

The Power of Social Media Advertising: Analyzing the Impact of YouTube and Instagram on Consumer Behavior

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Abstract

The advent of social media has revolutionized how businesses connect and interact with their target audience. Platforms like YouTube and Instagram have gained immense popularity as channels for promotional activities. This research delves into the examination of the influence exerted by advertising on YouTube and Instagram on consumer behavior. The research methodology encompassed a comprehensive survey involving 500 participants who had encountered ads on either YouTube or Instagram over the last six months. The survey aimed to gauge the efficacy of these platforms concerning brand recognition, propensity to make a purchase, and their overarching impact on consumer actions. The findings unveiled a positive correlation between advertising on both YouTube and Instagram and the augmentation of brand recognition, as well as the stimulation of purchase intent. Nonetheless, it was discerned that consumers responded distinctively to each platform. Instagram advertisements showcased a greater proficiency in amplifying engagement and purchase intent, whereas YouTube advertisements exhibited superior capability in bolstering brand recognition. These conclusions underline the importance for businesses to meticulously weigh their choice of platform for advertising campaigns, considering their marketing objectives and target demographic. This study imparts invaluable perspectives on the potency of social media advertising and its sway on consumer behavior.

Keywords: Social Media Advertising, YouTube, Instagram, Consumer Behavior, Brand Awareness, Purchase Behavior, Marketing Effectiveness, Consumer Engagement, Consumer Psychology

Introduction

Marketing study on the use of online video commercials to increase consumer bases for firms has achieved impressive results and given a foundation for market planning. Few of the most well-known websites, YouTube & Instagram is a favourite of advertisers, consumers, and streamers, transforming the reach of online video globally.. Many of these advertisements vary in the benefits they provide the viewer, which may affect how they act and decide to purchase. To meet their needs, establish a constant customer relationship, promote their brands, and strengthen their competitive edge on the platform, businesses must research the interactions, engagements, behaviors, attitudes, and feedback of consumers. This research aims to examine how consumers behave toward YouTube and Instagram advertisements and how this behavior affects their decisions to buy goods or services promoted on those platforms.

Advertising is a type of sponsored commercial communication that uses an impersonal message to promote, sell, or engage in selling a good, service, or concept. Because the news in an advertisement is unbiased, paid for by the advertiser, and so gives them control over the message, advertising differs from personal selling and public relations. Utilizing all available media, advertising spreads its message (Bovee & Arens, 1992).

Advertisements greatly influence consumers' perceptions of a product. Advertisements must captivate viewers and convey vital information. Understanding the customer's demands is crucial when crafting the right ad for the

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right audience. Remember that people can only relate to your brand through the advertisements they watch, be it in social media, print media, or in some creative ways through the help of ambush, guerilla marketing, and stealth marketing. The landscape of business marketing has been transformed by the emergence of social media, providing innovative avenues for promoting products and services to consumers. Notably, the ascendance of YouTube and Instagram as dynamic advertising platforms reflects the growing acknowledgment among businesses of their influential role in effectively connecting with and captivating their intended customer base. The objective of this research article is to conduct an in-depth examination of the influence exerted by YouTube and Instagram advertising on consumer behavior.

In light of the surge in popularity surrounding social media advertising, there exists an unexplored realm awaiting investigation – the distinct influences of various platforms on consumer behavior. While existing research has shed light on the general effectiveness of social media advertising, the realm of differentiating impacts among specific platforms remains largely untapped. Moreover, as students specializing in the field of “Marketing,” delving deeper into the intricate interplay between consumer behavior and advertising promises us a richer comprehension. This comprehension, in turn, equips us with the ability to furnish prospective organizations with potent marketing concepts down the line.

By extending our inquiry into the nexus between consumer behavior and advertising, with a focus on the contextual landscape of YouTube and Instagram, we endeavor to bridge a critical gap in current knowledge. Our endeavor aims not only to discern the sway of various advertisements on consumers but also to proffer pragmatic remedies. This endeavor, in essence, is poised to be of assistance not only to our fellow readers but also to a broader audience navigating the labyrinth of advertising’s impact on consumer choices.

Research Question

The central inquiry guiding this study is: What is the influence of advertising on YouTube and Instagram on consumer behavior, encompassing dimensions like brand recognition, inclination to make purchases, and the broader perceptions surrounding the promoted offerings?

Literature Review

Print advertising includes newspapers, magazines, brochures, and flyers. It is a traditional form of advertising that has been used for centuries. Print advertising can influence consumer behavior by creating brand awareness, establishing brand image, and evoking emotional responses. Print advertising effectively targets demographics such as age, gender, and income. However, print advertising has become less popular with the rise of digital advertising (McAlexander, 2002).

