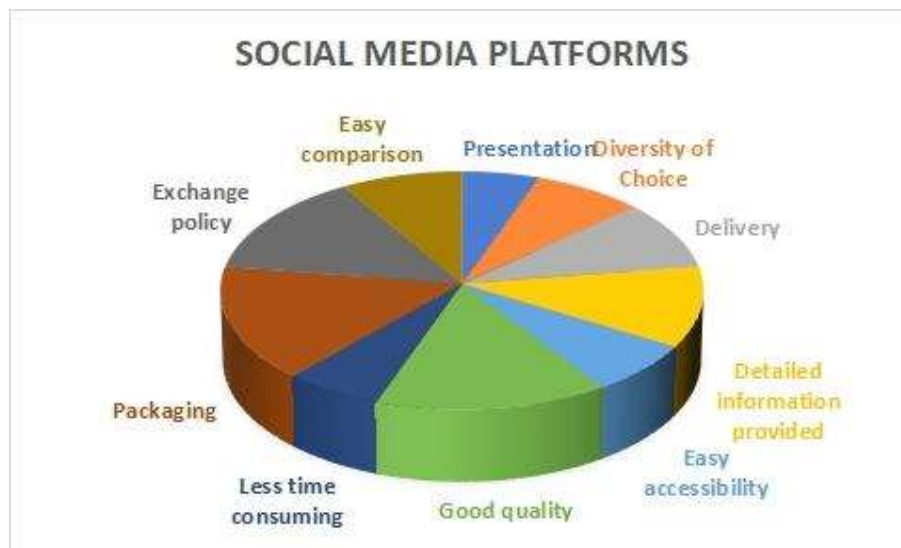
Interpretation

From the above we can see that 25% of the respondents purchase fashion accessories through social media stores, 23% electronic devices, 21% cosmetics, 19% health care and 12% apparels.

Table 2.9 Factors make to buy products through social media platforms

Presentation	7
Diversity of Choice	10
Delivery	12
Detailed information provided	14
Easy accessibility	9
Good quality	19
Less time consuming	8
Packaging	20
Exchange policy	18
Easy comparison	11

Figure 2.9 Factors make to buy products through social media platforms



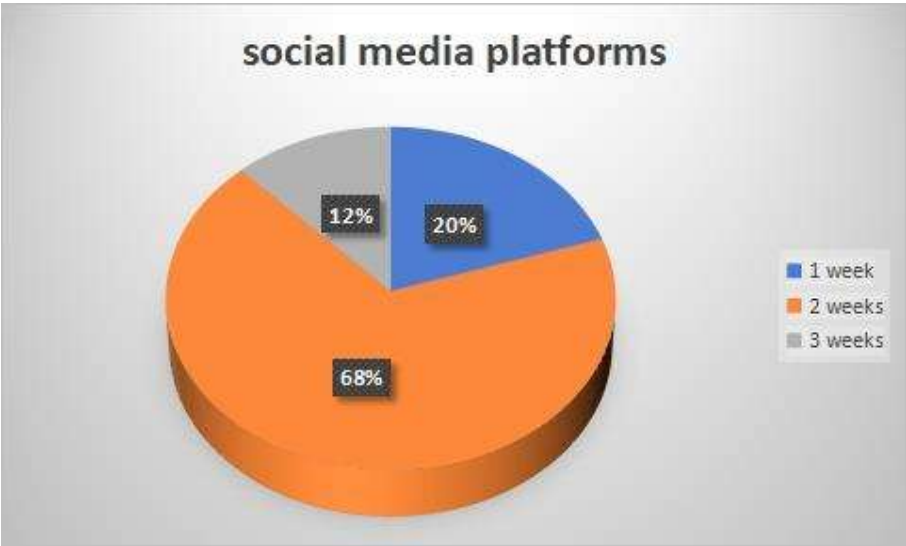
Interpretation

The above data shows that factors like packaging, good quality, exchange policy, delivery and exchange policy contribute much to the respondents to make purchases through social media platforms.

