

Impact of Social Media Advertising on Purchase Intention Among College Students

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Abstract- Social media has become an essential platform for the communication, entertainment, and marketing. Businesses increasingly use social media advertising to reach potential consumers, particularly college students who spend considerable time on digital platforms. This study examines the impact of social media advertising on purchase intention among college students. The research investigates the influence of advertisement credibility, informativeness, entertainment value, and influencer endorsement on students' purchasing decisions. Data were collected using a structured questionnaire and analyzed through descriptive and inferential statistical techniques. The findings indicate that social media advertising significantly affects purchase intention, with credibility and influencer endorsement having the strongest impact. The study provides valuable insights for marketers seeking to develop effective digital advertising strategies targeted at young consumers.

Keywords— Social Media Advertising, Purchase Intention, Consumer Behavior, College Students, Digital Marketing, Influencer Marketing.

I. INTRODUCTION

The growth of internet technologies and mobile devices has transformed the way businesses communicate with consumers. Social media platforms such as Instagram, Facebook, YouTube, Snapchat, and X have become important channels for advertising products and services. These platforms allow organizations to interact directly with consumers and create personalized marketing campaigns.

College students represent one of the largest user groups of social media. They regularly engage with online content, follow influencers, and seek product information through digital platforms. Consequently, social media advertisements play an important role in shaping their attitudes and purchasing decisions.

This study explores how social media advertising influences the purchase intention of college students and identifies the factors that contribute to effective advertising outcomes.

II. LITERATURE REVIEW

Several researchers have investigated the relationship between social media advertising and consumer purchase intention.

Previous studies suggest that social media advertisements can influence consumer behavior by providing product information, increasing brand awareness, and creating emotional connections with customers. Research indicates that advertisement credibility and trust significantly affect consumers' willingness to purchase products promoted on social media platforms.

Influencer marketing has also emerged as an effective promotional strategy. Consumers tend to trust recommendations from influencers whom they follow regularly. Additionally, entertaining and informative advertisements improve user engagement and increase purchase intention.

The existing literature demonstrates a positive relationship between social media advertising and consumer purchasing behavior, particularly among younger audiences.

III. RESEARCH OBJECTIVES

The objectives of this study are:

1. To examine the impact of social media advertising on purchase intention among college students.
2. To identify the factors influencing purchase intention through social media advertisements.

3. To analyze the relationship between advertisement credibility and purchase intention.
4. To evaluate the role of influencer endorsements in consumer decision-making.
5. To provide recommendations for improving social media advertising effectiveness.

IV. RESEARCH HYPOTHESES

- H1: Social media advertising positively influences purchase intention among college students.
 H2: Advertisement credibility positively affects purchase intention.
 H3: Advertisement informativeness positively affects purchase intention.
 H4: Entertainment value positively affects purchase intention.
 H5: Influencer endorsement positively affects purchase intention.

V. RESEARCH METHODOLOGY

A. Research Design

This study adopts a quantitative research design to examine the impact of social media advertising on purchase intention.

B. Population and Sample

The target population consists of undergraduate and postgraduate college students. A sample of 200 respondents was selected using convenience sampling.

C. Data Collection Method

Primary data were collected through an online questionnaire. The questionnaire included demographic questions and statements measured using a five-point Likert scale.

D. Data Analysis Techniques

The collected data were analyzed using:

- Frequency Analysis
- Percentage Analysis
- Mean Score Analysis
- Correlation Analysis
- Regression Analysis

VI. DATA ANALYSIS AND INTERPRETATION

A. Demographic Profile of Respondents

The majority of respondents were between 18 and 23 years of age. Female respondents represented 60% of the sample, while male respondents accounted for 40%.

VARIABLE	CATEGORY	FREQUENCY	PER. (%)
Gender	Male	80	40
	Female	120	60
Age	18-20 Years	90	45
	Above 23 Years	85	42.5
	21-23 Years	25	12.5
Education	UG	140	70
	PG	60	30

B. Social Media Usage Pattern

Instagram was identified as the most frequently used social media platform among respondents. Most students reported spending between three and five hours daily on social media.

