

The Impact of Social Media Advertising on Consumers Buying Decision: A Case Study on University Students

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Abstract:- This study aimed to identify the impact of social media advertising on making a buying decision Internet of university students. In these days, social media is one of the strongest approaches to promote, sell or buy products or services. It is preferred by all businesses regardless of the size and capability of the companies to reach out millions of potential customers over the world. People are browsing the internet and social media daily on the public transportation and during their leisure time. Thus, This is a great opportunity to create business possibilities due to the potential of this market which has been continuously growing in the past decade. Therefore, this research focuses on finding out the key factors of social media that affect the purchase behaviour of university. For this reason, it is centered on the elements of the extent of satisfaction, the spent time on social media, the strength of social media compared to mass media, and reviews are written by customers who have bought. Based on these factors, four hypotheses of the study were developed as a part of the research model. The conducted method was quantitative research, and data was collected from Istanbul university students. Data was analysed with SPSS.

Keywords:- Social media, Platforms, purchase behavior, mass media, student' attitude, reviews, advertisement.

I. INTRODUCTION

➤ Background of Study:

The Marketing Department, like other departments, seeks to adopt modern concepts, which include the latest means and techniques that help in implementing activities effectively and efficiently, and online advertising is one of the modern concepts that contribute to achieving communication and disseminating information to consumers at the level of the local and international markets. With low costs compared to traditional advertising, this is what distinguishes online advertising, at the present time, as one of the promotional activities that contribute effectively to achieving communication and disseminating information, this contact is not only limited to large organizations but also includes organizations of various sizes and financial capabilities. It enabled small organizations to exit from the local market to the international market, so they became competitive with large organizations. (Eriksen, Hemmingsen, and kuuda, 2013,). state that "The means of advertising on the Internet is an

extension of the traditional means of advertising Such as television, radio, and newspapers". E-marketing is one of the communications and information technology production options. It allowed marketing management to enter what is known as the new economy and digital economy era in order to implement many marketing activities, including online promotional activities; which provided the organizations with an effective contribution with customers and Visitors to corporate websites.

Companies communicate with their customers through various media, including television and newspapers, magazines, radio, and more. For many years there has been a huge development in the means used in advertising led to the emergence of a new model of communication, the Internet, which represents a huge global communications network connecting tens of thousands of computer networks of different types and sizes therefore is a communication system that allows computers to exchange communication with each other.

This has led major companies to invest in social media and advertise on these platforms for several reasons that will be explored in the following:

- The rapid growth of the internet especially on portable devices such as (laptops- Smartphone etc.). The Internet is the fastest-growing advertising medium in the mass media over the era.
- Increase the number of users of the Internet and increase the number of hours that are spent by each user daily, especially in the university youth community.
- The cost of advertising on social media is lower than the cost of billboard and television advertising.

The rapid development of Internet using and increased advertising spending on social media platforms have forced the researcher to do this study in order to identify the impact of social media advertising on consumer purchase decision for university youth. This category was selected as the most receptive for this new communication medium.

➤ Statement of the Problem

The value and influence of social media as a tool for doing business has significantly increased over the past decade, plus it has become increasingly important as an e-commerce channel for hundreds of thousands of businesses around the world. In Turkey, there has been no research on this topic done before, and with the rise of social media in Turkey, making a research for this sales channel will be

shown to marketers and entrepreneurs the opportunities as an essential medium to promote and sell products regardless type or size businesses. In Turkey, e-commerce as a sales channel has been continuously growing over the last two years. In 2019 online sales fulfilled the highest number €10.76 billion and 72% interest users of those users had made at least one online transaction (ecommercenews, 2020). Turkey toy market has a sale of 4,12 USD millions (Statista,2019) and the fashion market has sales of 9,144 USD millions (Statista,2019). The majority of the students who are in Turkey are young adults (between 18 and 26 years old) and 79% of the Turkish who use the internet, use it to access social media (MinTic, 2017).