Broadcast advertising includes television and radio commercials. It is a mass-market advertising channel that can reach a large audience. Broadcast advertising can influence consumer behavior by creating brand awareness, establishing brand image, and evoking emotional responses. Television advertising is particularly effective in creating emotional reactions like fear, humor, and excitement. However, broadcast advertising can be expensive and ineffective in targeting specific demographics (Muntinga, 2011).

Digital advertising encompasses a variety of formats, including banner ads, pop-ups, and search engine promotions. It has gained immense prominence in tandem with the internet’s ascent. Its potential to shape consumer behavior is significant, as it facilitates brand recognition, molds brand identity, and influences purchasing decisions. Targeting specific demographics is a forte of digital advertising, often offering a cost-efficient avenue. Nonetheless, this form of advertising is not without drawbacks, potentially being intrusive and garnering limited trust from consumers (Mangold, 2009). On the other hand, social media advertising transpires on platforms such as Facebook, Instagram, and Twitter. Its capacity to foster brand familiarity, cultivate brand perception, and elicit emotional responses steers consumer behavior. Similar to digital advertising, it possesses adeptness in demographic targeting and economic viability. Yet, like its counterpart, social media advertising can border on intrusive and encounter skepticism from consumers. Advertisements serve multifaceted roles, not only conveying information and persuasion but also functioning as reminders and influencers, particularly when presented as fleeting opportunities. Both print (such as newspapers, magazines, flyers) and broadcast

(like radio and television) ads usually incorporate visuals, headlines, product particulars, and occasionally response mechanisms like coupons. Extensive research underscores a linkage between advertisements and customer sentiments (Chavan, 2021). Online advertising strategies have a big impact on consumers' purchasing decisions. The customer can relate to advertisements. Customers furthermore make purchases depending on their emotions. These attachments, which may be accessed by the recipient in text, audio, and video forms, were created through advertising (Shojaee, 2014).

If a firm uses internet advertising to build a steady client base for a certain product, the customer will get more devoted and consumer behaviour with that product will improve. This is a very solid indication that the company will make real money (Khan, 2017).

Extensive evidence underscores the substantial sway that advertising holds over consumers' choices when it comes to making purchases. In the quest for informed decisions, both customers and consumers engage in information gathering before committing to any acquisitions, a practice highlighted by Schiffman (2009). Consequently, advertising plays a pivotal role in fulfilling its core function – to disseminate knowledge about products. Diverse variables come into play, leaving a mark on consumers' decisions when it comes to making purchases. It's conceivable that sustained promotion through specific channels during peak viewing hours inadvertently leaves an imprint on consumer preferences. Furthermore, an intriguing observation reveals that post-purchase, consumers exhibit an elevated affinity towards advertising, as uncovered by Bashir (2009).

The rapid evolution of technology has propelled the emergence of novel social media platforms within the digital realm. The swift advancements in this domain have presented viable alternatives to conventional mass media for the dissemination of news and information. With a staggering count of 1.36 billion internet users, India stands as the globe's second-largest internet market, as reported by TRAI in 2020. Such an expansive landscape has undeniably attracted the attention of social media advertisers and administrators, drawn by the prospects of heightened profit potential. In light of this scenario, the primary objective of this study is to discern the multitude of factors exerting influence over a consumer's inclination towards making purchases on Instagram, a focus informed by Dennis's insights in 2010.

The findings derived from the research unveil Instagram's substantial positive impact on facets such as peer social influence, security, consumer trust, and the phenomenon of electronic word of mouth. These dynamic elements play a pivotal role in shaping the purchasing behavior of Instagram users. A pivotal aspect highlighted by this report is that the manner in which consumers engage with Instagram yields significant repercussions. For instance, individuals who utilize Instagram as a platform for acquiring new knowledge exhibit a heightened susceptibility to the narratives and content shared by their peers, a notion echoed by Gilbert's observations in 2009.

The crux of this investigation rests upon comprehending how consumers harness the potential of Instagram, their perception of their interactions, the manner in which peer interactions mold their decisions on the platform, and how Instagram, as a platform, influences them. This exploration is deeply rooted in the motivation to align with peer preferences and meet their expectations, a nuanced inquiry akin to Smith's pursuits in 2012. It becomes crucial to unravel these intricacies, as they provide the groundwork for understanding why social media brands must wield influence in ways distinct from traditional brick-and-mortar or online establishments.