Table 2.10 Orders through social media platforms usually take to arrive

1 week	5
2 weeks	17
3 weeks	3

Figure 2.10 Orders through social media platforms usually take to arrive



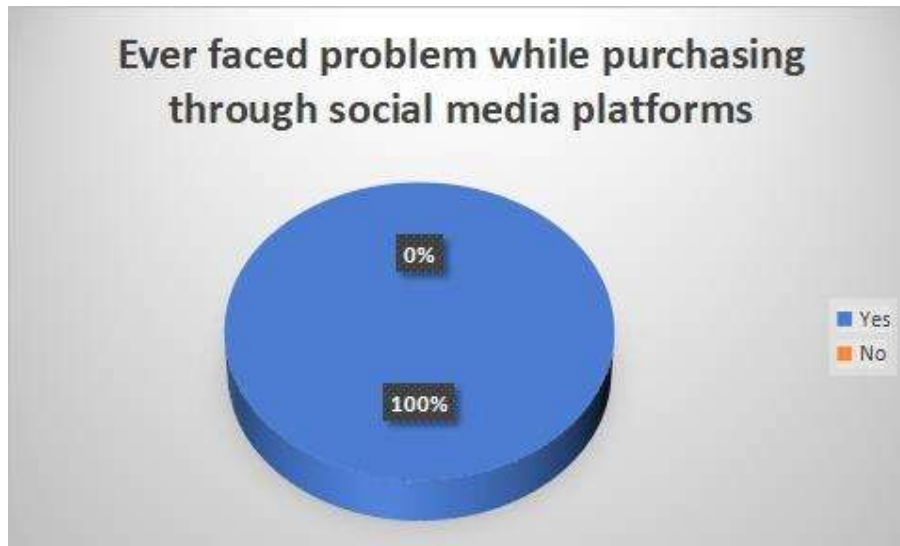
Interpretation

From the above data, we can see that for majority of the respondents, it takes 2 weeks for their purchases to arrive.

Table 2.11 Ever faced problem while purchasing through social media platforms

Yes	25
No	0

Figure 2.11 Ever faced problem while purchasing through social media platforms



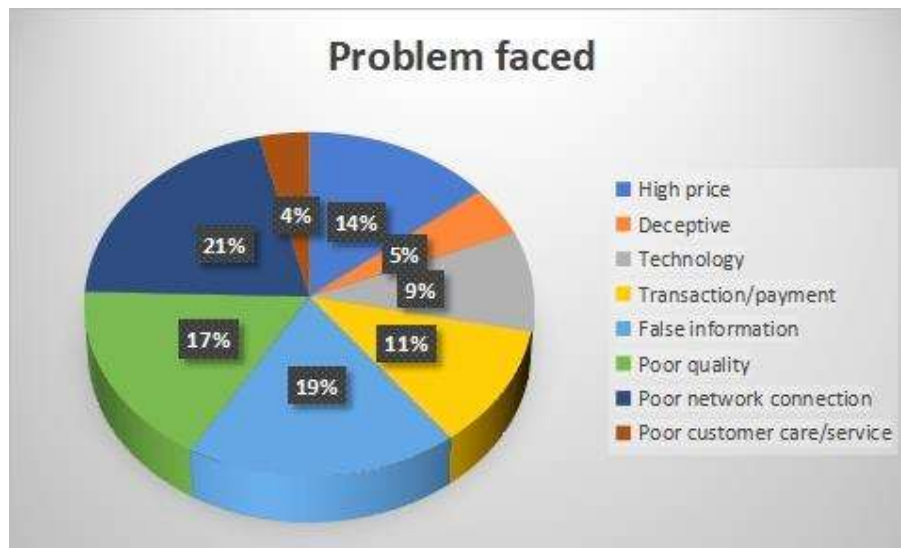
Interpretation

From the above we can see that all the respondents have faced problem while purchasing through social media platforms.

Table 2.12 Problems faced while purchasing through social media platforms

High price	15
Deceptive	5
Technology	10
Transaction/payment	12
False information	20
Poor quality	18
Poor network connection	22
Poor customer care/service	4

Figure 2.12 Problems faced while purchasing through social media platforms



Interpretation

From the above we can see that the most common problems faced by the respondents while purchasing through social media platform is poor network connection (21%), followed by false information (19%), poor quality (17%), high price (14%), transaction/payment (11%), technology (9%), deceptive (5%) and poor customer care/service (4%).

Chapter III

Results and Discussions

This chapter contains the results and discussions of the data. The following are the main findings of the present study.

- The total respondents for the survey are 25 among them 13(52%) respondents are male and 12(48%) respondents are female.
- 8% of the respondents to self-employment, 40% of the respondents to students, 12% of the respondents to government employee, 28% of the respondents to private employee and 12% of the respondents to unemployment. From all the above we can see results and discussions from the occupation.
- 34% of the respondents to WhatsApp, 30% of the respondents to Instagram, 31% of the respondents to Facebook, 3% of the respondents to Twitter and 3% of the respondents to snapchat. This is the social media account.
- 1-2 hours can usage of social media are respondents of 68%, 2-3 hours can usage of social media are respondents of 24% and the more than 3 hours can usage of social media can respondents of 8%.
- The total respondents for the survey are 100% are like to purchase things through social media.
- Here also again the total respondents for the survey are 100% are like to leads to easy purchase through social media advertising.
- Against the total respondents for the survey are 100% are like to the social media stores offer products at a cheaper price.
- 19% of the respondents of health, 12% of the respondents of apparels, 21% of the respondents of cosmetic, 25% of the respondents of fashion accessories and 23% of the respondents of electronics we can see results and discussions from the types of products usually through social media sites.
- 7 numbers of respondents are presentation, 10 numbers of respondents are diversity of choice, 12 numbers of respondents are delivery, 14 numbers of respondents are detailed information provided, 9 numbers of respondents are easy accessibility, 19 numbers of respondents are good quality, 8 numbers of respondents are less time consuming, 20 numbers of respondents are packaging, 18 numbers of respondents are exchange policy, 11

numbers of respondents are easy comparison. The above results and discussions see that from the factors makes to buy products through social media platforms.