The market share of e-commerce as a sales channel in Turkey is (3,5%) of the total retail channels, this percentage is a great start, due to the fact that this channel is still relatively new in the country. Compared to China (12,9%) South Korea (11,6%), Great Britain (12,5%) and the United States of America (8,1%), the country still has a long road to settle regarding e-commerce as a strong sale.

A many advantages that are offered by the Internet as an advertising channel such as the ability to reach enormous numbers of internet users are looking for goods and products as well as speed to access targeted community, the low cost of online advertising plus flexibility and the ability to track how the user interacts with the brand and identify the interests of potential customers which have prompted many companies to develop their traditional marketing methods to make a promotional mix linked to the Internet in order to take advantage of the marketing opportunities offered by this medium.

➤ *Research Questions*

This study investigated the impact of social media advertising on taking a buying decision by students' university and was answered the following questions:

Question 1: How often do university students use the Internet?

Question 2: How long do young university students use the Internet?

Question 3: What is the average online session of university youth on the Internet?

the following hypotheses were derived from the research questions to answer the questions above:

Hypothesis 1: A significant correlation exists between the period that is spent on the Internet and affect the process of purchasing decision making.

Question 4: What types of Internet advertising are most interesting for university youth?

Question 5: What percentage of students' university do they use the Internet for online shopping?

Question 6: Are the elements of Internet advertising important in motivating university students to see the ad?

Hypothesis 2: There is relation exists between students' attitudes toward social media marketing and making a decision to buy through the internet.

Question 7: Does social media attract customers more than Mass media?

Question 8: Is social media more effective than traditional media?

Hypothesis 3: There is a difference between marketing on social media and through mass media.

Question 9: Do online reviews impact buying behavior?

Question 10: Can advertisements influence opinions and human behavior?

Hypothesis 4: There is a relation between positive reviews on the advertisement and making a buying decision.

➤ *Overview of Methodology:*

The research was made extensively and used in both primary. Primary data would be obtained by a well-structured questionnaire to be responded by selected university. The collected data will be analysed by SPSS to be understandable.

➤ *Limitation*

One area of constraint in carrying out this research would be the difficulty of circulating the research instrument among all students due to differences in human behaviours in the worldwide.

Moreover, the rapid developing of social media and the emergence of new programs would be a negative effect on the result of this study and changes in the method of advertisements on social media would change people's behaviour and interaction with this kind of ads.

➤ *Organization of Study*

This thesis consists of six main chapters:

Chapter 1: is the Introduction section, it includes the background of the study, statement of the problem, the significance and purpose of the study and the questions formulated for the research, overview of Methodology and Limitations.

Chapter 2 is dedicated to all the literature review of this research that includes background of social media, compare it with pervious study.

Chapter 3 is the theoretical framework where the hypothesis of this research is formulated and determined the variables in order to define each variable and identify the advantages and disadvantages.

Chapter 4 is dedicated to describing the methodology of the research, including elements like research design, sample size, the tools used and implemented, and techniques used.

Chapter 5 is the analysis of the data supported with statistical techniques. This chapter also reveals the findings of the research.

Chapter 6 is the conclusion proposal of managerial implications based on research results and critically discuss the research results. This chapter also includes the limitations of the study that can be used for future researches.

II. THEORETICAL FRAMEWORK

➤ *E-Marketing definition:*

The technological revolution that the world has seen in recent years, particularly in the field of information and communications technology, and the advent of the World Wide Web, search engines such as: Google, Yahoo, Emails, and social media sites such as: Instagram, Facebook, Twitter, YouTube, and so on, encouraged marketing staff to follow and rely on these methods in implementing marketing activities via the company website, and contacting the sites of customers or their mobile phones to deliver their information, offer and urge them to deal with the company's products and deliver digital products; thus the importance of adopting the concept of electronic marketing and its components has emerged.

