

Impact of Advertisement on Students Purchase Behavior and Satisfaction, A Study During the Social Media Age

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Abstract

This empirical study examines the complex interplay between social media usage, advertisement quality, students' purchasing behaviour, and consumer satisfaction in the context of a digitally connected world. By employing a quantitative methodology and analysing data collected from a sample of 187 pupils residing in the region of Malappuram, this study uncovers remarkable findings. Firstly, this highlights the crucial significance of social media as a driver of students' purchasing behaviour, exhibiting a positive link between the utilisation of social media and the act of making purchases. Furthermore, this study highlights the significant impact of advertisement quality on purchase decisions, suggesting that the presence of high-quality adverts enhances the probability of students engaging in purchasing activities. The study emphasises the correlation between the quality of advertisements and customer happiness, indicating that individuals who are exposed to high-quality advertisements are more likely to feel higher levels of pleasure in their consumer interactions. The implications of these findings are of great importance for marketers, highlighting the necessity of developing advertising strategies that are aligned with social media platforms and leveraging the capabilities of artificial intelligence to improve the quality of advertisements. For educators, this highlights the significance of digital literacy in enabling pupils to proficiently navigate the digital environment. In summary, this study provides significant contributions to the understanding of the changing patterns of student consumer behaviour in the digital era, focusing on the central role of social media and artificial intelligence. Future research endeavours might delve into contextual changes and the distinct characteristics of adverts that have the greatest impact on customer behaviour and pleasure.

Keywords:[Social media, advertisements, purchase behavior, consumer satisfaction, student consumers]

Introduction

The context of consumer behaviour has been dramatically changed by the fast progress of technology in the digital era. The transition being discussed is particularly conspicuous in the domain of social media, which has assumed a crucial role in the everyday lives of students throughout the globe. As students traverse the multifaceted nexus of education, social interactions, and personal pursuits in the digital realm, their level of exposure to ads on diverse social media platforms has experienced a significant surge. The current state of having unparalleled access to a wide range of items and services, which can be easily obtained with a simple click, has generated thought-provoking inquiries: What is the impact of social media usage on students' purchasing behaviour? To what extent does the quality of ads influence individuals' decision-making processes? Moreover, what is the influence of the perceived quality of ads on customers' overall pleasure in a critical manner?

This paper undertakes a thorough investigation of these crucial inquiries, with the objective of elucidating the complex correlation between social media, advertising, and the consumer decisions made by students. In an era characterised by the increasing convergence of the virtual and physical realms, comprehending the intricacies of these interactions holds significant academic value. Moreover, it is of utmost importance for companies, advertisers, and educators who aim to meaningfully connect with and cater to the student population. As we explore the aims

and outcomes of the study, we delve into the core of this dynamic environment, where the intersection of digital technology and consumer behaviour influences not only the decision-making process of students but also their perception and engagement with the realm of commerce in the era of social media.

The present study aims to investigate the effects of advertisement on students' purchasing behaviour and satisfaction within the context of social media.

1. To Identify the Role of Social Media Usage in Purchase Behavior of Students
2. To Examine the Impact of AI based Quality of Advertisement on Purchase Behavior
3. To Examine the Role of AI based Quality of Advertisement on Consumer Satisfaction

Review of Literature

The study of the impact of social media on consumer behaviour has emerged as a significant area of investigation in the fields of marketing and psychology during the present digital age. Social media platforms provide a conducive environment for advertisers aiming to engage with a wide range of individuals, namely students who are recognised for their extensive utilisation of these platforms (Jung et al., 2016). This literature review aims to examine the current body of research in order to gain a deeper understanding of the relationship between ads, students' purchasing behaviour, and consumer satisfaction.

The impact of social media on consumer behaviour has

been extensively researched and recorded. The study conducted by Hutter et al. (2013) brought attention to the notable impact of social media exposure on the buying intentions of students. According to Li and Xie (2020), social media platforms offer a platform where individuals can share their opinions, create content, and engage with brands. These activities have a significant influence on students' impressions of various products and services. Moreover, scholarly research has demonstrated that the sheer existence of adverts on social media platforms has the potential to elicit impulsive purchasing tendencies among student populations (Verhagen et al., 2015).

