

## **User Satisfaction and the Behavioral Impact of Online Advertisements on Social Media**

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### **Abstract**

This study examines user satisfaction and the behavioral impact of online advertisements on social media platforms. With the rapid growth of digital marketing, social media advertising has become a crucial tool for influencing consumer awareness and purchasing decisions. The research is based on primary data collected from 110 respondents in Pollachi Taluk using a structured questionnaire and convenience sampling method. Analytical tools such as percentage analysis, Chi-square test, and Henry Garrett Ranking were employed. The findings reveal that attractive visuals, relevance to user needs, and promotional offers are the most influential factors affecting satisfaction. The study also identifies significant associations between satisfaction levels and variables such as gender, education, occupation, and income. While online advertisements moderately influence consumer behavior, they are generally perceived as entertaining and informative. The study concludes that well-designed, relevant, and engaging advertisements can enhance user satisfaction and effectively shape consumer purchasing behavior on social media.

**Keywords:** Online Advertising- Social Media Advertising- Consumer Behavior- User Satisfaction

### **Introduction**

Online advertising refers to advertisements delivered over internet to online users via web pages, e-mails, ad-supported software and internet-enabled cell phones. Online advertising mainly includes contextual ads on search engine result pages, banner ads, rich Media Ads, social media advertising, online classified advertising, mobile advertising, display advertising, web banner advertising and e-mail advertising. Online advertising also called as internet advertising or web advertising, is a form of advertising which uses the internet facility to deliver promotional marketing messages to online consumers. Online advertising highly influences large number of online users due to its ability to reach out to a vast number of audiences through internet. Online advertiser's main purpose is to reach consumers and influence their awareness, buying behavior and decision-making pattern. Now a days, the most glamorous feature of promotion mix is the online advertising. In today's life, online visitors come in contact with several online advertisements. The online marketers are designing online advertisements and presenting them in such an attractive way, to create demand for the products and services among online users.

### **Review of Literature**

MeghnaMeena and Mamtajain (2017) reported that internet advertising offers increased awareness of companies and it is an easy method to

distribute information. Pashmeerkarur Anand (2017) disclosed that online advertising is less expensive and reaches a much wider audience and will probably give more profit than traditional advertising and also observed that one disadvantage of advertising on the internet is that marketing materials are automatically available for anyone in the world to copy, regardless of the legal ramifications. Logos, images and trademarks can be copied and used for commercial purposes or even to slander or mock the company. Gayathri Baiju (2018) has observed that the impact of online advertisement is high with the young age people, where it is low among the middle aged. Sandeep Yadav and Deepmala Singh (2020) have identified that time spent on online advertisement and impact of online advertisement has significant relationship with consumer buying behavior. SocodogoLodjiDignato et al (2023) observed that online advertising has a positive effect on consumer behavior as it creates and develops brand awareness.

## **Statement of the Problem**

In recent years, online advertising on social media platforms such as Facebook, Instagram, Twitter, and TikTok has become a dominant force in digital marketing. Businesses, both small and large, are investing substantial resources into social media advertising with the expectation of reaching a broader audience, improving brand awareness, and increasing sales. However, despite its popularity and potential, the actual impact of social media advertising on consumer behavior, purchasing decisions, and brand perception remains a subject of debate. There is a need to critically evaluate the effectiveness of social media advertisements, the factors influencing consumer response. In this context, there comes the questions of, How does online advertising on social media influence consumer preference? and What is the level of satisfaction of consumers towards online advertising?

## **Objective of the Study**

To study the socio-economic profile of the users.

To analyses user's level of satisfaction on online advertisement.

To analyze how online advertising influences consumer purchasing decisions on social media platforms.

## **Research Methodology**

This study is based on primary data that is collected through well framed questionnaire issued to 110 respondents in Pollachi Taluk. Questions related to personal profile of the users and level of satisfaction towards impact of online advertising on social media were included in the questionnaire. Convenient sampling method is adopted to select the sample respondents. The data collected has been analyzed using Simple Percentage, Chi-Square and Henry Garrett Ranking.

## **Findings of the Study**

The following reveals the result of simple percentage analysis of the sample respondents.

