

UNVEILING THE INFLUENCE: UNDERSTANDING CONSUMER RESPONSES TO DIGITAL ADVERTISING IN SOCIAL MEDIA

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Abstract

This article goes into current research on social media consumers, shining light on five important themes in the process: consumer digital culture, reactions to digital advertising, the influence of social media on consumer behaviour, mobile environments, and online rumours (WOM). The purpose of this research is to explore how consumers perceive and are impacted by the digital environment in their day-to-day lives. The present corpus of knowledge has a tendency to concentrate disproportionately on online rumours, while disregarding other important parts of the digital consumer experience. This is despite the fact that there is still plenty to be discovered. In the interest of fostering a more comprehensive investigation of the occurrences, the article offers a number of ideas for further study.

Paper Identification



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Introduction

The broad incorporation of digital communication technologies such as the Internet, social media, mobile apps, and other platforms has become an essential component of the everyday routines of billions of people worldwide. The current adoption rate of the Internet among adults is believed to be somewhere around 87%, with even greater rates being recorded among specialised groups such as those with high levels of education and higher incomes. The younger generation, who will become the customer base of the future, has comparably high levels of Internet use as

well. In addition, individuals are devoting an ever-increasing amount of time to activities that take place online. Adults in the UK, for example, now spend an average of 20.5 hours per week on the Internet, which is more than twice the amount compared to how much time they spent online a decade ago. Platforms for social media have played an important part in this expansion; there are over 2 billion people in the globe who participate actively in social media, and Facebook alone boasts around 1 billion people who are active on a daily basis on its platform.

The emergence of social media as an effective instrument for aiding the marketing goals of businesses, notably in the areas of consumer engagement, customer relationship management, and communication, is a relatively recent phenomenon. It facilitates enhanced communication in both directions between businesses and their clients, which in turn fosters stronger ties and engagement. In addition, the capacity of social media platforms to disseminate information via material that is either visual, vocal, or written, or a mix of these, has been of great assistance. Businesses have enthusiastically embraced social media in a variety of situations in order to improve a wide range of elements of their contacts with customers. These aspects include the retrieval of information, the enhancement of customer engagement, advertising, and the improvement of consumer buying behaviour.

People are increasingly presenting themselves on social media as consumers, seeking information about products, making purchases, and sharing their experiences with others. In doing so, they are taking on the role of social media consumers. As a direct result of this, marketers have switched their attention towards the various digital marketing platforms. By the end of the year 2017, nearly one-third of total worldwide advertising expenditure was allocated to digital outlets. The future of consumer marketing will place a considerable emphasis on the digital sphere, especially social media and mobile devices. As a result, consumer research will be significantly altered as a result of this trend. Extensive research and an in-depth knowledge are required in order to fully understand and comprehend the behaviour of customers within the context of the digital ecosystem. Because of the ever-changing nature of social media and mobile settings, continual research is very necessary despite the significant advancements that have been achieved in the study of digital consumer behaviour over the last decade. The purpose of this article is to provide a succinct review of the most recent developments in research on consumer behaviour and psychology, while also promoting more relevant study in the topic.

Literature Review

The purpose of social media marketing is to draw attention to a particular brand via the use of various social media platforms. “Platforms for social media provide people with similar passions with a digital area in which to communicate continuously, share ideas, and grow a sense of community via constant interaction. Developing connections that last over time and exchanging information are two factors that contribute to the development of trustworthy social relationships. According to the findings of K. Burton's research, users who produce more material on social networks have a greater propensity to acquire a higher number of followers.” Individuals are given the opportunity to express themselves, exchange ideas, contribute, develop communities, satisfy their desire for belonging, establish social connections, and have discussions with others who have similar interests when they participate in activities that take place in online settings. “According to D. Falls' definition, social media marketing is a subset of internet marketing that makes use of a variety of social media channels in order to accomplish marketing communication and branding objectives”. In order to accomplish one's marketing goals, one of the key goals of social media marketing is to produce and distribute a variety of content kinds. In particular, social networks

make it easier for customers to communicate with one another and operate as useful instruments for the dissemination of information among individuals.