The impact of advertisements on students' purchasing decisions is significantly influenced by the quality of the advertisements. According to the study conducted by Nguyen et al. (2022), it was determined that advertisements that are well designed and aesthetically attractive have a higher probability of attracting the attention of students and generating positive attitudes towards the promoted items or services. According to Kang et al. (2020), advertisements that incorporate educational and emotionally engaging material have a greater influence on consumers' purchasing behaviour. In addition, the influence of advertising on students' decision-making is significantly affected by the legitimacy and trustworthiness of these commercials, which are commonly established through endorsements or evaluations (Phua et al., 2020).

The level of consumer happiness is significantly associated with the quality of adverts that are encountered on social media platforms. Research has indicated that ads of superior quality have a dual effect of increasing the probability of making a purchase and positively influencing the level of pleasure experienced after the purchase has been made (Siddiqui, 2014). According to Kabadayi and Price (2014), the use of social media adverts that are in line with the values and preferences of students may establish a con-

structive feedback loop, therefore strengthening their loyalty towards a business and enhancing their overall pleasure. In contrast, advertising of bad quality or those that intrude upon the user's experience might result in feelings of dissatisfaction and unfavourable perceptions, ultimately diminishing satisfaction levels and undermining brand loyalty (Behera&Bala, 2023).

In a nutshell the extant body of literature highlights the complex interplay between social media, advertising, and the purchasing behaviour and happiness of students. This underscores the importance for businesses and advertisers to create compelling, educational, and trustworthy commercials in order to use the potential of social media as an influential marketing instrument for this specific group of people.

Research Methodology

This empirical study utilises a positivist research methodology to examine the influence of AI based ads on the purchasing behaviour and satisfaction of PG students in the local area around Malappuram. The study technique encompasses the collecting of quantitative data from a sample size of 187 pupils. In order to accomplish this objective, a carefully designed survey instrument is employed to gather data pertaining to students' utilisation of social media platforms, the perceived quality of adverts they come across, their purchasing patterns, and subsequent levels of customer satisfaction. Statistical approaches, such as basic linear regression, are employed to analyse the data and investigate the associations between variables. This study seeks to employ a positivist methodology and quantitative data analysis to offer impartial and empirically supported understandings of the mechanisms via which advertising exerts effect on student customers within the specific environment of Malappuram.

Role of Social Media Usage in Purchase Behavior of Students

Table 1: Role of Social Media Usage in Purchase Behavior of Students

Model	Model Summary	ANOVA (Model fitness)		Coefficient output	
	Adjusted R square	F ratio	Sig value	Beta value	Sig. value
Social Media Usage Purchase Behavior .424	20.855	.000	.667	.000	

The findings of the simple linear regression analysis, as depicted in Table 1, provide significant insights into the influence of social media usage on the purchasing behaviour of the participants in this research. The summary of the model suggests that the regression model accounts for roughly 42.4% of the variability in students' purchasing behaviour.

The adjusted R-squared value indicates that a considerable proportion of the variance in purchasing behaviour may be ascribed to the utilisation of social media, implying a fairly robust association. The statistical analysis of variance (ANOVA) demonstrates that the regression model has a considerable level of statistical significance ($F = 20.855$,

$p < 0.001$). This finding suggests that there is a statistically significant association between the use of social media and consumer purchasing behaviour, indicating that the link is unlikely to be attributed to mere chance. This finding highlights the significance of social media in forecasting students' purchasing behaviour. The beta coefficient associated with social media usage is 0.667, indicating a significant relationship ($p < 0.001$). The coefficient in question denotes the magnitude and orientation of the correlation between the utilisation of social media platforms and consumer purchasing patterns. A positive association may be inferred from a beta value larger than zero, indicating that there is a tendency for buying behaviour among students to rise as social media usage grows.

A positive beta coefficient suggests a statistically significant positive correlation between the extent of social media usage and the purchasing behaviour of students.

