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Impact Of Social Media Advertising On Online Shopping Behavior

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Abstract

The present study analyzed the impact of social media advertising on online shopping intention by integrating psychological constructs such as perception and attitude. A quantitative research design was adopted and primary data were collected from 420 respondents with structured questionnaire administered through web survey. The study employed multiple regression analysis to evaluate the relationships among variables, with social media advertising, perception and attitude as independent variables and online shopping intention as the dependent variable. The findings from this study had revealed that all the three predictors have significantly influenced online shopping intention, with attitude emerged as most influential factor. The results underscored the importance of cognitive and behavioral dimensions in determining consumer decision-making in digital environments. The study contributed to obtainable literature by providing empirical evidence based on established theoretical frameworks and offered practical implications for marketers in designing effective social media campaigns.

Keywords: Social media advertising, Online shopping intention, Consumer perception, Consumer attitude, Digital marketing

Introduction

The increasing penetration of the internet and smartphones has considerably transformed consumer purchasing behavior that caused rapid growth of online shopping. Social media platforms have become powerful tools for marketers to influence consumer decisions through targeted advertising and interactive engagement. These platforms facilitate firms to reach wide audience while determining consumer perception and attitude toward products and services. Understanding the role of social media advertising in influencing online shopping intention is crucial in the current digital landscape. This study focuses on examining how social media advertisements, along with consumer perception and attitude, affect online shopping intention. This study provides insights into the behavioral patterns of consumers and highlights the significance of strategic digital marketing practices.

Need and Scope

The need and scope of this study begin from the escalating reliance on social media as a marketing platform and its influence on consumer decision-making. The study present insights into consumer psychology in the digital era and offers implications for marketers to design effective advertising strategies that boost online purchase intention.

Research Objectives

1. To examine the impact of social media advertising on online shopping intention.
2. To analyze the relationship between customer perception and online shopping intention.
3. To evaluate the influence of customer attitude on online shopping intention.

Theoretical Background

The theoretical foundation of this study is anchored in triangulation of the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM). The Theory of Planned Behavior depicts how attitude influences behavioral intention, while the Technology Acceptance Model highlights the role of perception in technology adoption. The integration of these theories provides a comprehensive framework to analyze how social media advertisements shape perception and attitude, which in turn influence online shopping intention. This combined framework strengthens the explanatory power of the research model by connecting cognitive and behavioral dimensions.

Literature Review

Recent studies have accentuated the significant role of social media platforms in shaping purchase intentions, particularly among younger generations, where factors such as engagement and digital interaction strongly influence behavior (Gusti, 2024; Geofani, 2024). The COVID-19 pandemic further accelerated online shopping adoption, highlighting the heterogeneity of social media usage and its impact on preventive and consumption behaviors (Xue, 2024; Colaço, 2024). Empirical evidence has demonstrated that social media utilization positively correlated with online shopping behavior, particularly among youth and millennials, reinforcing its importance as a marketing tool (Akbar, 2023; Bong, 2023). From theoretical viewpoint, the extension of the Theory of Planned Behavior has provided insights into how attitude, subjective norms and perceived behavioral control persuade online shopping through social media (Sharma, 2022). Also, promotional strategies on social media have been found to significantly influence consumer buying behavior by enhancing awareness and engagement (Saxena, 2021). Recent advancements have further explored the role of cultural differences, AI-driven search behaviors, and perceived value in determining online consumer decisions, demonstrating multidimensional influence of technology and context (Agag, 2024; Pham, 2024; Shen, 2024). Moreover, systematic reviews have highlighted the growing interaction between online and offline shopping channels, emphasizing the complexity of consumer decision-making in the digital era (Biswas, 2024).

Research Methodology

The research methodology adopted in this study is based quantitative design and primary data collected through a structured closed-ended questionnaire. A total sample of 420 respondents was selected through web survey method, ensuring that participants were smartphone users who had made at least one online purchase in the last six months. Secondary data were procured from journals, books, and internet sources to maintain the conceptual framework. The study employed multiple regression analysis using SPSS version 26.0 and MS-Excel to examine the relationships between variables. The independent variables included social media advertisements (SM), perception (PER), and attitude (ATT), while the dependent variable is online shopping intention (INT). Demographic variables such as gender, age, occupation, and education were included for descriptive analysis with frequency analysis. The research instrument consisted

of validated scales with three items for each construct, and all constructs demonstrated high reliability with Cronbach's alpha values exceeding 0.85.

Data Analysis

The demographic profile of respondents demonstrated balanced representation across categories. Among the 420 respondents, 54.3% were male and 45.7% were female. In terms of age distribution, 48.1% belong to 18–30 years category, 32.4% were in 31–40 years group, and 19.5% were above 40 years. Regarding occupation, 36.7% were students, 34.5% were employees, 18.3% were engaged in business, and 10.5% fell under other categories. Educational qualifications showed that 42.6% were graduates, 38.8% were postgraduates, and 18.6% held other professional degrees. The demographic profile of respondents depicts that the sample consisted largely of young, educated, and digitally active individuals.

Table 1: Multiple Regression Analysis

Path	Unstandardized Beta	SE	Standardized Beta	t	p
SM → INT	0.312	0.072	0.298	4.333	.000
PER → INT	0.276	0.065	0.265	4.246	.000
INT → INT	0.341	0.070	0.321	4.871	.000

Notes: $R^2 = 0.62$, Adjusted $R^2 = 0.61$, $F(3, 416) = 225.47$, $p < .001$, SE = Standard Error

Source: Table by author(s)

H1: Social media advertising has an impact on online shopping intention.

The regression results indicated that social media advertising significantly influenced online shopping intention ($\beta = 0.298$, $p < .001$). The positive coefficient suggested that increased exposure to social media advertisements enhances consumers' intention to shop online. Thus, H1 was supported.

H2: Customer perception has a positive association with online shopping intention.

The findings revealed that perception had a significant positive relationship with online shopping intention ($\beta = 0.265$, $p < .001$). This indicated that favorable consumer perception regarding online shopping platforms increased their purchase intention. Therefore, H2 was supported.

H3: Customer attitude has a positive association with online shopping intention.

The results showed that attitude had the strongest influence on online shopping intention ($\beta = 0.321$, $p < .001$). This suggested that a positive attitude toward online shopping significantly enhanced purchase intention. Hence, H3 was supported.

Findings

The findings of the study indicated that all three independent variables significantly influenced online shopping intention. Among them, attitude emerged as the most influential factor, followed by social media advertising and perception. The results highlighted the importance of psychological and behavioral factors in determining consumer decisions in digital environments.

Discussion and Conclusion

The discussion revealed that social media advertising performed critical role in influencing consumer behavior by shaping perception and attitude. The study confirmed theoretical assumptions derived from TPB and TAM. The results from this study demonstrated that both cognitive evaluation and emotional response contribute to purchase intention. The conclusion emphasized that marketers must concentrate on creating engaging and persuasive advertisements to improve positive consumer attitudes and perceptions.

Limitations and Future Research

The study has few definite limitations. The use of a cross-sectional design restricted the capability to capture changes over time. The sample was restricted to online shoppers with smartphone access, which may affect generalizability of the findings. Future research might adopt longitudinal designs and include additional variables such as trust and perceived risk. Researchers could expand the study across different geographical regions to enhance external validity.

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