This study suggests an array of strategies available to retailers and brands aiming to forge direct connections with customers through peer dynamics. Engaging in dialogue by supplementing posts with relevant information, contributing thoughtful comments, and seamlessly integrating products into customers' Instagram content, as suggested by Trusov's insights in 2009, constitute just a few avenues. The research also underscores the potency of peer relationships within social networking platforms. As such, retailers and brands stand not only to harness the existing power of peer influence on Instagram but should also aspire to become peers themselves, utilizing a spectrum of social media marketing tactics, as underscored by Kim's perspective in 2012.

Utilizing email marketing has demonstrated a noteworthy correlation with heightened online sales and a consequential impact on offline purchasing decisions. Certain promotions even extend the opportunity for customers to print and redeem offers at the brick-and-mortar establishment, adding a tangible dimension to the digital interaction. According to insights provided by Responsys, the temporal aspect of when an email is

delivered, its pertinence to the recipient, and the degree of personalization embedded within the message all play pivotal roles in shaping the consumer's response to the email marketing endeavor (Leefflang, 2014).

Negative Consumer Behavior

Email marketing can, at times, elicit unfavorable reactions from consumers. In instances where companies inundate recipients with unsolicited or excessive emails, individuals might feel compelled to label such correspondence as spam. Curiously, some consumers categorize emails as spam if they originate from a company they prefer not to hear from, even if they have a prior history of interaction or a subscription for updates. A noteworthy observation is that an excessive frequency of emails can lead to consumer annoyance. Surprisingly, rather than unsubscribing, a significant 55 percent of email users confess to opting for the spam button as a recourse (Karaxha, 2016).

Direct marketing has emerged as a potent strategy to augment the efficacy of the sales force, enhancing both performance levels and customer satisfaction. This approach proves particularly compatible with the employment of an internal telemarketing division, serving as a complementary sales channel to the field sales team. Within this context, a telemarketing unit assumes various responsibilities. These include identifying and qualifying prospective clients, thereby relieving the field force from the rigors of cold calling. Additionally, the team can tend to existing customer accounts and prepare the field sales personnel for potential in-person interactions. Seeking repeat orders from customers who might be situated at a distance or belong to a niche segment, especially in the context of low-unit-value consumables, constitutes another task. Moreover, the telemarketing team can serve as a crucial conduit between network members, fostering relationship maintenance, especially during turbulent periods (Lee, 2009).

Impact of Search Engine Marketing Towards Consumer Behavior

Search engine marketing (SEM) emerges as a strategic avenue for organizations to yield a favorable return on investments (ROI) through the adept deployment of targeted search engine marketing tactics. A comprehensive study was conducted, involving the distribution of 18 questionnaires to professionals and students, garnering

responses from a pool of 116 participants. To dissect the underpinnings of brand recognition in relation to search result sequencing, assess the impact of respondents' search proficiency on purchase choices, and discern consumer preferences for online purchases, a trio of statistical tools – chi-square, correlation analysis, and Percentage analysis – were harnessed for analysis. The study's findings illuminated a compelling connection between the sequence of search engine result display and purchase decisions. Further insights unveiled a noteworthy correlation between individuals' online search proficiency and their purchasing behaviors. Moreover, the research unearthed that consumers gravitate towards search engines for comprehensive information but exhibit a proclivity to avoid acquiring electronic goods through these platforms (Kumar, 2013).

Intriguingly, search engine marketing not only potentially levels the competitive arena for small and medium-sized enterprises (SMEs) and lesser-known brands but also defies the notion that prominent “big” brands inherently dominate the upper echelons of Search Engine Results Pages (SERPs). Investment in search engine marketing is surging at a more rapid pace compared to other online advertising channels. Analysts prognosticate that search engine marketing expenditure is poised to seize a substantial portion of the online advertising landscape (Dou, 2010), marking a pivotal growth avenue within the e-commerce sphere. The influence wielded by search engines in shaping consumers' brand perceptions as a consequence of their exposure to search results bears significant implications for companies aspiring to harness the potential of this virtual gateway, often dubbed the “portal to the Internet” (Lowe, 2013).

When a brand secures a prominent position within search engine results, it garners increased visibility, thereby establishing a potent association between the brand and specific consumer needs. Consider the scenario where clients are in search of online sources to purchase ceramic cups. Their probable search terms would encompass keywords like ‘cups,’ ‘ceramic,’ and potentially ‘home delivery’ or ‘best deals’ (Kaplan, 2010). Employing website optimization techniques to capture these pivotal keywords within the radar of search engines and ensuring their brand claims the top spot in search results empowers companies to relay crucial information about their brand to internet users who frequently embark on such product hunts.

