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Consumer Attitude Towards Social Media Advertising And Its Impact On Buying Behaviour

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Abstract

The fast advancement of digital technology has brought a lot of change to the marketing practice as social media has become one of the major advertising platforms. This paper presents a quantitative analysis of the consumer attitude regarding social media advertising and the effects of advertising on purchasing behaviour. The academic analytical results are based on assessing consumer exposure to social media advertisements, their attitudes to social media advertising, the degree of impact on purchase decisions, and the degree to which the advertisement elicits actual buying behaviour using a sample size of 120 observations. The results suggest that most of the consumers are often exposed to the social media adverts and have a positive attitude towards the adverts. Also, social media advertisement shows a significant impact on the choice of purchases and real purchase behaviour. The research is conclusive that the consumer attitude towards social media advertising is a major influence on the purchase intention and buying behaviour and consequently, the social media is an effective strategic marketing instrument in the current digital market.

Keywords; Consumer Attitude, Social Media Advertising, Buying Behaviour, Digital Marketing, Purchase Decision, Consumer Perception, Online Advertising Influence

INTRODUCTION

The modern marketing environment has been radically altered by the growing pace of the digital technology spread. Social media has become a very powerful medium of communication between businesses and consumers with the widespread use of smartphones, cheap internet connection, and time and interactive digital media. Facebook, Instagram, YouTube, and Twitter, among others, have seen a transformation they are not used as networking platforms, but as vibrant marketing platforms whereby brands engage, influence and persuade potential consumers. Social media advertising in this digitally integrated world has become a strategic necessity among organizations that aim at creating brand awareness, customer relationships and purchase decisions.

The attitudes of consumers towards social media advertising are very important in establishing the success of the social media advertisement. The attitude is the cognitive (beliefs and knowledge), affective (feelings and emotions), and behavioral (action tendencies) aspects of the attitude that play a significant role in determining the way people perceive, interpret, and act on advertising messages. The social media advertising compared to other traditional media advertisement provides personalized, interactive and user-generated content, thus building consumer perceptions in a unique manner. The consumer attitudes towards online advertisements are formed by factors that include informativeness, entertainment value, credibility, irritation, customization and social influence.

Buying behaviour, a term used in its turn, defines the decision-making processes and actions, used by consumers in the process of decision making, purchase, and consumption of products or services.

Within the framework of social media, influencer endorsements, online ratings, specific advertisements, and peer reviews are becoming important factors that determine buying behaviour. Good views of social media advertisement by the consumer are likely to increase brand trust, brand engagement and buying intentions, but the negative views may lead to avoidance or refusal of the promotion materials.

The correlation between the consumer attitude and buying behaviour is thus important to the marketers, researcher and policymakers. The aim of this study is to investigate the perception of consumers towards social media advertisements and ultimately the effects of the perception on their buying choices. Through the study of the psychological, social and technological attributes that underlie the consumer reactions, the research will offer some insights on how the social media advertising strategies impact the contemporary buying behaviour.

Concept of Consumer Attitude in Social Media Advertising

Consumer attitude, as applied to social media advertising, reflects a holistic psychological disposition manifested in cognitive appraisals, emotional responses and behavioral intentions of an individual in respect to advertisements that are generated on the digital platform. It is not only an answer to promotional text but a multidimensional phenomenon formed by ideologies in the credibility of the advertisement, usefulness, entertainment value, informativeness, and relevance. The cognitive dimension deals with perceptions and estimations of the quality, reliability and authenticity of the advertisement by the consumers whereas the affective dimension deals with enjoyment, annoyance, excitement or doubt. The behavioral aspect, its turn, determines the actions to be performed as clicking on the advertisement, sharing it, interacting with it, or taking a purchase decision.

The attitude of consumers is distinctively affected on social media with its interactive and participatory nature. Social media also enables users to publicly like, comment, share, review, and discuss advertisements unlike the traditional media, which contributes to social validation of ads to the attitudinal formation process. The perceptions of an advertisement are greatly influenced by peer views, user-created content, influencer promotion, and brand-consumer interactions. Favorable reviews and positive interactions usually reinforce consumer trust and increase persuasive influence, and negative remarks, inaccurate information, or

perceived inauthenticity may easily undermine brand perception.

