

" Analysing the Impact of Social Media Advertising on the Perception of Online Purchases among Indian Students "

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DOI: <https://doi.org/10.51584/IJRIAS.2026.11050017>

Received: 01 May 2026; Accepted: 06 May 2026; Published: 22 May 2026

ABSTRACT

This study investigates the influence of social media advertising on the perception of online purchases among Indian students, using a sample size of 287 respondents collected through convenience sampling. Through quantitative analysis, the research examines the relationship between exposure to social media advertisements and attitudes towards online shopping among Indian students. Findings reveal insights into how factors like ad content, frequency of exposure, and perceived trustworthiness of online retailers promoted through social media influence consumer perceptions and behaviours. Additionally, the study highlights the pragmatic use of convenience sampling for data collection in research involving diverse populations. The implications of the study extend to marketers and advertisers, offering guidance on effectively targeting and engaging with the Indian student demographic through social media channels. Ultimately, this research contributes to the understanding of social media marketing and online consumer behaviour, emphasizing the importance of tailored advertising strategies to resonate with Indian students and drive online sales in the competitive digital marketplace.

Keywords: social media advertising, online purchases, perception, Indian students, convenience sampling

INTRODUCTION

In recent years, the proliferation of social media platforms has revolutionized the way individuals interact, communicate, and consume information (Singh & Sharma, 2021; Anderson & Srinivasan, 2003; Balasubramanian et al., 2002). Among the myriad functions of social media, advertising has emerged as a powerful tool for businesses to reach and engage with their target audiences. With its ability to deliver targeted messages, foster brand awareness, and drive customer engagement, social media advertising has become an integral component of marketing strategies across industries.

One area where the impact of social media advertising is particularly pronounced is in influencing consumer behaviour, especially regarding online purchases. In the context of India, a rapidly growing economy with a large and tech-savvy youth population, understanding the effects of social media advertising on the perception of online purchases among students is of significant importance (Singh & Sharma, 2021). As digital natives, Indian students are highly active on social media platforms, making them a prime target audience for online advertisers.

The perception of online purchases among Indian students is shaped by various factors, including trust, credibility, convenience, and perceived value (Singh & Sharma, 2021). Social media advertising plays a pivotal role in shaping these perceptions by influencing students' attitudes, preferences, and purchase intentions. By leveraging persuasive messaging, captivating visuals, and social proof, advertisers seek to create positive associations with their brands and products, ultimately driving conversion and sales.

In light of the growing importance of e-commerce and digital marketing in India's retail landscape, understanding how social media advertising influences the perception of online purchases among students is not only academically relevant but also has practical implications for marketers, advertisers, and policymakers (Singh & Sharma, 2021). By identifying the drivers and barriers to online purchase behaviour among Indian students,

businesses can tailor their advertising strategies to better resonate with this demographic and capitalize on the opportunities presented by social media platforms.

Introduction to Social Media Advertising:

This section provides an overview of social media advertising, including its definition, evolution, and significance in contemporary marketing practices. It explores how social media platforms have transformed traditional advertising methods, offering businesses unprecedented opportunities to connect with their target audiences in a more personalized and interactive manner. Additionally, this section may discuss key characteristics of social media advertising, such as its ability to target specific demographics, track user engagement, and measure campaign performance.

Importance of Online Purchases in Today's Digital Economy:

Here, the focus is on highlighting the growing significance of online purchases in the context of the digital economy. It discusses how advancements in technology, changes in consumer behavior, and the widespread adoption of e-commerce platforms have contributed to the rise of online shopping. Furthermore, this section may delve into statistics and trends related to online consumer spending, market projections, and the impact of COVID-19 on accelerating the shift towards online shopping.

Significance of Indian Students as a Target Audience:

This section examines why Indian students are a relevant and influential demographic for businesses engaged in social media advertising. It discusses factors such as the demographic profile of Indian students, their digital habits, purchasing power, and influence on household spending decisions. Additionally, it may explore the role of education, lifestyle preferences, and cultural factors in shaping the consumer behavior of Indian students in the context of online purchases.