- 20% of the respondents of 1 week, 68% of the respondents of 2 weeks and 12% of the respondents of 3 weeks from the survey we can results and discussions from the orders through social media usually take to arrive.
- 100% of the respondents to see for the survey are ever faced problems while purchasing through social media platforms.
- 21% of the respondents to high price, 5% of the respondents to deceptive, 9% of the respondents to technology, 11% of the respondents to transaction/payment, 19% of the respondents to false information, 17% of the respondents to poor quality, 21% of the respondents to poor network connection, 4% of the respondents to poor customer care/service are survey for the results and discussions from problems faced while purchasing through social media platforms.

Chapter IV

Suggestions and Conclusion

This chapter contains suggestion and conclusion.

4.1 Suggestion

- The speed of the delivery services should be improved to prevent late shipments.
- The picture and specifications of the products should be accurate with the actual product to prevent the risk of fraud.
- The delivery services should take good care of the products to prevent damaging of the products.
- New and better products should be introduced to the public as advertisements so that more customers can be procured.
- The public should be more aware of the growing online marketing to find their preferences.
- The customers should be treated politely by the market owners to improve their customer services.

4.2 Conclusion

Just having a social media presence doesn't make anything better, the most needed thing is the existence with effective social media strategic plan. The Organizations are ought to improve the utilization of the web-based social networking in a careful manner, as mass audience is spending their precious time. Moreover, regardless of the implications, the purchasers are also exaggerated by the content. Advertisements are pushed on consumers once they browse social network sites for some other purposes. It is necessary to understand the goals before running an advertising campaign, it's essential to measure results. This will help in understanding of whether the target will be achieved or not. It shows what worked and what didn't so that improvements for going forward can be done. Measuring the results and having concrete knowledge concerning the value of advertisements is the key part of evidencing return on investment. When the company's business objective is understood well it ensures on choosing the right method to advertise on the right social media platform followed by creating unique and creative contents for the users. Social media sites are getting updates constantly, there are continuous changes and trends each year. So, the marketers have a formulate different strategies to sustain in the social media platforms. Purchase intention can compute the possibility of a consumer to buy a product, and maximum the purchase intention is, greater will be a customer's readiness is to purchase a product. The results of this report are valuable for multinational corporations and small business firms that want to use social media to promote their brands. Since social media has become the focal point of marketing relations, it is hoped that the findings of this study will assist companies in Lunglei, Mizoram. In identifying techniques and approaches for their future consumers. Social media enables companies to interact with their target customers directly and timely at lower cost. Social media advertising aids in enchanting the connection with the customers to a deeper personalised level.

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Appendix

Questionnaire

1. Gender

Male () Female ()

2. Occupation

Student ()

Government employee ()

Private employee ()

Self-employed ()

Unemployed ()

3. Which of the following social media sites you have an account with?

(Tick how many ever appropriate, even more than one)

WhatsApp ()

Instagram ()

Facebook ()

Twitter ()

Snapchat ()

4. How often do you use social media?

Less than one hour ()

1-2 hours ()

2-3 hours ()

More than 3 hours ()

5. Do you like to purchase things through social media advertisement?

Yes () No ()

6. Do you think social media advertising usually leads to easy purchase?

Yes () No ()

7. Do you think social media stores offer products at a cheaper price?

Yes () No ()

8. what types of products you usually purchase through social media sites?

(Tick how many ever appropriate, even more than one)

Health care ()

Apparels ()

Cosmetic ()

Fashion accessories ()

Electronics devices ()

All mentioned ()

Other () please specify.....

9. Which of the following factors make you choose to buy product through to buy social media platforms? (Tick how many ever appropriate, even more than one)

Presentation ()

Diversity of choice ()

Delivery ()

Detailed information provided ()

Easy accessibility ()

Good quality ()

Less time consuming ()

Packaging ()

Exchange policy ()

Easy comparison ()

10. How long does your orders through social media platforms usually take to arrive?

1 week () 2 weeks () 3 weeks () 1 month ()

11. Have you ever faced any problem while purchasing through social media platforms?

Yes () No ()

12. Please mark any of the following problems you faced while purchasing through social media platforms.

High price ()

Deceptive ()

Technology ()

Transaction/payment ()

False information ()

Poor quality ()

Poor network connection ()

Poor customer care/services ()