➤ *Social Media Definition:*

Social media is a technology that facilitates the exchange of ideas and information through communication between virtual communities, and it mainly depends on the presence of the Internet connected to computers, tablets, or phones, enables users to quickly access content that may be personal information, or documents, Videos, or photos. Social media is often used to interact with friends and family, and has become a way to reach customers with the goal of promoting products and services. It is a growing sector in the world economy, and economic growth is one of the principal aims of the governments (Ugurlu,2009) .

➤ *Social Networking Sites:*

Social Media or social networks is a variety of Internet applications, applications that allow users to interact with each other on the sites, so users are able to work and share links that contain specific content, and share photos, videos, Comments by other users.

In 2019, worldwide, there are over 2.50 billion monthly active Facebook users for the Q4 2019 (Facebook MAUs) which is an 8% increase year over year. (Facebook 2020), Yet there are numerous other social networking types such as We Chat, popular in China. and Tikka, it is the newest site with over 800 million users (Statista, 2020). Another popular site with a different type of community is LinkedIn, which is more business-related, has over 310 million active users Omnicoreagency (2020).

➤ *Mass Media Definition:*

The mass media have evolved greatly over the past centuries, paper appeared and the newspapers and magazine began to develop more and more with the emergence of new devices that facilitate their task. The mass media regardless of various types are named as the Fourth estate, as it has become a necessary need for one and it cannot be dispensed with, and it has an important position in the progress and distinctiveness of companies Spitulnik (1993).

➤ *Advantages and Disadvantages of Mass Media for Businesses:*

The media is one of the most important achievements that the world has reached in the modern era, as it has become in these days it is a necessity in the life of every citizen. Including social, political and religious. Rees & Bath (2000) showed some of the advantages on the business:

- Detection and control: Advertisements on TV impose themselves on the viewer, and he is not able to defend himself.
- Dividing the masses: In spite of the characteristics of the TV, there is the possibility to divide of the targeted audience based on the hour, day, and week or the type of programs.
- Brand awareness: The ability of television to build the names of commercials such as Coca-Cola, levis, McDonalds, and others and give high reliability to the advisements and the company.

➤ *The Factors of decision-making:*

External environmental factors play an important role in influencing consumer buying decision, the activities of the organization, the consumer and the organization, these factors are not controlled by organizations. Park & Kim (2003).

These external factors are divided into the following:

Geographical factors: include (the nature of weather and climate):

The different terrain from mountains to desert affects the different nature of the products required for each of them, such as the vehicle used for transport, temperature also affects, the rate of rain, and the availability of food.

Cultural factors:

- ✓ Social class: The phrase "class" is derived from the Latin word (Classis), which was used to classify citizens by wealth, education and social situation. Brown (2009) classified in 3 sectors rich class, middle class, and working class.
- ✓ The cultural factor: Kroeber & Kluckhohn (1952) Culture is defined "a set of values - of a material physical nature - and the ideas, attitudes, and symbols that individuals of a culture highlight, towards various aspects of life, which are developed and followed by members of this society, and which constitute their behavioural and consumer patterns that distinguish them from individuals belonging to other indigenous cultures."

➤ *The Urging by Positive Review:*

It is defined as "any positive or negative statement provided by potential or existing customers or previous customers about a specific product or company/organization by reaching a large number of people and institutions through the internet (Hennig, Gwinner, Walsh & Gremler, 2004). (Erkan, 2015) defined the concept of Electronic word of mouth (eWOM) emerged and diversified through the emergence of websites Social media

➤ *Time Spent on Social Media:*

(Chak&Louis,2004),Frequent internet use can be described as the time spent on the Internet with patterns of Internet users' use. Mostly, Frequent internet users feel isolated and mostly lack the emotion with lower social skills according to (Li & Gill, 2005). Moreover, the gender and age of users significantly affects their time on the Internet. Internet users tend to be young. That is, the age difference as a predictor plays a major role in the frequent use of the Internet

III. LITERATURE REVIEW

This study examines the relation between social media advertising and making a buying decision, are people effected and attracted to social media more than other medias. Based on Monsuwe (2014) the study showed that each of the trends and intentions of consumers towards online purchasing is affected only by the ease of use of the Internet and the benefit and enjoyment that the user gets from the Internet, but rather is influenced by other factors such as consumer characteristics, product features, previous consumer experience, and online purchasing trust availability. In addition, Constantinides (2004) this study concluded that the factors that are based on purchasing behaviour via the Internet are divided into three groups:

Functional factors: These are factors related to the website's ease of use and interaction.

