

Influence Of Social Media Advertising On Women Buying habits

Shaji Thomas

Pavanatma College, Murickassery

Abstract

Social media is a vital communication instrument utilised by businesses and individuals. It has created a new environment and avenues of interpersonal communication. It has tremendously impacted people's lives, increasing followers and users worldwide. The women's consumer sector is large, diverse, multidimensional, and influential. As a result, understanding the dynamics of what women want, including their preferences, demands, and habits, is critical for creating market strategies, generating innovation, and promoting inclusive growth across industries. To thoroughly examine the complex relationship between social media advertising and women's buying habits, this research examines key ideas, mechanisms, and empirical evidence. This study aims to discover the elements that influence working women's buying habits.

Key words:Advertising,Buying Habits, Communication, Social Media, Women

I. Introduction

Social media is directed to a collection of online community channels that promote community-based input, engagement, content sharing, and collaboration, such as forums, microblogging and social networking. The 'social' aspect refers to connecting with others by sharing and receiving information from them. The 'media' component refers to communication, such as the Internet. Social media are web-based communication platforms that allow people to communicate by sharing and consuming content. Global digital advertising is expected to grow to about \$517 billion by 2023, up from \$333.3 billion in 2019. Previously, men were more interested in online purchases, but women have also begun to do so. Peer group influence, trust, incentives and discounts, and various brands boost women's online buying chances. **Sammanasu, J & Michael (2021)**.

The Internet has emerged as an advertising platform. Since the early 2000s, social networking sites have expanded dramatically, and businesses have taken advantage of this trend by adopting social commerce tactics, resulting in more significant revenue (**Xiang et al., 2022**).**Nick Hajli(2015)**stated that social media allows clients to communicate more online. Social media advertising has transformed how businesses communicate with customers and substantially influenced purchasing habits. Social media platforms such as WhatsApp, Facebook, Twitter, Instagram, and Snapchat provide several opportunities to engage with the billions of users who use them daily. According to (**Shukla B & Singh H, 2018**), social media has made it more comfortable for buyers to establish relationships with and converse about businesses faster.

Businesses that want to succeed in the digital marketplace must understand the complicated linkages between social media advertising and customer behaviour. Numerous factors, such as social proof procedures, interactive formats, and personalised content, influence social media. Businesses can employ these aspects to effectively raise curiosity, provoke feelings, and eventually compel action in their target audience. According to (**Harshini, 2015**), users of social networking sites found promotional tactics fascinating, and they demonstrated their interest by replying to the adverts and

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purchasing the things advertised. Social media advertising tremendously impacts customer behaviour and continues to influence how items are offered in today's market. According to (Lee ,2013), social media also provides a platform for reviewing items from different brands, which is popular among most social media users.

Bughin et al. (2010) stated that social media advertisements substantially influence buyers, especially those purchasing the goods for the first time. Targeted messages, personalised content, interactive platforms, and social media advertisements can impact purchasing decisions, promote brand loyalty, and increase customer engagement. However, the impact of social media advertising is multifaceted and influenced by various factors, including cultural dynamics, demographic trends, and technological advancements. Many research studies have found that in India, women spend substantially more time on social networking sites than males. The study will examine the influence of social media advertising on women's buying habits.

II. Review of Literature

Hoyer et al. (2010) expressed that social media is a medium where customers share information with others via electronic word of mouth, suggestions, and evaluations. Drell (2011) revealed that teenagers are interested in purchasing and recommending products to others, which is very positive from the organisation's perspective. The older generation cannot indulge more since they are unaware of the shifting trends in technology, and they rely on and trust traditional shopping methods in stores or markets. **Webster (2011)** stated that 25% of social media users buy their favourite brands through various social networking sites, with Facebook as the most popular platform for brand pages. Moreover, **Martinka (2012)** showed that Facebook significantly influences customers' online purchasing behaviour more than Twitter.

Balakrishnan, Dahnil, and Yi (2014) explained how online groups, diverse internet communication, electronic word of mouth, and online advertising could assist in establishing a good business image and customer purchasing intention using social media. **Fotis (2015)** states that social media tracks pattern analysis, which aids in understanding consumers' tastes and buying intentions and attempts to provide choices based on customers' purchasing intentions and habits. **Wang & Yu (2015)** claimed that there are both favourable and unfavourable reviews about the product and service, which influences the consumer's purchasing decision. In social media, word of mouth significantly impacts consumers' purchasing intentions for any product. Online shoppers have grown to place greater trust in opinions and reviews discovered on social media platforms than information offered by organisations, considering these reviews more dependable (**Segran, 2017**). **Gaude D (2019)** described that social media is transferring responsibility from marketers to customers, forcing marketers to adapt their old ways to meet the new needs of buyers and touch them as individually as possible, particularly in purchasing decisions, by leveraging social media as an advertising channel.