The most common kind of social media is “social networks”, which helps as communication hubs within communities, so contributing to the development of a sense of trust among its members. According to Y. Akrimi, the term “social network” refers to “any website or online platform that enables users to share opinions, views, content, and also encourages interaction and community building.” In other words, a social network might be any website or online platform. Facebook, V. Kontakte, Instagram, YouTube, Twitter, and Odnoklassniki are just few of the popular social networks available today. Messaging applications like as WhatsApp and Telegram are also widely used. The method of information dissemination has been considerably altered by social networks, which have also made the process of exchanging information more simpler. The one-of-a-kind qualities and universal appeal of social media have also had a significant influence on the methods of marketing and advertising that are now in use. In addition, consumer behaviour may be influenced by social media, which can range from the intake of information to actions taken after a purchase, such as posting reviews or expressing happiness or discontent with a particular product or service.

According to A. M. Kaplan, the term “social media” refers to a collection of online apps that have their origins in the ideas and technology underlying the Web 2.0 platform. These applications make it easier for users to develop and share their own content. Both Kaplan and Heinlein underline the multiple benefits of social media, including the strengthening of ties between businesses and their customers, the promotion of the timely growth of relationships, and the fact that these benefits are often accomplished at a minimal cost. According to what M. Laroche has said, the function that social media plays in affecting the perception, attitude, and ultimately the behaviour of customers is substantial. People take pleasure in the ability to express themselves, share their ideas, make contributions, build communities, and interact with others in the online domain, to paraphrase what was said previously.

According to S. Ziyadin, social networks serve as conduits for the distribution of information and make it possible for people to share aspects of their life via the mediums of photographs, text, and videos. “According to D. Mersey, the use of social media gives companies the chance to communicate with both prospective and current customers, so creating a greater feeling of familiarity and laying the groundwork for the development of meaningful relationships. This is very important in the modern corporate environment, since the trust of consumers may be quickly broken, which can lead to the fast spread of negative feedback and information about a product, service, brand, or organisation. As a direct result of this, a growing number of businesses are beginning to acknowledge the major importance of social networks and social media”.

“According to L. Spiller, social media marketing is the practise of using the technologies, channels, and software that are available on social networks in order to produce, exchange, distribute, and trade offerings that are of value to an organization's stakeholders”. According to F. Kotler, the idea of “consumer” is intricately connected to “consumer behaviour,” which might be paraphrased as “consumer actions.” It is a term that is used to describe the actions taken by consumers who buy products and services for their own individual consumption and who together make up the consumer market.

Methodologies

For the purpose of the study, statistical data on the utilisation of social networking sites were compared, and secondary information sources like expert publications, analytical studies, and other sources that are readily

accessible to the public were used. The most current consumer research on social media comprises five separate study areas. These subjects are “consumer digital culture, advertising, digital environment, mobile, and online word-of-mouth (WOM)”. Online word-of-mouth (WOM) emerged as the issue that was covered the most extensively among these topics, accounting for approximately half of the articles that were analysed. On the other hand, only little more than a quarter of the pieces were advertisements.

Media and Consumer Technology

The study of consumer digital culture requires an in-depth investigation of the pervasive digital setting in which consumers often engage. An essential part of this research is figuring out how concepts like “self” and “consumer identity” play out in online contexts. Belk's contributions are particularly noteworthy because of how he has advanced theoretical development by extending the notion of the “extended self” to the digital world. This extension tackles themes such as customers having numerous selves as a result of their many online identities. Specifically, this topic is addressed. In addition, Belk suggests a great deal of potential directions for further study in this field. In this field of research, other studies have investigated a greater variety of occurrences. For example, “McQuarrie studies fashion blogs as a way to examine the megaphone effect,” that is the phenomenon in which average customers may reach a large audience via the usage of social media. Because it investigates how bloggers create a following and amass social or cultural capital by showing their discriminating interests, this impact is of great relevance because it has the potential to change the way blogging is done. When developing content for social media platforms, it is essential to have a deep and thorough understanding of the behaviour of consumers, even if this phenomena may be seen in particular settings. It's common practise for users of social media sites like Facebook to communicate positive aspects of their personalities and characteristics by sharing certain types of material. These articles, when taken as a whole, provide a conceptual contribution to our comprehension of consumers in the digital sphere.