Psychological factor: These are factors related to the confidence in the Internet.

Content factor: These are factors related to the site's view and the marketing mix used.

➤ *Adapted Research Framework and Stated Hypotheses*

Moreover, the researcher attempted to test the impact of time on users and their expectations on new technological services such as the Internet and the services that can be offered through it in order to determine whether the general framework for dealing with daily goods and services applies to dealing with the Internet and the services provided through it. Sultan & Henriches (2000) the study found that: That time has a significant impact on consumer preferences with respect to the Internet. The length of exposure and search of consumers online and their continuous viewing of ads contributes to modifying their opinion of products or services.

IV. RESEARCH METHODOLOGY AND DATA ANALYSIS

➤ *Research Design*

The research is based on the descriptive analytical approach, as it is one of the most used approaches in studying social and human phenomena, and because it fits

the phenomenon under study, which is defined as "a method based on the study of reality or the phenomenon as it is in reality, and it is concerned as an accurate description and is expressed in a qualitative and quantitative expression." Describing the phenomenon and clarifying its properties, whereas the quantitative expression gives us a digital description that explains the amount of this phenomenon or its size and the degrees of its association with other different phenomena, it is not limited to describing the phenomenon but goes beyond it to interpretation and analysis to reach facts on the existing conditions in order to develop and improve (Mugenda and Mugenda 2004). This study aims to analyze the impact of social media advertising on consumer buying decision: the case study is on Aydin university students.

➤ *The Study Population*

The research community is made up of university students in Istanbul Aydin University. The population that has been selected was in Istanbul, and consists of local and foreigners' students, the population in Istanbul is estimated around 15.190.336 person with growth rate 1.49% to 2018 based on (worldpopulationreview.com, 2020). In fact, the Author chose to apply the study on university students for a reason which as young and youth (Z generation) are more likely to interact with online advertaintments comparing to (80's or 70's generations) and having the most experience in this field. As a result, Aydin University was chosen as a case study taking into consideration that Istanbul Aydin on top of the list among Istanbul universities, and moreover, it has 39000 students in 2019 included 3500 foreign students (Aydin, 2020), Thugs, makes Aydin university appropriate to do a study on it.

➤ *Sample and Sampling Techniques*

The researcher adopted the convenience sampling procedure and a random sample was taken from students present in Aydin university with different occupation, education level, age and interest. The sample size was 396 students, questionnaires were distributed to them through WhatsApp groups, this non-probability sampling method relies on data collection form population who are conveniently available to participate in the study (ResearchMethodology.net).

For this study, the sample size was 396, according to the research of (Niles, 2006) a research of 200 to 500 has approximately a margin error surrounding the 7.1% and it can have less than that. For the research the margin of error is more or less 7.1% was decided as a decent estimate and the sample size was chosen accordingly due to the size of the total population. At first we will investigate descriptive statistics It is very important to present descriptive statistics in any research (Ugurlu, 2019).