Darshana (2021) discovered that entertainment, social imaging, familiarity, and spending are the most effective advertising types for changing consumer purchasing behaviour. Social media platforms have transformed consumer purchasing habits, with the Social Media Community serving as the primary driver (**Rydell & Kucera, 2021**). (**Akayleh & Fayq., 2021**) Found that consumers' age, gender, and culture have a significant moderating effect on the relationship between consumer purchasing decisions and social media advertising and social media advertising has a more significant impact on women customers' purchasing decisions than on men. **Sangurde & Ravikant (2023)** expressed that social media is the most powerful media that influences consumer purchasing

behaviour; social media is popular among youths; and social media platforms such as WhatsApp, Facebook, YouTube, Instagram, and Google search are the most popular and used among youths.

Djaked et al. (2023) revealed a strong connection between social media exposure to advertisement content and subsequent buyer choices.

III. Objectives of the Study

1. To study the influence of social media advertisements on women's buying habits.
2. To identify the women's attitudes towards social media advertising.

IV. Methodology

The study examines social media advertising and its influence on women's buying habits. Primary data were collected from 120 respondents. Secondary data were collected from articles, journals, and other published materials. Simple Random sampling method was used to collect data from the sample respondents. The questionnaire was designed to answer the overriding research question and gain responses in the following areas

1. Do social media advertisements influence women's buying habits?
2. what are the attitudes of women towards social media advertising?

V. Results of the study

Table 1: Demographic characteristics of the respondents

| Demographic variables | | No of Respondents | % of Respondents |
|--|---------------------|-------------------|------------------|
| Educational qualification | S.S.L.C | 6 | 5.00% |
| | Plus two | 22 | 18.30% |
| | Degree | 54 | 45.00% |
| | P.G | 34 | 28.30% |
| | Others | 4 | 3.30% |
| No. of social media platforms have | 1 | 4 | 3.30% |
| | 2 | 8 | 6.70% |
| | 3 | 26 | 21.70% |
| | 4 | 20 | 16.70% |
| | 5 | 38 | 31.70% |
| | 5 and above | 24 | 20.00% |
| Most preferred social media platforms | Facebook | 2 | 1.70% |
| | Instagram | 60 | 50.00% |
| | Twitter | 2 | 1.70% |
| | YouTube | 54 | 45.00% |
| | Others | 2 | 1.70% |
| Times spent on social media per day | Below 30 minutes | 2 | 1.70% |
| | 30 minutes -1 hours | 10 | 8.30% |
| | 1 hours - 1½ hours | 44 | 36.70% |
| | Above 2 hours | 64 | 53.30% |
| Purchase of products via social media advertisements | Beauty | 38 | 31.70% |
| | Fashion | 58 | 48.30% |
| | Literature | 4 | 3.30% |
| | Others | 4 | 3.30% |

| | | | |
|--|-----------------|-----|--------|
| | Technology | 16 | 13.30% |
| | Total Responses | 120 | 100% |

Source:Primary Data

Table 1 shows the demographic characteristics of the respondents. Regarding their educational qualifications, 45% of them have a degree, and 28 % have a PG. Most respondents (51,70 %) use five or more social media platforms. Most respondents (95%) chose Instagram and YouTube. Most respondents (53%) spend more than two hours daily on social media. Regarding the type of purchase of products through social media advertisement, most respondents considered fashion and Beauty, respectively.

VI. Influence of social media advertisements on women’s buying habits.

The respondents were asked various questions on a five-point Likert to find the influence of social media advertisements on women’s buying habits. The responses are scored as follows: 5 for high influences,4 for moderate,3 for neutral, 2 for low, and 1 for no influence.Table 2 shows the Influence of social media advertisements on women’s buying habits.

Table 2: Influence of social media advertisements on women’s buying habits

| Variables | Mean | Std Dev | Rank |
|--|------|---------|------|
| Availability of products information | 4.35 | 0.73 | 1 |
| Easy accessibility | 3.69 | 0.79 | 2 |
| Less time taking and convenient | 3.54 | 0.87 | 3 |
| Frequent presentation | 3.36 | 0.80 | 4 |
| Credibility of social media advertisements | 3.08 | 0.87 | 6 |
| Connects emotionally to the consumers | 3.32 | 0.93 | 5 |

Source: Primary Data

In the statistical data on the influence of social media advertisements on women’s buying habits, the most important aspect is the availability of product information, which scores the highest with a mean of 4.35. Easy accessibility follows with a mean score of 3.69; convenience and time-saving in social media advertisements ranked third, with a mean score of 3.54; frequent presentation of ads is moderately essential, ranked fourth, with a mean of 3.36. The credibility of social media advertisements is ranked fifth, with a mean score of 3.08 and a standard deviation of 0.87. Finally, the emotional connection of advertisements with consumers is the least important factor, ranked sixth.