Moreover, the attitude of the consumer is influenced by previous exposure to the brand, culture, personal interests, perceived personalization and the relevance of the content suggested by the algorithm. The advertisements that resonate with consumer needs, preferences, and identity have a high likelihood of producing positive attitudes and purchase intentions. On the other hand, annoying or repetitious or deceitful adverts can result in avoidance behaviour.

Consumer attitude is a key moderator in the advertising exposure-buying behaviour relationship in the digital market place. Positive attitude can promote brand recall, higher trust, purchase intention and finally, direct buying behavior. Thus, consumer attitude is a crucial element that marketers must comprehend and control to create convincing, transparent, and consumer-focused social media campaigns that can be used to manipulate the buying decisions and develop a long-term brand relationship.

REVIEW OF LITERATURE

Akayleh (2021) investigated the impact of social media advertising on consumer behavior and discovered that social media platforms had a major impact on customers' decision-making and purchase intentions. According to the study, customer perceptions of commercials were positively impacted by elements including legitimacy, informativeness, entertainment value, and interaction. It was concluded that effective social media advertising enhanced brand awareness and directly impacted buying behaviour, particularly among digitally active users.

Mari, Mahfooz, and Yaqub (2023) examined how social media marketing affected consumers' purchase decisions and found that social media marketing tactics significantly influenced consumers' opinions. According to their research, customer trust and brand memory were enhanced by engagement components like likes, comments, shares, and influencer recommendations. The study showed that social media marketing has a significant impact on post-purchase behavior and the development of consumer loyalty in addition to initial awareness.

Varghese and Agrawal (2021) examined how social media affected consumer purchasing decisions and found that these sites provided as effective information sources before a purchase. Peer reviews, online recommendations,

and user-generated content all had a major impact on consumer attitudes and product evaluations, according to the study. The authors came to the conclusion that because social media increased consumers' reliance on digital interactions and social proof, it had changed traditional purchase behavior patterns.

Arora, Kumar, and Agarwal (2020) explored the impact of social media advertising specifically on millennials' buying behaviour. The study found that millennials were highly responsive to creative, personalized, and visually appealing advertisements on social media platforms. It was reported that emotional appeal, influencer marketing, and targeted advertising strategies significantly influenced millennials' purchase intentions. The research concluded that social media advertising had become a dominant promotional tool for engaging younger consumers and shaping their buying decisions.

RESEARCH METHODOLOGY

This chapter provides the methodological framework that is followed to analyse consumer attitude towards the social media advertising and its influence on the purchasing behaviour. The research is analytic and descriptive in character and relies on the structured statistical representation to evaluate the research in academia.

Research Design

The research study uses the descriptive research design. The descriptive research is appropriate since it aims at describing the level of consumer exposure, attitudes, and behavioural responses to social media advertising in a systematic manner. Patterns of consumer behaviour can be classified, tabulated and interpreted using percentages using the design.

Research Approach

This research is conducted using a quantitative method of analysis. This methodology is anchored on systematic numerical expression as well as tabulation of statistics to explain consumer attitude tendencies and purchase behaviour concerning social media advertising.

Sample Size

As an example to analyze, a structured dataset containing 120 observations (N = 120) was taken into account. The sample size allows significant frequency and percentage analysis to determine the trends in the exposure, attitude, and purchase behaviour of consumers.

Tools and Techniques for Data Analysis

The data were grouped and analysed with the help of:

- Frequency distribution tables
- Percentage analysis

The following statistical tools identified the trends, proportions, and behavioural patterns. The results were tabulated in order to have a clear and systematic description.

Result and discussion

Simple frequency and percentages tables are used as a way of presenting the following analysis. The information is organized in a way that allows displaying academic illustrations using a sample size of 120 respondents.