Advertising

The use of social media in marketing items is a method that is both efficient and economical. Creating a new profile and signing up for a social network account, which is usually done for free, are often required steps in the process. Companies are able to increase their brand recognition by actively connecting with a large audience. The creation of profiles on social networks and the beginning of interactions with prospective clients may help to an increase in brand awareness as well as the building of a favourable reputation for the company. Every message that is delivered via social media platforms has the ability to reach new groups of people, with the possibility of turning some of those persons into prospective consumers. The more people that are reached, the better it is for the company.

It is possible to draw the conclusion that advertising on social media platforms is successful in reaching a broad audience, in a manner that is analogous to the “word-of-mouth” impact. Simply having a page on a social media platform may increase the exposure of a business, and consistent usage of that page can help create a sizeable following for the company. When it comes to the target demographic, you have a large amount of control when you advertise on social media sites.

In the marketing literature, particularly in the section dealing with consumer behaviour, one of the most popular topics is digital advertising. J. H. Schumann investigates ways to circumvent unfavourable responses to personalisation by focusing on moral reciprocity arguments rather than utilitarian appeals as potential tactics. When

visitors revisit a website, Lambrecht investigates ad retargeting and the impact of personalised suggestions based on the users' browsing history in order to determine how effective these features are. When a consumer's preferences are more precisely understood, the potential for adverse reactions to retargeting may be reduced. According to the current body of research on consumers' psychological responses, the consumers' view that they have control over their personal information that is utilised for customization has a significant influence in the customers' favourable acceptance of personalised advertisements.

X. Luo explores the reasons that are fueling the popularity of group shopping advertising, with a major focus on the role that social influence plays in this phenomenon. When it comes to advertising on search engines, the process of customers looking for less common keywords might be more time-consuming than normal. Puccinelli investigates the relationship between the intensity of the emotions conveyed in content, such as television programmes, and the reactions of consumers to various forms of advertising. The emotional link between content and advertising appears to be crucial, since consumers feeling “decontaminating” emotions, such as melancholy, may find it difficult to interact with high-energy adverts. This highlights the importance of this relationship. In addition, Puccinelli investigates how online ads in digital media and search engines encourage online buying for shops. This research demonstrates the higher efficiency of digital marketing in comparison to their offline counterparts in altering the behaviour of online customers.

The Effect of Digital Environments

In recent years, there has been an increasing interest in understanding how the atmosphere of social networking sites effects consumer behaviour. Specifically, this research has been driven by a number of factors. It is fascinating to see how different parts of the social environment, such as the views or preferences of other customers (for example, the bids placed on online auctions) or the lifestyles of friends on social networks, might influence future behaviour. For example, Lambertson has investigated the idea of gaining knowledge from the experiences of other people when interacting in digital environments. He found that people's choices and their impressions of others in these settings might be influenced by the experiences of others.

Researchers have also investigated how using Facebook affects one's ability to exercise self-control. They discovered that consumers demonstrated poorer levels of self-control in future decisions, especially with regard to healthy behaviour, when they were communicating with close friends on Facebook. This was particularly the case when it came to eating healthier. On the other hand, this impact was only seen in those who were aware of the presence of their closest friends on the site.

As the use of mobile devices grows more widespread, the necessity of paying attention to how customers behave in mobile environments is growing. When it comes to shopping, this is a very important point to keep in mind. Studies have been conducted to study how customers react to mobile offers and the influence that mobile coupons have on their buying behaviour at brick-and-mortar establishments. Researchers have focused their attention on the ways in which customers connect with mobile devices, such as tablets, and the ways in which physically engaging with things (such as via touch) affects customers' feelings of ownership and belonging in online businesses. This line of study is beneficial because it investigates how customers' physical encounters with mobile devices influence their decision-making, which is a topic that has gotten insufficient attention up until this point.

In addition, researchers have investigated the efficacy of mobile advertising displays, which often include a restricted amount of information and have a compact layout, in moulding the attitudes and intentions of consumers

towards businesses and their potential purchases of those goods. They have discovered that advertising sent via mobile media do not, in general, have a substantial influence across a wide variety of product categories. Nevertheless, commercials like this have the potential to favourably affect consumers' attitudes and intentions when it comes to items that are primarily utilitarian and entail a high degree of engagement.