Hypothesis

Ho: There is no significant difference between most preferred social media sites and the Influence of social media advertisements on women's buying habits.

The chi-square test shows a positive (21.84) and a p-value less than 0.05, indicating a significant relationship between the most preferred social media sites and the Influence of social media advertisements on women's buying habits.

VII. Attitudes of women towards social media advertising

The respondents were asked various questions on a five-point Likert to determine consumers' attitudes towards social media advertising. The responses are scored as follows: 5 for Strongly Agree,4 for Agree,3 for neutral, 2 for Disagree, and 1 for Strongly Disagree. Table 3 depicts women's attitudes towards social media advertising.

Table 3 : Women’s attitudes towards social media advertising

| Variables | Mean | Std Dev | Rank |
|--|------|---------|------|
| It promotes the latest products | 4.72 | 0.58 | 1 |
| Got to know more innovative ideas | 4.58 | 0.62 | 2 |
| Allows me to know the best deal | 4.27 | 0.82 | 3 |
| It is where creativity is highly appreciated | 3.65 | 0.63 | 6 |
| It plays an important part in my buying decision | 3.71 | 0.87 | 4 |
| My general opinion of social media advertising is favourable | 3.67 | 0.84 | 5 |

Source: Primary Data

The data indicates that among various attitudes towards social media advertisements, the most valued aspect is their ability to promote the latest products, with a high mean score of 4.72, ranking first. Following this, social media advertisements are valued for introducing innovative ideas, having a mean score of 4.58 and ranking second. The third-ranked attitude, with a mean score of 4.27, is that these advertisements help users find the best deals. Additionally, social media advertisements are important in buying decisions, evidenced by a mean score of 3.71, ranking fourth. The general opinion towards social media advertising is favourable, with a mean score of 3.67, placing it fifth. Lastly, while creativity in social media advertisements is recognized, it ranks sixth with a mean score of 3.65, indicating a moderate level of appreciation compared to other factors.

Hypothesis

Ho: No significant difference exists between most preferred social media sites and women’s attitudes towards social media advertising.

The chi-square test shows positive (17 .83) and values of p and less than 0.05 significance, indicating a significant relationship between most preferred social media sites and women’s attitudes towards social media advertising.

VIII. Findings of the study

1. The statistical data on the influence of social media advertisements on women’s buying habits show that the most important aspect is the availability of product information, which scores the highest with a mean of 4.35. This is followed by Easy accessibility, convenience and time-saving, frequent presentation of advertisements, credibility of social media advertisements, and emotional connection of advertisements.
2. Regarding the type of purchase of products through social media advertisement, most respondents considered fashion and Beauty items
3. When comparing the most preferred social media sites and the Influence of social media advertisements, the chi-square test shows that the chi-square test is positive (21.84) and p-value less than 0.05 significance, indicating a significant relationship between most preferred social media sites and the Influence of social media advertisements.
4. Women's Attitudes towards social media advertising and the availability of product information are the most valued aspects of social media advertisements, followed by their accessibility and convenience. Frequent presentation, credibility, and emotional connection are also valued, but to a lesser extent.
5. When comparing the most preferred social media sites and women’s attitudes towards social media advertising, there is a significant relationship between most preferred social media sites and women’s attitudes towards social media advertising.

Conclusion

Social media networks are getting progressively more popular nowadays. Businesses should shift from traditional marketing to social media advertising and modify their marketing mindset to gain a competitive advantage. The future of social media advertising is limitless. This study sheds light on the intricate interplay of factors influencing the purchasing patterns of women who use social media. The study contributes to a better understanding of the dynamic landscape within highly competitive current marketing fields by illuminating the links between social media advertising and women's buying habits. The critical conclusion made from the research is that social media advertisements have a high potential for reaching and influencing female communities, who spend much time on platforms like Instagram and YouTube. The different influencing elements found, such as Availability of product information, Easy accessibility, Less time taking and convenience, and Frequent presentation, are critical in moulding women's buying habits.

Implications For Marketers

According to the survey, Marketers must have a deeper understanding of women's attitudes towards social media advertisement and identify the unique behaviour of the target market. This will assist them in developing practical and improved tactics based on women's purchasing habits, helping improve sales' competitive strength in an everlasting, competing world.

Declaration

The paper should be accompanied with a declaration to the effect that the paper is the original work of the author and that the paper has not been submitted for publication anywhere else.

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