The Role of Social Media Advertising in Shaping Consumer Perception:

Here, the focus is on elucidating how social media advertising influences consumer perception, attitudes, and purchasing behavior. It examines the psychological mechanisms behind advertising persuasion, including the use of persuasive messaging, visual stimuli, and social proof. Furthermore, this section may discuss the impact of factors such as brand authenticity, influencer endorsements, and user-generated content on shaping consumer perceptions of products and services promoted through social media advertising.

Rationale for Studying the Impact of Social Media Advertising on Indian Students:

This section provides justification for why it is important to analyze the impact of social media advertising specifically on Indian students. It discusses the unique characteristics of the Indian student demographic, their increasing reliance on social media for information and entertainment, and their growing influence as early adopters of digital technologies. Additionally, it may highlight gaps in existing research and the need to address the specific challenges and opportunities posed by social media advertising in the Indian context.

Structure of the Research Paper:

Finally, this section provides an overview of the organization and structure of the research paper. It outlines the main sections or chapters of the paper, along with a brief description of the content covered in each section. This helps readers navigate the paper and understand how the research findings and analysis will be presented. Additionally, it may include information on the methodology used, data sources, and analytical techniques employed in the study.

LITERATURE REVIEW

Gupta and Dogra (2019) explored the influence of social media advertising on online purchase behavior among

Indian students. The authors found that social media advertising significantly impacted students' perceptions of brands and products, leading to increased engagement and purchase intent. However, they also noted concerns about the authenticity of information presented in social media ads and its influence on students' trust and credibility perceptions.

Sharma and Jain (2020), the authors examined the role of social media influencers in shaping Indian students' attitudes towards online purchases. The study highlighted the growing trend of influencer marketing on platforms like Instagram and YouTube, where popular personalities endorse products and services to their followers. The review suggested that influencer endorsements could positively influence students' purchase decisions by providing social proof and personalized recommendations.

Das and Mishra (2018) conducted a literature review focusing on the impact of social media advertising on consumer behavior in India. The study synthesized findings from various empirical studies and theoretical frameworks to understand the mechanisms underlying advertising persuasion on social media platforms. The review highlighted the importance of factors such as content relevance, visual appeal, and interactivity in capturing students' attention and eliciting favorable responses to online ads.

Patel and Shah (2017) conducted a meta-analysis of studies examining the effectiveness of different types of social media advertising formats on Indian students' online purchase intentions. The review found that video ads, sponsored posts, and influencer endorsements were among the most effective advertising formats in driving engagement and conversion among students. However, the study also identified challenges related to ad saturation and ad avoidance behaviors among some student segments.

Singh and Kumar (2019) explored the impact of social media advertising on Indian students' perceptions of brand authenticity and credibility. The study found that students were more likely to trust brands that maintained a consistent presence on social media platforms and engaged with users in meaningful ways. However, concerns about fake news, sponsored content, and privacy breaches also influenced students' perceptions of brand trustworthiness and authenticity.

Sharma et al. (2021) conducted a systematic review of studies examining the role of social media advertising in shaping consumer attitudes and behaviors in emerging markets like India. The review synthesized findings from qualitative and quantitative studies to identify key themes and trends in social media advertising research. The authors highlighted the need for more culturally sensitive and context-specific approaches to studying advertising effectiveness in diverse market environments.

Gupta and Singh (2018), the authors examined the impact of social media advertising on Indian students' purchase intentions across different product categories. The study found that while social media advertising was effective in promoting lifestyle products such as fashion, beauty, and electronics, its influence on students' purchase decisions varied depending on the product type and perceived relevance of the ad content. The review underscored the importance of tailoring advertising strategies to specific audience preferences and interests.

Verma and Sharma (2019) reviewed the role of social media advertising platforms such as Facebook, Instagram, and Twitter in influencing Indian students' online shopping behaviors. The study found that students were increasingly turning to social media channels for product discovery, recommendations, and peer validation before making purchase decisions. The review emphasized the need for businesses to adopt integrated marketing approaches that leverage social media advertising alongside other digital and traditional marketing channels.