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Median	Mode
Age	396	1	6	3.09	1.274	3	2
Gender	396	0	1	.60	.490	1	1
Marital	396	1	5	1.88	1.204	1	1
Occupation	396	1	4	2.06	1.094	2	1
Prejudgment	396	1	5	3.49	.990	4	4
Clear	396	1	5	3.39	.992	3	3
relyonquality	396	1	5	2.99	1.000	3	3
Clickon	396	1	5	2.86	1.286	3	2
Satisfieditems	396	1	5	3.29	.946	3	3
effectivepowerfu	396	1	5	3.88	1.082	4	5
peoplearound	396	1	5	3.50	1.122	4	4
Social Media	396	1	5	4.24	.995	5	5
Uncomfortable	396	1	5	3.75	1.117	4	4
Triggers	396	1	5	3.79	1.001	4	4
SAFEST	396	1	5	3.48	1.117	4	4
Seekout	396	1	5	3.73	.994	4	4
Sharing	396	1	5	2.80	1.132	3	3
Change	396	1	5	3.89	.935	4	4
Feedback	396	1	5	4.12	1.010	4	5
Valid N (listwise)	396						

Table 1:- Descriptive Statistics

According to the table above, the median age is 3 and mode is 2 which means that the majority of the participants are between 23-26 years old. But the table shows that the median and mode gender are 1 which indicates that males responded to the questionnaire more than females.

Marital Status: table 24 reveals that the median and mode were 1 as well as, which expresses that most of the participants are single and not in a relationship. While, the table 24 emerges that the median occupation is 2 and the mode is 1 which implies that the majority of the participants are students. regarding to the table 24, the median and mode prejudgment are 4 that refers that participants often have a prejudgment (positive/negative) towards a particular product and/or service that is provided through the internet before an actual consumption.

Based on table 24, the median and mode clear are 3 which indicates the majority of the participants were neutrals about the information of the advertisements that show on social media for purchasing is clear and easy to understand. Whereas, the table 24 shows that the median rely on the quality is 3 and the mode is 3 as well and that means the participants sometimes rely on the quality of products that are sold or promoted over the social media.

According to the table above, the median click on is 3 and mode is 2 which means that the average of responses of the participants was that they sometimes click on online advertising that showed on the internet.

The table shows that the median and mode satisfied items are 3 which indicates that the majority of the respondents are satisfied neutrally with all the information of items (availability, shipping time, launch day) that provided through social media. Apparently, the table 24 emerges that the median effective powerful is 4 and the mode is 5 which implies that the highest percentage of the participants strongly agree that social media provides an effective and powerful platform for consumers to communicate with the companies.

Regarding to table 24, the median and mode people around are 4 that refers that participants are often recommended using Social media to purchase commodities by people around them.

Based on the table 24, the median and mode social Media are 5 that refers that participants spend time on social media sites more than 10 hours per week. While, the table shows that the median and mode uncomfortable are 4

which indicates that the majority of the respondents feel uncomfortable without the internet for one day.

The table 24 reveals that the median and mode triggers are 4, which expresses that most of the participants agree that social media triggers them to purchase a product/service. The table 24 shows that the median safest is 4 and the mode is 4 as well and that means the participants prefer Online advertising as it is SAFEST to use. Whereas, the table shows that the median and the mode seek out are 4, which means that most of the participants agree that social media sites are able to seek out products/services information initiatively (actively) to them.

Based on table 24, the median and mode sharing are 3 which indicates not all participants likely to share comments/reviews/blog posts/related articles etc. to peers or friends via social media after a purchase.

The table 24 reveals that the median and mode Change were 4, which expresses that most of the participants are likely to change your attitude towards a certain brand, product or service after reading positive comments/reviews/online articles etc. Lastly, table 24 emerges that the median feedback is 4 and the mode is 5 which implies that the highest percentage of the participants strongly agree that feedbacks (reviews/comments/posts and so on) on social media affect your purchase.