These studies, taken as a whole, offer light on a variety of elements that affect consumers' decision-making processes and attitudes towards companies. These research give useful insights into the effect of the social networking environment and mobile settings on consumer behaviour.

Online WOM

The information that consumers get through social networks is very important to them. Recent study has investigated a variety of different subtopics within this field. Notably, the use of imagery language in online surveys has shown to have a favourable influence on the attitudes of consumers as well as the hedonic items that they choose. S. Moore did an examination of the explanatory language used in online surveys, and she came to the conclusion that the manner in which customers attribute actions or responses has a substantial impact on the perceived value of these occurrences.

It is vital for businesses, especially those with limited resources and people, to swiftly create and adopt new marketing channels, acquire appropriate skills, and nurture innovation in order to maximise budget efficiency. This may be accomplished through fostering innovation. "Moore's research on negative word-of-mouth (WOM) found that the use of qualifying language while expressing unfavourable comments increases the credibility and appeal of the reviewer. This was one of the findings of Moore's study. T. Tang investigated two distinct forms of neutral language: mixed (which combines positive and negative aspects) and indifferent. He discovered that when neutral WOM is given in a mixed style, it magnifies the direct effect that positive and negative WOM have on a consumer's choice to make a purchase".

The contrast between online and offline word-of-mouth (WOM) has been another key subject that has been debated in recent times. "The social and functional features of a brand are what define word-of-mouth (WOM) that occurs online, but offline WOM is moulded by the emotional qualities associated with the brand". In order to acquire a better understanding of these distinctions, researchers have combed through voluminous data on word-of-mouth marketing for brands in both online and offline contexts. When viewed from a more limited but nevertheless essential vantage point, they discovered differences between the transmission of WOM on social media platforms (such as Facebook) and offline human encounters. According to the findings of these research, consumers are less likely to participate in word-of-mouth communication on social media platforms because of the increased perceived level of social risk associated with such interactions.

In general, the findings of these recent studies have thrown light on numerous aspects of consumer behaviour in relation to the information gained through social sources. They have investigated the effect that imagery language has, as well as the function that mitigating language has in negative WOM, the effects of mixed and indifferent neutral language, and the differences that exist between online and offline WOM. These results help to a greater comprehension of the decision-making processes of consumers as well as the dynamics of social communication platforms.

Discussion and Results

The number of people who utilise social networking sites is always growing. There has been a phenomenal rise in the number of people using the internet all over the world during the last five years, with the number of people using the internet increasing by more than 1.9 billion people, which represents a spectacular growth rate of 75% since 2014 (Fig. 1).

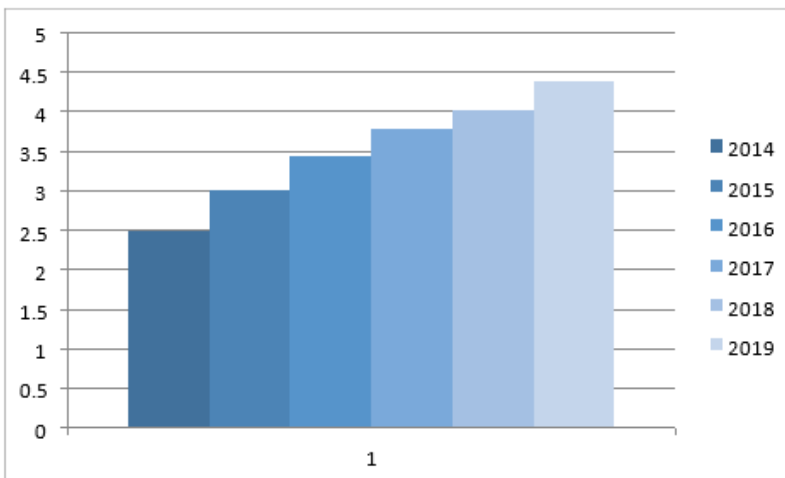


Fig. 1. Internet audience growth dynamics from 2014 to 2019 (billion people).