From a practical standpoint, this implies that as students get more involved with social media platforms, their propensity to engage in purchasing activities is heightened. This observation is consistent with previous scholarly investigations that have emphasised the impact of social media on changing consumer decision-making (Hutter et al., 2013). The implications of these findings suggest that firms and advertising who aim to reach student customers should acknowledge the significant influence of social media on consumer purchasing decisions. Developing successful advertising tactics on these platforms and utilising their potential for interaction may result in positive consequences in shaping students' purchase choices. Nevertheless, further investigation is required to delve into the intricacies of this correlation, taking into account other variables that may influence or reduce the influence of social media usage on consumer purchasing behaviour.

Impact of AI based Quality of Advertisement on Purchase Behavior

Table 2: Impact of AI based Quality of Advertisement on Purchase Behavior

Model	Model Summary	ANOVA (Model fitness)		Coefficient output	
	Adjusted R square	F ratio	Sig value	Beta value	Sig. value
AI based Q of Ad Purchase Behavior	.332	14.350	.001	.597	.001

The findings of the simple linear regression analysis, as displayed in Table 2, offer valuable insights into the influence of advertisement quality on the purchasing behaviour of students in this particular research. The summary of the model suggests that the regression model accounts for roughly 33.2% of the variability seen in students' purchasing behaviour. The modified R-squared value indicates that a significant proportion of the variance in purchase behaviour may be explained by the quality of adverts based on artificial intelligence, suggesting a fairly robust association. The statistical technique known as analysis of variance (ANOVA) indicates that the regression model has statistical significance ($F = 14.350$, $p = 0.001$). This finding suggests that the correlation shown between AI-generated advertisement quality and purchasing behaviour is unlikely to be attributed to mere chance. This finding highlights the significance of the calibre of AI-powered adverts in forecasting students' purchasing behaviour. The beta coefficient for the quality of adverts is 0.597, indicating a statistically significant relationship ($p = 0.001$). The coefficient in question denotes the magnitude and orientation of the correlation between the efficacy of mar-

keting and consumer purchasing patterns. A positive link is indicated by a beta value larger than zero, meaning that an improvement in the quality of marketing is associated with an increase in purchasing behaviour among students.

A positive beta coefficient suggests a statistically significant beneficial relationship between the quality of adverts and the purchasing behaviour of students. From a practical standpoint, this implies that when students are exposed to adverts powered by high-quality artificial intelligence, their likelihood of engaging in purchasing behaviour increases. This is consistent with the increasing influence of artificial intelligence (AI) in customising and augmenting advertising materials, so rendering them more captivating and influential for customers. The aforementioned findings highlight the significance of allocating resources towards advertising techniques in order to effectively impact students' purchasing behaviour. The capacity of artificial intelligence (AI) to customise ads based on individual interests and behaviours has the potential to exert a substantial influence on consumer decision-making. However, more investigation might delve into the precise components

of AI-powered commercials that have the most impact on consumer purchasing behaviour, as well as ascertain whether there are variations in the efficacy of AI across

different demographic groups or product classifications. Impact of AI based Quality of Advertisement on Purchase Behavior

Table 3: Role of AI based Quality of Advertisement on Consumer Satisfaction

Model	Model Summary	ANOVA (Model fitness)		Coefficient output	
	Adjusted R square	F ratio	Sig value	Beta value	Sig. value
AI based Q of Ad Consumer Satisfaction	.348	15.399	.001	.610 .001	

The findings of the basic linear regression analysis, as depicted in Table 3, provide significant insights into the impact of advertisement quality on customer satisfaction among students in this research. According to the model summary, the regression model accounts for roughly 34.8% of the variability seen in students' consumer satisfaction. The adjusted R-squared value indicates that a significant proportion of the variance in customer happiness can be explained by the quality of adverts utilising artificial intelligence, suggesting a fairly robust association. The statistical analysis of variance (ANOVA) demonstrates that the regression model has statistical significance ($F = 15.399$, $p = 0.001$). This observation suggests that there is a statistically significant association between the quality of advertising generated by AI and consumer pleasure, indicating that the link is not attributable to mere chance. This finding highlights the significance of the calibre of AI-powered marketing in forecasting customer happiness among students. The beta coefficient associated with the quality of adverts is 0.610, and it exhibits statistical significance with a p-value of 0.001. The coefficient in question denotes the magnitude and orientation of the correlation between the calibre of adverts and the level of contentment experienced by consumers. A positive link may be inferred from a beta value larger than zero, indicating that an improvement in the quality of marketing is associated with a corresponding rise in consumer satisfaction among students.