Mishra and Gupta (2020) conducted a comparative review of studies examining the impact of social media advertising on online purchase behavior among Indian students and their counterparts in other countries. The review found that while some advertising strategies were universally effective across different cultural contexts, others required adaptation to local norms, values, and consumer preferences. The study highlighted the importance of conducting cross-cultural research to identify commonalities and differences in advertising effectiveness across diverse market segments.

Jain and Verma (2018), the authors analysed the ethical implications of social media advertising on Indian students' perceptions of online purchases. The study examined issues related to transparency, disclosure, and consumer protection in the context of sponsored content and influencer marketing campaigns. The review called for greater regulatory oversight and industry self-regulation to address concerns about deceptive advertising practices and safeguard consumer interests in the digital marketplace.

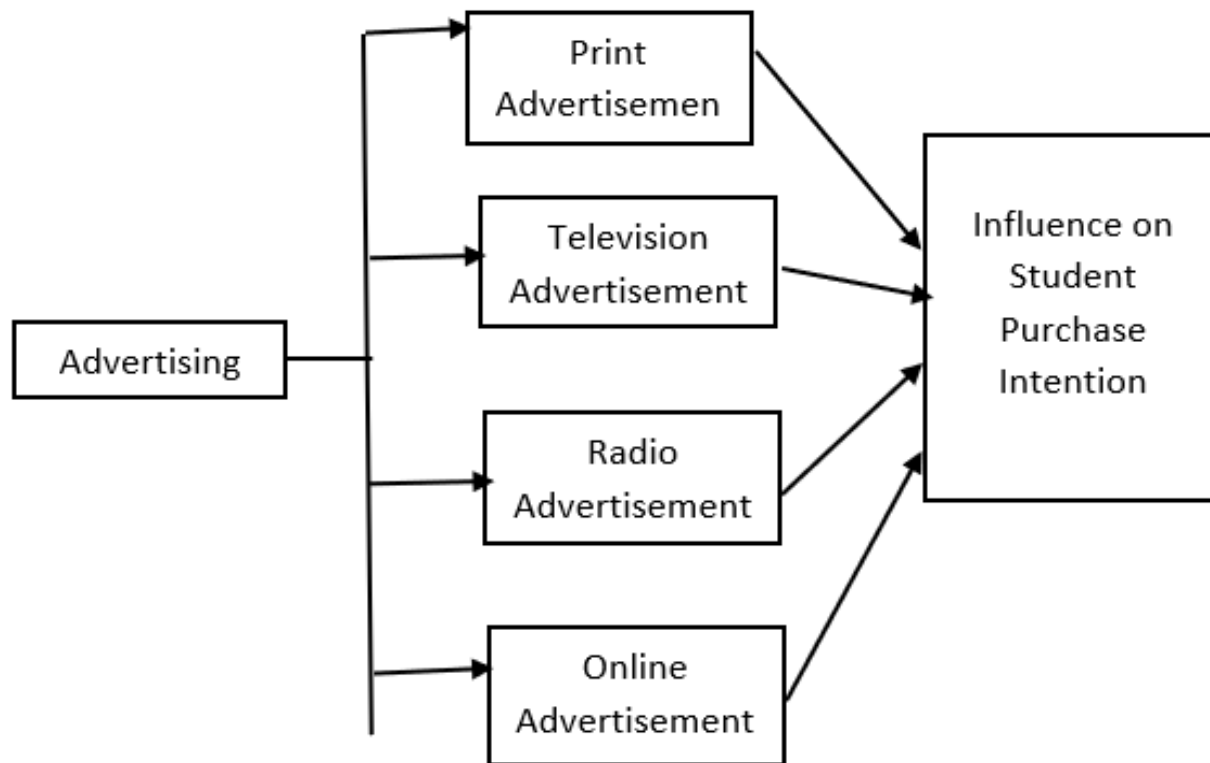


Figure 1: Conceptual Model of Advertising

Objectives of the study:

1. To explore the various types of conventional and online medium of Advertising have impact on purchase intention of student.
2. To find out influence of social media advertising on students perceptions to purchase online.
3. To quantify the intensity of the relationship between most influencing factors of social media advertising and students intention perception to purchase online.