“According to the statistics provided by the International Telecommunication Union, it took a total of sixteen years for the original milestone of one billion Internet users to be reached. On the other hand, the succeeding billion users joined the network in a time frame that was much less than six years. At this time, the number of people using the Internet is growing at a phenomenal rate, with one billion new users being added in around 2.7 years.

The growth dynamics of the audience on social media over the last 5 years are even more astounding when compared to the use statistics on the internet during the same period of time throughout the same era. Since 2014, the number of people using social media throughout the world has almost doubled, and it has already reached the staggering figure of 3.49 billion users this year”. This is an increase of 2 billion users since January 2014 (Figure 2), when we last looked at this data.

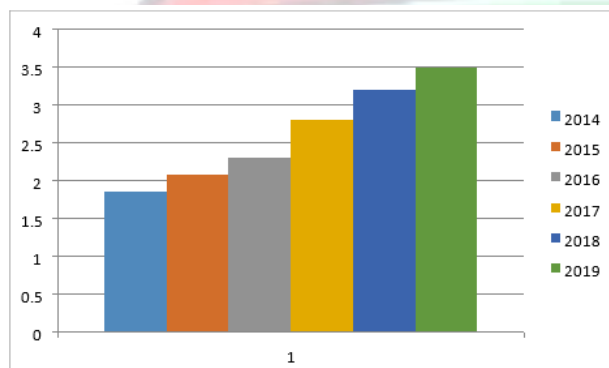


Fig. 2. Social networks growth dynamics from 2014 to 2019 (billion people).

Behaviour of Social Network Users in 2019

The amount of time that people spend on social media has grown somewhat, but not considerably, over the course of this past year. According to data collected by Global WebIndex, the average amount of time spent by users on social

media each day has increased to two hours and sixteen minutes (compared to two hours and fifteen minutes in 2018). This accounts for nearly one-third of their overall time spent on the internet and approximately one-seventh of the time they are awake.

It is essential to recognise that the amount of time spent on social networks differs greatly from culture to culture, which brings up an important point. For example, internet users in Japan spend just 36 minutes a day on social networking sites on average. On the other hand, Filipinos continue to be the most active users of social media platforms, logging an average of 4 hours and 12 minutes of use each day. This represents a 15-minute increase (6%) when compared to the usage time from the previous year.

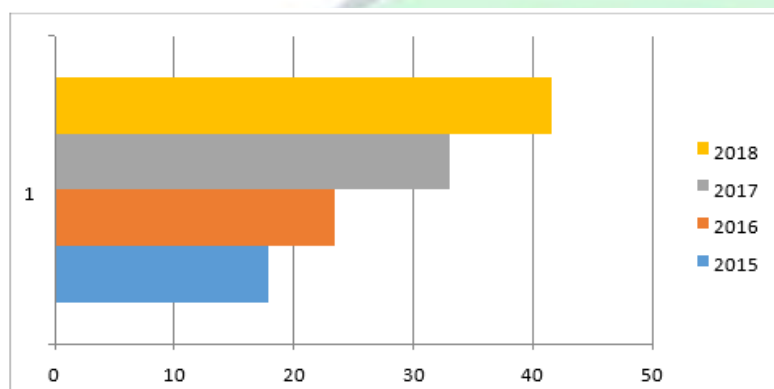
Growth of Instagram popularity

When doing a search on the internet using the keyword “social media,” well-known sites like “Facebook,” “Twitter,” “Instagram,” “YouTube,” and “Vkontakte” are among the first results that come up. The majority of marketers across the globe are of the opinion that Instagram was the most successful channel for companies in 2019. Instagram has had a lot of success over the course of the last year, despite the fact that the management team had to deal with certain difficulties in 2018. The firm made the announcement in June that it has surpassed the milestone of 1 billion “active accounts.” Despite the fact that it was subsequently shown that this statistic does not reflect the total number of users, this accomplishment nevertheless deserves praise for its magnitude. The advertising audience has grown at a pace of over 4% in the previous three months, bringing the total number of active users globally in 2019 to 895 million. Recent statistics on this audience confirms the attractiveness of the platform. Even though Instagram's viewership is just half the size of Facebook's, the photo-sharing app has added more than twice as many new users over the course of the previous three months as Facebook has. Instagram attracted 38 million new users during the fourth quarter of 2018, whereas Facebook only acquired 18 million new users over the same time period. This indicates that Instagram has a larger worldwide advertising audience. But Instagram's allure to advertisers goes beyond the platform's rapidly expanding user population; the social media platform also has a diverse and evenly distributed consumer demographic. Instagram's worldwide audience is comprised of an equal number of men and women, and despite the fact that Instagram's typical user is still younger than Facebook's typical user, Instagram's popularity is highest among users in the age range of 18 to 34. After displaying remarkable development all throughout 2018, Instagram has established itself as a leading social network throughout the globe, propelling it to the forefront of global expansion. In point of fact, Instagram's advertising viewership has overtaken that of Facebook's in twenty different nations, and this pattern is anticipated to continue in 2019.