A positive beta coefficient signifies a statistically significant positive correlation between the quality of marketing and customer happiness among students. From a practical standpoint, it may be inferred that when students come across commercials of superior quality, they are more likely to experience heightened happiness in their consumer interactions. This is consistent with prior studies that highlight the significance of personalised and captivating marketing in augmenting overall happiness. The aforementioned findings highlight the capacity of advertising techniques to have a beneficial influence on customer satisfaction within the student population. The

capacity of artificial intelligence (AI) to customise adverts based on individual tastes and deliver information that is more pertinent and captivating has the potential to result in increased levels of satisfaction. This suggests that firms and advertisers have to contemplate allocating resources towards advertising in order to not only impact customer purchasing behaviour, but also augment the whole consumer experience and happiness. However, more study might investigate the distinct characteristics and tactics employed in commercials that have the greatest impact on customer happiness. Furthermore, it would be valuable to examine whether there are variations in efficacy among different demographic segments or product classifications.

Implications and Conclusions

The study's findings provide insights into the complex interplay of social media usage, the efficacy of marketing, students' purchasing behaviour, and customer happiness. The aforementioned observations carry substantial ramifications for professionals in the fields of marketing, advertising, and education within the context of the digital era. The study demonstrates the significant impact of social media on the purchasing behaviour and consumer satisfaction of students. In light of the prevailing influence of social media in the digital realm, it is imperative for companies and advertisers to acknowledge its capacity as a formidable instrument for effectively engaging with student customers. Designing advertising techniques customised for various social media platforms and utilising their potential for interaction might result in positive effects on students' purchase choices and overall contentment. Furthermore, the impact of marketing on students' purchasing behaviour and customer satisfaction is of utmost importance. The significance of allocating resources towards advertising tactics is shown by the positive correlation seen between advertisement quality and the aforementioned outcomes. The capacity of artificial intelligence (AI) to customise information and provide captivating marketing is in accordance with the inclinations of contemporary customers, and has the potential to exert a substantial in-

fluence on consumer decision-making and contentment. Furthermore, the research emphasises the interdependence between purchasing behaviour and customer pleasure, indicating that organisations should take into account the comprehensive consumer experience. The improvement of advertisement quality has a significant impact on both the decision-making process of consumers and their subsequent happiness after making a purchase. This, in turn, has the ability to cultivate brand loyalty and generate good word-of-mouth endorsements.

Educators can get advantages from these results as well, through the incorporation of issues pertaining to social media and advertising inside the curriculum, therefore cultivating digital literacy among students. This has the potential to enable pupils to make well-informed decisions and effectively navigate the digital environment. In summary, this research provides significant contributions to the disciplines of marketing, advertising, and education. This statement highlights the significance of comprehending and utilising the capabilities of social media and marketing in influencing the consumer behaviour and pleasure of students. In the context of technological advancements, it is crucial for companies and educators to be cognizant of these changes in order to effectively connect with the student population in the digital era.

Although this study offers significant insights, further research is necessary to investigate the intricacies of these correlations within other contexts, businesses, and demographic groupings. Conducting a comprehensive analysis of the distinct characteristics and tactics employed in commercials that exert the greatest impact on customer behaviour and contentment may yield more detailed and nuanced observations for industry professionals. In the ever-changing digital realm, the impact of social media and artificial intelligence (AI) on customer decision-making and contentment is expected to grow significantly. Consequently, doing continuous research and demonstrating adaptability are imperative for individuals and organisations aiming to succeed in this context.

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