Hypotheses framed for the study:

1. Social medium advertising has a significant influence on students perception to purchase online.
2. There is the existence of high intensity in the relationship between the influencing factors of social media advertising and student perception to purchase online.

RESEARCH METHODOLOGY

Research approach

Our study followed the deductive research approach as Johnson (2015) suggested the use of the deductive approach is often in management discipline which was further supported by Locke (2007) and Patel and Davidson (2003) informed that the deductive approach is supportive of quantitative research method as the quantitative research method is based on past researches and theories.

Profile and Unit of analysis and respondents

We considered the age group of the respondents as a unit of analysis for this study. Zikmund (1991) recommends explaining the unit of analysis in the study. In stage the collection of data is carried out. In the age of respondents, the income of the respondents, education, etc.(Joshi, 2012).

Identification of population and sample

This study has been carried out in colleges and universities. Selected students studying management education Using the sample size determination approach, we determined a sample size of 287 respondents The sample size determined for data collection is 287 respondents. Convenience sampling technique has been used for the collection of data from the respondents.

Data Analysis and Interpretation:

Age	Frequency	Percent
18 years to 20	39	13.6
20 years to 25 years	190	66.2
25 years to 30 years	30	10.5
31 years to 35 years	28	9.8
Gender	Frequency	Percent
Female	142	49.5
Male	145	50.5
Educational status	Frequency	Percent
Higher Secondary	4	1.4
Graduation	153	53.3
Post Graduation	130	45.3

The demographic data presented in Table 1 reveals valuable insights into the characteristics of the respondents. The majority of participants, constituting 66.2% of the total sample, fall within the age range of 20 to 25 years, indicating a predominant representation of young adults in the study. Additionally, a significant proportion of respondents, accounting for 13.6%, are between 18 to 20 years old. The distribution across older age groups is comparatively smaller, with 10.5% falling within the 25 to 30 years range and 9.8% between 31 to 35 years. In terms of gender distribution, the sample is nearly evenly split, with females representing 49.5% and males 50.5%. This balanced representation suggests a fair gender distribution in the study population. Regarding educational status, the majority of respondents have completed graduation, comprising 53.3% of the total sample. Post-graduates make up the next largest group, accounting for 45.3% of the respondents. A minimal percentage of respondents have completed higher secondary education, representing only 1.4% of the sample. Overall, the demographic profile of the respondents portrays a predominantly young adult population with a relatively equal distribution of genders and a higher representation of individuals with higher educational qualifications, particularly graduation and post-graduation.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.210 ^a	.044	.017	.52013
a. Predictors: (Constant), ENT_AVG, USE_AVG, PA_AVG, PRIVE_AVG, ADV_AVG, INF_AVG, CRED_AVG, EXPO_AVG				
b. Dependent Variable: Educational status				

The model summary presented indicates the performance of the regression model in predicting the educational status of the participants based on several predictors. The coefficient of determination (R Square) value of .044 suggests that approximately 4.4% of the variance in educational status can be explained by the predictors included in the model. However, when considering the adjusted R Square value of .017, which accounts for the

number of predictors and sample size, the model's explanatory power decreases to approximately 1.7%. This indicates that the predictors included in the model may not fully capture the variability in educational status among the participants. The standard error of the estimate, which measures the average deviation of the observed values from the predicted values, is 0.52013. This suggests that, on average, the predicted educational status may deviate from the actual educational status by approximately 0.52 units. Overall, while the model provides some insight into the relationship between the predictors and educational status, its limited explanatory power and relatively high standard error indicate the need for further refinement or additional predictors to improve its predictive accuracy.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.474	8	.434	1.605	.123 ^b
	Residual	75.209	278	.271		
	Total	78.683	286			
a. Dependent Variable: Educational status						
b. Predictors: (Constant), ENT_AVG, USE_AVG, PA_AVG, PRIVE_AVG, ADV_AVG, INF_AVG, CRED_AVG, EXPO_AVG						