➤ *Variables testing:*

H₀₂: There is no difference in the spent time on Social Media toward social media across groups of making a decision to buy through the Internet

H₁₂: There is difference in the spent time on Social Media toward social media across groups of making a decision to buy through the Internet

	Social Media	N	Mean Rank	Chi-Square	df	Asymp. Sig.
Satisfied items	0 hour	4	132,75	11,824	4	,019
	1-3 hours	27	148,20			
	4-6 hours	54	185,24			
	7-9 hours	94	192,38			
	10 hours or more	217	211,92			
	Total	396				
Effective powerful	0 hour	4	61,00	25,030	4	,000
	1-3 hours	27	155,65			
	4-6 hours	54	184,96			
	7-9 hours	94	173,60			
	10 hours or more	217	220,52			
	Total	396				
Recommendation by People around	0 hour	4	121,63	69,918	4	,000
	1-3 hours	27	134,04			
	4-6 hours	54	112,90			
	7-9 hours	94	182,98			
	10 hours or more	217	235,96			
	Total	396				

The significant level is 0.05

Table 2:- Kruskal Wallis test between the time spent on social media and making a decision to buy through the Internet.

a. Kruskal Wallis Test

b. Grouping Variable: Social media

The results show that null hypothesis is rejected the P is below 0.05 for all three variables. therefore, Students attitudes differ on considering social media as effective powerful platform, plus differ on their satisfaction to reach out items on social media effectively and recommended to buy through the social media by people around them as well as. According to these results, the students who spend time on social media consider there is difference between spending time on social media the variables of making a buying decision. The author found the results close to reality and logically who spend time more on social media should

be affected by advertisements. In other word, who spend time more on social media is more likely to intact with advisements and make a buying decision.

H₀₄: There is no difference between positive reviews on the advertisement and making a buying decision.

H₁₄: There is difference between positive reviews on the advertisement and making a buying decision.

	Change	N	Mean Rank	Chi-Square	df	Asymp. Sig.
Satisfied items	Never	9	114,44	10,422	4	,034
	Rarely	12	184,75			
	Sometimes	106	185,24			
	Often	154	200,34			
	Always	115	216,28			
	Total	396				
Effective powerful	Never	9	189,83	17,744	4	,001
	Rarely	12	187,67			
	Sometimes	106	161,79			
	Often	154	210,27			
	Always	115	218,39			
	Total	396				
Recommendation by People around	Never	9	111,28	6,946	4	,139
	Rarely	12	182,54			
	Sometimes	106	192,68			
	Often	154	202,97			
	Always	115	206,37			
	Total	396				

The significant level is 0.05

Table 3:- Kruskal Wallis test between positive reviews on the advertisement and making a buying decision.

a. Kruskal Wallis Test

b. Grouping Variable: SAFEST

The results show that null hypothesis is rejected by respondents who change their attitude towards a certain brand or product or service after reading positive comments/reviews/online articles etc. are satisfied to reach out items on social media effectively and consider social media as effective powerful to communicate with companies. Meanwhile, the null hypothesis is accepted by participants who do not change their opinion toward a product/service after being recommended by people around them. In another word, Students differ in changing reviews on social media toward a product or service their satisfaction forward items offered on online platforms and considering as effective powerful platform to communicate with business though, not differ on their opinion that given by people around them to change their attitude forward a business or product. According to these results student's attitude toward a product, service or even company differ by considering platform as effective powerful on the buying decision or satisfaction to a specific commodity but on other hand, . results student's attitude toward a product, service or even company does not differ recommendation by people around them. The author sees the results is highly accepted and show recommendation by people is the strongest tool to convince the customers to buy a product.

V. CONCLUSION

Nowadays, Digital marketing is playing an essential role in every aspect of our lives individually and businesses, apparently, the world cannot leave the digital revolution and makes it impossible to live without it. This sector evolved since the internet came to our lives with different social media platforms. The result of the study showed that there is a significant impact of Internet advertisements on all stages of the purchase decision, but with varying proportions. A large percentage of Internet users among the Istanbul university students use the Internet daily they and more than once a week.

The results in this study showed that companies epically the small and medium business that do not allocate a big budget for advertising because of lack of financial source should rely on advertising social media media more. In addition, Young users are more likely to interact and take action with ads on social media more than elderly. Moreover, students consider Social media as effective powerful platform to communicate, thug, companies must pay more attention to communicate and respond to their audience on platforms effectively and appropriate way to meet their needs and satisfaction.

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