PLATFORM	FREQUENCY	PERCENTAGE (%)
Instagram	140	70
YouTube	120	60
Facebook	50	25
Snapchat	80	40
X(Twitter)	30	15

C. Impact of Advertisement Credibility

The findings reveal that students are more likely to purchase products advertised by trusted brands and influencers. Credibility enhances confidence and reduces perceived risk.

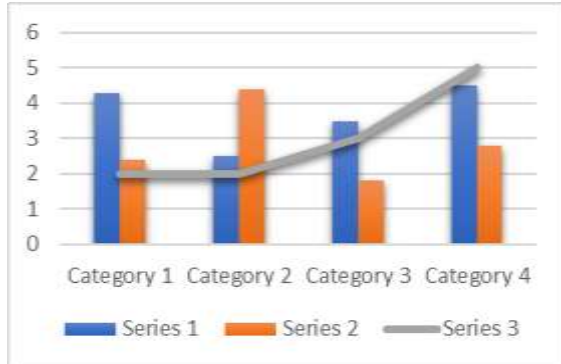
D. Impact of Advertisement Informativeness

Informative advertisements help consumers evaluate products effectively. Detailed product descriptions and customer reviews positively influence purchase intention.

E. Impact of Entertainment Value

Creative and engaging content attracts greater attention and increases user interaction. Entertaining

advertisements improve brand recall and encourage purchase behavior.



F. Impact of Influencer Endorsement

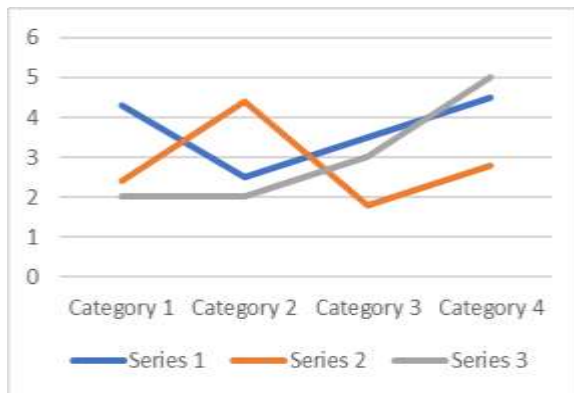
Influencer endorsements significantly affect purchase intention. Students perceive influencers as reliable sources of product recommendations.

VII. DISCUSSION OF FINDINGS

The results indicate that social media advertising has a strong positive influence on the purchasing intentions of college students. Advertisement credibility emerged as the most influential factor, followed by influencer endorsement and informativeness.

Students are more likely to respond positively to advertisements that provide valuable information and authentic recommendations. The findings support previous research suggesting that social media marketing is an effective strategy for reaching younger consumers.

VIII. MANAGERIAL IMPLICATIONS



The study provides several practical implications for marketers:

1. Develop trustworthy advertising campaigns.
2. Collaborate with credible influencers.
3. Use engaging visual and video content.
4. Provide detailed product information.
5. Personalize advertisements according to consumer interests.

These strategies can improve customer engagement and increase purchase intention.

IX. LIMITATIONS OF THE STUDY

The study has several limitations:

1. The sample size is limited to college students.
2. Data were collected from a specific geographic region.
3. Responses may contain personal biases.
4. Purchase intention may not always result in actual purchases.

X. FUTURE RESEARCH DIRECTIONS

Future studies may:

1. Compare different social media platforms.
2. Examine actual buying behavior instead of purchase intention.
3. Use larger and more diverse samples.
4. Investigate the impact of artificial intelligence in social media advertising.

XI. CONCLUSION

Social media advertising has become a powerful marketing tool that significantly influences purchase intention among college students. The study concludes that advertisement credibility, informativeness, entertainment value, and influencer endorsement positively affect purchasing decisions. Businesses targeting young consumers should focus on creating authentic, engaging, and informative advertising campaigns. Effective social media advertising can enhance brand awareness, strengthen consumer relationships, and increase purchase intention.

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