In terms of the profits generated by advertising on social media platforms, worldwide numbers from 2015 to 2018 point to significant expansion. When compared to the income of \$17.89 billion in 2015, it is anticipated that 2018 would bring in a total of \$41.6 billion (Fig. 3). In 2017, Facebook and YouTube commanded a combined share of the social media advertising industry that was equivalent to roughly three quarters. According to the findings of a recent survey conducted by the Internet Advertising Bureau (IAB), spending on social media rose by 53% in the first half of 2018, providing a total of \$242.5 million to the sector.

Table 1. Potential advertising coverage in Instagram, by age group and gender.

Age	The whole auditory	Women Total	The percentage of women	Men total	The percentage of men
13-17	57 000000	30 000 000	3%	27 000 000	3%
18-24	280 400000	130 200 000	15%	150200 000	17%
25-34	290 400000	142 200 000	16%	150200 000	17%
35-44	142 200000	76 100000	9%	66 100 000	7%
45-54	73 100000	41 100000	5%	32 000 000	4%
56-64	32 000000	19 000 000	2%	13 000 000	1%
65+	19 800000	11 000 000	1%	8 800 000	1%
Bcero	894 900 000	447 600 000	50.3%	447 300 000	49.7%

**Fig. 3.** Earnings from social media advertising from 2015 to 2018 (in billions of dollars).

Following an examination of the data, two significant findings have become apparent. To begin, the significant sum invested suggests that marketing through social media is more than just a temporary fad. Second, it sheds insight on the rising interest that people have in promoting their own goods or services via the social networks that they favour the most. The basic purpose of advertising is to strengthen consumer loyalty to a particular brand in order to achieve a competitive advantage. As a consequence of this, it should not come as a surprise that companies all over the globe are devoting a growing amount of resources to marketing through social media in order to achieve their organisational objectives.

In addition, if a business wants to break into new markets like Spain, it may carefully put adverts on the most popular social media platform in that nation, which will allow it to successfully communicate with the people who make up its target audience. It is essential for companies that want to grow their consumer base to have a presence on social media platforms like Facebook and Twitter. The promotion of any product may be done at the lowest possible cost via the use of social media marketing. In most cases, there is no cost associated with creating a new profile or signing up for a membership to a social network. Because of the increased exposure and awareness of the promoted brand, the firm will benefit from actively connecting with a wide audience. This will bring about positive results for the organisation.

Conclusion

Because of this, we are firm believers that advertising on social media, despite the constraints it presents, continues to be an effective method for building customer loyalty. It provides a one-of-a-kind benefit in today's digital market,

which is the opportunity to connect directly and often with prospective clients. The ever-expanding information environment, which affects both people and organisations, is the primary driver behind the growing need for social media. Because of this development, the costs associated with looking for, sharing, and keeping information are decreased, and the function of information as a valued resource within the economic management system is strengthened. Utilising social media gives businesses the opportunity to expand their customer base, increase their income, and strengthen their position as market leaders.

Implementing marketing technology not only makes it easier to promote and sell a broad variety of corporate resources, such as products and services, but it also makes it possible to develop highly successful promotional tactics that are specifically adapted to each product. The total operating efficiency is improved by using this strategy. Many businesses are beginning to see the relevance and need of social media in marketing, and as a result, they are beginning to embrace the potential of social media to develop direct and frequent connections with prospective consumers, which will ultimately increase brand loyalty within the digital economy.

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