Majority of the respondents 68 (58.1%) reside in rural area.

Majority of the respondents 79 (71.8%) belong to the age group of 21-40 years.  
Majority of the respondents 70 (63.6%) are female.  
Majority of the respondents 73 (66.4%) are unmarried.  
Most of the respondents 48 (43.6%) educational qualification is under graduation  
Most of the respondents 39 (35.5%) are students.  
Majority of the respondents 62 (56.4%) monthly income ranges between Rs.10,001 to Rs.25,000.  
Majority of the respondents 61 (55.5%) are using social media for one to three hours per day.  
Majority of the respondents 48 (43.6%) are moderately influenced by online advertisement.  
Majority of the respondents 62 (56.4%) feel that the contents of online advertising are entertaining.  
Majority of the respondents 34 (30.9%) mostly view social media for fashion.

## Factors that Influence Consumer Satisfaction Towards Online Advertising in Social Media –

### Henry Garrett Ranking

Table: 1.1

S. No Factors that influence Consumer Satisfaction Towards Online Advertising in Social Media

R1

R2

R3

R4

R5

R6

R7

R8 Total

Garrett weights

Average

Rank

1 Attractive Visuals Frequency 6312853739

10051

91.372

1 Garrett

Score 60481092704430252574240711

2 Relevance to Needs Frequency 11541746693

9763

88.754

2 Garrett

Score 105649141496344504492720237

3 Discounts /

OffersFrequency515551261070

9601

87.281

3Garrett

Score4801365484010325048205600

4Short and Engaging ContentFrequency66146615201

9533

86.663

4Garrett

Score576546123256761260164079

5

PersonalizationFrequency34716611441

9315

84.681

5Garrett

Score28836461613765124114832079

6

Brand TrustFrequency78631059152

9222

83.836

6Garrett

Score67272852825884048381200158

7

Ease of AccessFrequency6821512688

9042

82.2

7Garrett

Score576728176864209845440632

8

Other FactorsFrequency931340486

8933

81.209

8Garrett

Score8642738825833603206794

From the above table it is found that the respondents prefer attractive visuals as first (91.37), relevance to needs second (88.75), discounts/offers as third (87.28), short and engaging content as fourth (86.66), personalization as fifth (84.68), brand trust as sixth (83.84), ease of access as seventh (82.20) and other factors as eight (81.21).

## **Variables Influencing Level of Satisfaction of Consumers Towards Online Advertising – Chi-Square Analysis**

### **Area of Residence**

Chi square shows that there does not exist any highly significant association between area of residence and level of satisfaction on online advertisement.

## **Age**

Chi square shows that there does not exist any highly significant association between age and level of satisfaction on online advertisement.

## **Gender**

Chi square shows that there exists a highly significant association between gender and level of satisfaction on online advertisement.

## **Marital Status**

Chi square shows that there exists a significant association between marital status and level of satisfaction on online advertisement.

## **Educational Qualification**

Chi square shows that there exists a highly significant association between educational qualification and level of satisfaction on online advertisement.

## **Occupation**

Chi square shows that there exists a significant association between occupation and satisfaction on online advertisement.

## **Monthly Income**

Chi square shows that there exists a significant association between monthly income and level of satisfaction on online advertisement.

## **Period of Usage**

Chi square shows that there exists any significant association between period of usage and level of satisfaction on online advertisement.

## **Frequency of Purchase Influenced by Online Ads**

Chi square shows that there exists a significant association between frequency of purchase influenced by online ads and level of satisfaction on online advertisement.

## **Impact of Purchasing Decisions**

Chi square shows that there exists a significant association between impact of purchasing decision and level of satisfaction on online advertisement.

## **Types of Content in Online Ads**

Chi square shows that there exists a significant association between types of content in online ads and level of satisfaction on online advertisement.

## **Conclusion**

Internet advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the consumers. Online advertisement includes sellers directly with targeted consumers. The advertisement should not be intrusive and distractive in nature. Such advertisement should be innovative to attract more and more consumers. With the increased adoption and fission of the Internet, World Wide Web is becoming gradually a standard advertisement platform. The need is to understand the target consumers and then strategize wisely in order to gain maximum out of this new medium.

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