The outcome of this information dissemination is a heightened likelihood of clients clicking on the company's website when seeking the aforementioned product. This, in turn, amplifies the prospects of website visits. However, beyond securing a favorable search ranking, it is imperative for websites to enhance user experience by streamlining navigation. A convoluted interface, rife with graphics that impede ease of navigation, or a dearth of inbound links, can swiftly deter clients from engaging with the website (King, 2008).

In a comparison with traditional advertising channels, online advertising emerges as a considerably more cost-effective alternative, capable of reaching a significantly broader audience while almost certainly yielding augmented profitability. It ushers in a plethora of benefits that conventional advertising mechanisms have scarcely contemplated. Amidst the myriad options that this innovative form of advertising presents, one might find themselves overwhelmed: video advertising, social network promotions, mobile advertising, email campaigns, banner displays, Google Search advertisements, and an array of other possibilities (Hair, 2012).

In comparison to not investing in advertising, the predicted sales can be four times higher when investing in advertising media. Additionally, it has been found that internet media advertising is more successful than print media. Sales of online advertising media are three times more than those of print media. To enhance the number of sales, it is advised to employ internet media for advertising (Lin, 2021).

There are four important components of advertising authenticity:

- Maintaining the brand's character
- Recognizing its past
- Depicting a plausible story
- Communicating a trustworthy message

Research endeavors have delved into the intricate interplay encompassing digital media marketing, customer behavior, and brand trust. To embark on this exploration, a robust measurement model was meticulously established, subsequently undergoing rigorous scrutiny to ascertain both its validity and reliability. Following this, an auxiliary condition model was deployed to scrutinize the relationships among latent variables within the estimation model, once its soundness had been

corroborated. An intriguing proposition has emerged from this investigation, spotlighting the profound impact customer behavior exerts upon digital media marketing, delineating a particularly substantial influence. When venturing into the realm of brand trust's nexus with digital media marketing, unequivocal clarity prevails. A discernible correlation surfaces, illustrating that as brand trust flourishes, a concurrent augmentation in digital media marketing manifests. This compelling observation fortifies the existing discourse, lending substantial support to its premises (Enehasse, 2020).

According to Njuguna's findings in 2017, online advertising plays a pivotal role in effectively conveying messages, sparking interest, and cultivating brand awareness among consumers. However, certain barriers exert an influence on consumer decision-making within the realm of online advertisements. Individual attitudes play a significant role in shaping mental dispositions towards specific matters. Additionally, consumers hailing from diverse demographic segments, encompassing factors like age, location, and lifestyle, wield a substantial impact on their buying behaviors. The crux lies in the escalating emergence of online advertising as a potent tool that shapes consumer choices.

Odero's study in 2019 underscored the instrumental role of social media platforms in facilitating communication and steering shopping experiences for consumers. The utilization of online platforms has proven invaluable, affording e-commerce destinations the leverage of email marketing strategies, integrating search engines to aid customers in selecting items based on various attributes such as color, size, and shape. Moreover, this approach has empowered consumers to make informed decisions about preferred brands within their product range.

Jogi's research in 2021 highlights a remarkable shift towards favoring internet-based advertising over traditional methods. The digital landscape provides a wealth of evidence and insights, a facet that distinguishes it from other advertising avenues. Online ads not only enable organizations to predict consumer purchasing behaviors but also align with the prevailing digitalization trend. The convenience, speed, and ease associated with online shopping have led to a preference for this mode over traditional approaches. The study further underscores that a significant majority of consumers acknowledge the impact of online advertisements on their decision-making process.

Research Methodology

The research methodology employed for this study is a blend of primary research and a thorough review of existing literature. Over 100 participants were engaged to garner insights into the influence exerted by Instagram and YouTube advertisements on their behavior. The research also incorporates an assortment of research papers sourced from online platforms, with journals, academic scholars, and Google Scholar serving as valuable repositories for secondary data.

Research Design

Central to this study is a descriptive research approach. This methodology involves the collection, organization, tabulation, visualization, and explication of data pertaining to occurrences. Visual aids, such as graphs and pie charts, are frequently harnessed to facilitate a comprehensive comprehension of data distribution. This approach serves as a conduit for readers to glean insights into online advertising, thereby fostering an enhanced grasp of its efficacy and reliability. Moreover, this methodology casts a spotlight on the intricate interplay between online advertising and consumer purchasing behavior, thereby contributing to the creation of a holistic portrait of the subject matter.