Table 1: Frequency of Exposure to Social Media Advertisements

Frequency of Exposure	Number of Respondents	Percentage (%)
Very Frequently	38	31.7%
Frequently	42	35.0%
Occasionally	25	20.8%
Rarely	10	8.3%
Never	5	4.2%
Total	120	100%

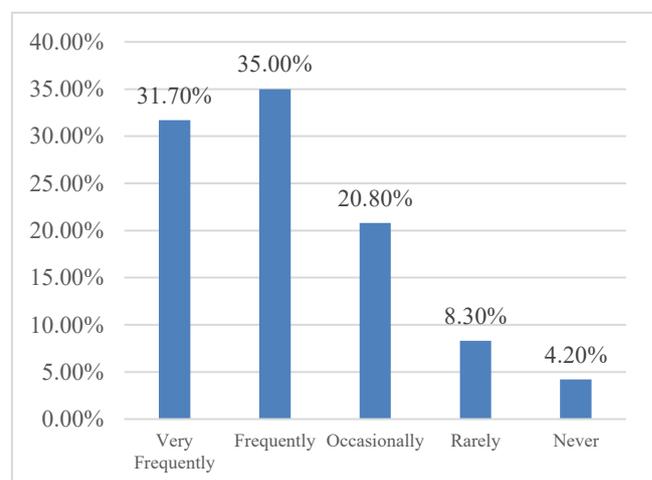


Figure 1: Graphical presentation on percentage of Exposure to Social Media Advertisements

Table 1 indicate that most of the respondents are often exposed to social media advertisements with 35.0% saying that they are frequently exposed and 31.7% often exposed, which add up to 66.7% of the total sample. Only a minor percentage of the surveyed people (8.3% and 4.2% respectively) indicated that they were rarely exposed or not

exposed at all. This means that social media has emerged as a very penetrating media of advertisement, which guarantees the constant exposure of the consumer to the promotion. This high exposure will encourage the chances of brand recognition, message recall, and possible impact on consumer attitude and purchase behaviour.

Table 2: Consumer Attitude Towards Social Media Advertising

Attitude Level	Number of Respondents	Percentage (%)
Highly Positive	30	25.0%
Positive	46	38.3%
Neutral	24	20.0%
Negative	15	12.5%
Highly Negative	5	4.2%
Total	120	100%

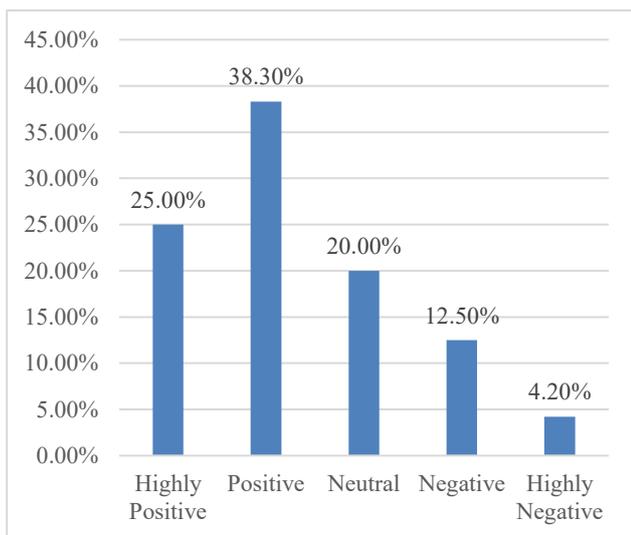


Figure 2: Graphical presentation on percentage of Consumer Attitude Towards Social Media Advertising

Table 2 reveals that the general consumer behaviour about social media advertising is mostly positive with 38.3% of the respondents having a positive attitude and 25.0% having a highly positive attitude, which is a total of 63.3% of the sample. Although 20.0% of the respondents are neutral, it is only 16.7% that have negative or highly negative perceptions. Such distribution indicates that the social media advertising is not commonly rejected by the consumers as it is viewed as engaging, informative, or relevant. The attitude of a consumer towards the product would be positive and increase brand perception and purchase intentions.