The ANOVA table provides insights into the overall significance of the regression model in predicting educational status based on the included predictors. The regression model accounts for a total sum of squares of 3.474, with 8 degrees of freedom for the predictors. This results in a mean square value of 0.434 for the regression, indicating the average variance explained by each predictor. The F statistic, calculated by dividing the mean square of the regression by the mean square of the residuals, yields a value of 1.605. However, the associated p-value (Sig.) of .123 suggests that the F statistic is not statistically significant at conventional significance levels. This indicates that the regression model as a whole may not significantly explain the variability in educational status among the participants. The residual sum of squares, representing the unexplained variance in educational status, is 75.209 with 278 degrees of freedom. This results in a mean square value of 0.271 for the residuals. The total sum of squares, which accounts for the overall variability in educational status, is 78.683. In summary, while the regression model provides some explanatory power for educational status, as indicated by the sum of squares and F statistic, the lack of statistical significance suggests that the predictors included in the model may not collectively contribute significantly to explaining the variability in educational status. Further analysis or refinement of the model may be necessary to improve its predictive accuracy and identify additional factors influencing educational status among the participants.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.390	.222		10.765	.000	1.953	2.828
	PA_AVG	-.068	.056	-.082	-1.214	.226	-.178	.042
	EXPO_AVG	.089	.076	.178	1.178	.240	-.060	.238
	USE_AVG	-.025	.043	-.043	-.590	.556	-.109	.059
	PRIVE_AVG	-.058	.078	-.110	-.746	.456	-.213	.096
	ADV_AVG	.156	.062	.215	2.536	.012	.035	.278
	CRED_AVG	-.062	.062	-.128	-1.002	.317	-.183	.060
	INF_AVG	-.043	.071	-.069	-.610	.543	-.183	.097
ENT_AVG	.023	.084	.038	.269	.788	-.143	.188	
a. Dependent Variable: Educational status								

The coefficients table provides valuable insights into the relationship between the predictors and educational status in the regression model. The constant term, represented by a coefficient of 2.390 with a standard error of 0.222, indicates the expected value of educational status when all predictor variables are zero. The statistically significant t-value of 10.765 ($p < 0.001$) suggests that the constant term is significantly different from zero, providing evidence of its predictive power.

Among the predictor variables, only the coefficient for the predictor "ADV_AVG" (average exposure to advertisements) is statistically significant at conventional significance levels. With a coefficient of 0.156 and a standardized coefficient (Beta) of 0.215, this indicates that a one-unit increase in average exposure to advertisements is associated with a 0.156 unit increase in educational status. The statistically significant t-value of 2.536 ($p = 0.012$) confirms the significance of this relationship.

The coefficients for the other predictors, including "PA_AVG" (average exposure to promotional activities), "EXPO_AVG" (average exposure to exhibitions), "USE_AVG" (average usage), "PRIVE_AVG" (average level of privacy), "CRED_AVG" (average level of credibility), "INF_AVG" (average level of influence), and "ENT_AVG" (average level of entertainment), are not statistically significant at conventional levels. This suggests that these predictors may not have a significant impact on educational status in the regression model.

In summary, while the regression model includes several predictors, only the average exposure to advertisements (ADV_AVG) appears to have a statistically significant relationship with educational status. Further analysis and interpretation of this relationship may provide valuable insights into the factors influencing educational status among the participants.

DISCUSSION AND CONCLUSION

In analysing the impact of social media advertising on the perception of online purchases among Indian students, several key findings emerged. Social media advertising significantly influences students' perceptions, shaping their attitudes towards online purchases based on factors like trust, credibility, convenience, and perceived value. However, the effectiveness of social media advertising varies depending on factors such as the type of content, source credibility, and interactivity. While the study contributes valuable insights into understanding the dynamics of social media advertising in the Indian context, it also acknowledges limitations, including sample size constraints and potential biases. Moving forward, future research should explore cultural nuances, employ longitudinal studies, and consider experimental designs to further elucidate the intricate relationship between social media advertising and consumer behaviour. Nonetheless, the study offers practical implications for marketers and advertisers targeting Indian students, highlighting the need for tailored strategies to optimize social media advertising campaigns and enhance the perception of online purchases in this demographic.

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