Table 3: Influence of Social Media Advertising on Purchase Decision

Level of Influence	Number of Respondents	Percentage (%)
Strong Influence	34	28.3%
Moderate Influence	48	40.0%
Slight Influence	22	18.3%
No Influence	16	13.4%
Total	120	100%

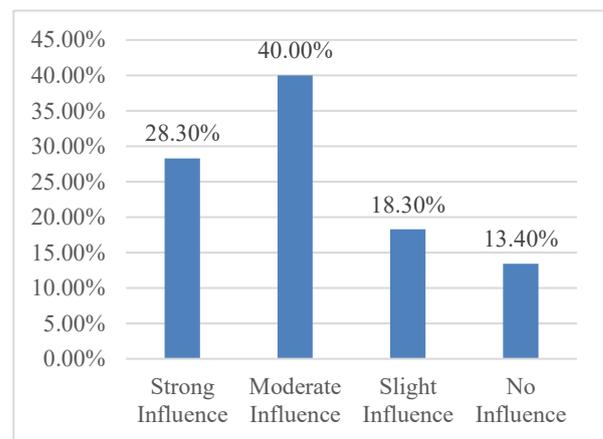


Figure 3: Graphical presentation on percentage of Influence of Social Media Advertising on Purchase Decision

Table 3 denote that social media advertising plays a major role in influencing consumer purchases as 40.0% of the respondents indicated that they had been influenced moderately and 28.3% of the respondents indicated that they were strongly influenced, which amounts to 68.3% of the sample. Conversely, 13.4% of them said that social media advertisements do not affect their purchasing behavior at all. This proves that social media sites are instrumental in influencing the preferences of the consumers and shaping their purchase behaviour, and this explains the persuasive power of online marketing strategies.

Table 4: Purchase Behaviour Triggered by Social Media Advertisements

Purchase Behaviour Response	Number of Respondents	Percentage (%)
Frequently Purchase	29	24.2%
Occasionally Purchase	52	43.3%
Rarely Purchase	25	20.8%
Never Purchase	14	11.7%
Total	120	100%

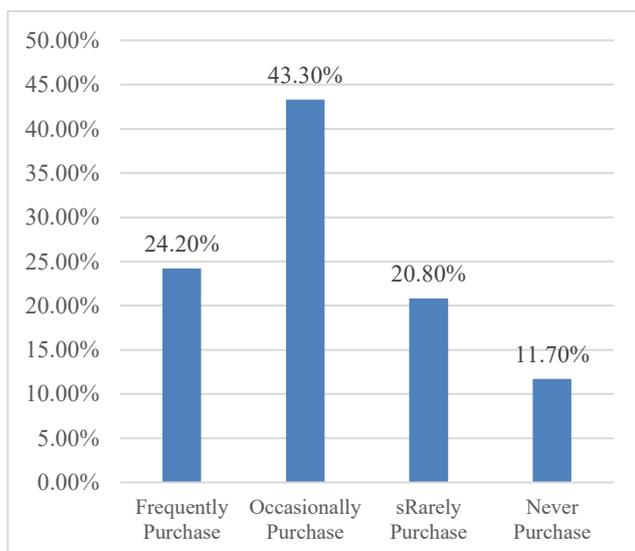


Figure 4: Graphical presentation of percentage on Purchase Behaviour Triggered by Social Media Advertisements

Table 4 provides evidence that there is a significant effect of social media advertisement on real-life purchasing behaviour, 43.3% of respondents buy infrequently and 24.2% buy frequently following the advertisement, which is a total of 67.5% of the total sample. A low percentage of 11.7% said that they never made purchases based on such advertisements. These results indicate that social media advertisement does not only generate awareness but also effectively translates consumer interest to actual purchasing behavior thus strengthening its suitability as a marketing instrument.

CONCLUSION

The consumer attitude and the influence of social media advertising on consumer purchasing behaviour study indicates that social media has become a very powerful marketing tool in the online market. The results show that a huge percentage of the respondents routinely visit the advertisements on social media, implying high advertising penetration and exposure. The overwhelming number of consumers have a positive attitude towards social media advertisement which implies that the advertisement is usually viewed as involving, relevant and informative. Moreover, a significant percentage of the interviewees admit that social media advertisements have a moderate to strong impact on their buying choices and that a significant number of them do make purchases either frequently or occasionally even after looking at such ads. All these findings tend to suggest that consumer attitude and buying behaviour have a

positive correlation which supports the fact that increased exposure and positive perception over social media advertising is an important factor in creating purchase intention and actual purchase behaviour.

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