Sources of Data

In March 2023, this research investigation was carried out. One hundred responses were chosen as a sample; of these, fifteen worked in government or semi-government services, ten in business and profession, forty with my colleague, and the other thirty were undergrad college freshmen. On the same day that the respondents completed the questionnaire, it was collected, and the answers were utilized for analysis. Articles served as the source of the secondary data.

Sampling Method

The sampling technique employed in this study is Non-Probability Sampling. Unlike probability sampling, where members are chosen at random, non-probability sampling

involves a deliberate selection process by the researcher. It should be noted that this method does not follow a rigid or pre-established procedure for participant selection. Consequently, equal opportunities for all elements within a population to be represented in the sample cannot be guaranteed.

Data Analysis

This section encapsulates the examination and outcomes of the study in alignment with the stipulated research methodology. The investigation's focus centered on discerning the repercussions of YouTube and Instagram advertising on consumer purchasing behavior. The study's overarching objectives encompassed:

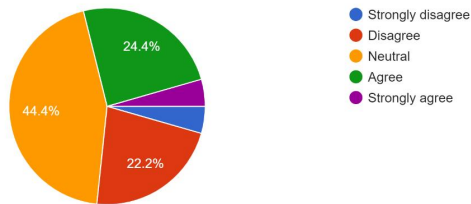
- Gaining insight into the fundamental tenets of YouTube and Instagram Advertising.
- Delving into the influence wielded by YouTube and Instagram advertisements on Consumer Behavior.
- Unraveling the factors that exert an impact on consumer purchasing decisions.

The exploration into the buyers' decision-making process entailed the engagement of 50 targeted respondents, of which a notable 45 individuals actively participated and duly returned their questionnaires, culminating in a commendable response rate of 90%. This comprehensive endeavor is inherently aligned with the stipulated objectives, thereby furnishing a robust foundation for the ensuing findings. The outcomes have been subsequently articulated through the medium of graphs and pie charts, meticulously chosen to convey the results appropriately. Further elucidation of these outcomes is offered through a prose narrative, enhancing the reader's comprehension of the derived insights.

Primary Data Analysis

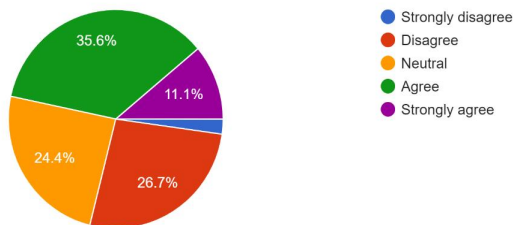
- Out of 45 replies on the influence of YouTube advertisements on purchasing decisions, 44.4% are neutral in character. 24.2% and 22.2% of the people agree and disagree respectively with the idea that buying decisions are influenced. 4.4% strongly agree with both the statement and disagree.

To what extent do you agree that YouTube ads influence your purchasing decisions?
45 responses



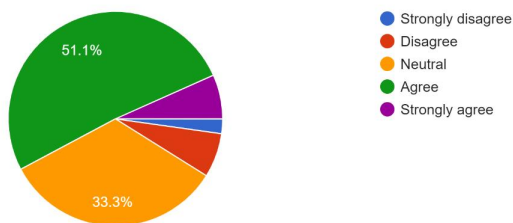
- The graph shows that 35.6% of YouTube advertisements are pertinent to their interests. 26.7% of respondents believe the information is unrelated to their interests. 24.4% have neutral experience, in contrast. 11.1% of users see YouTube adverts to be relevant to their interests. 2.2% of respondents strongly disagree, believing that the substance of advertisements is unrelated to their interests.

To what extent do you agree that YouTube ads are relevant to your interests?
45 responses



- 51.1% of respondents, as seen in the graph, agreed that Instagram adverts are appropriate to your interests. 33.3% of respondents gave a neutral reaction, 6.7% disagreed, 6.7% strongly agreed, and 2.2% strongly disagreed.

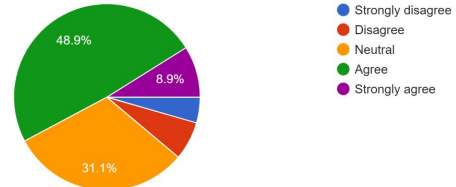
Do you agree that Instagram ads are relevant to your interests?
45 responses



- 48.9% of respondents in the graph concur that product information is usefully provided by

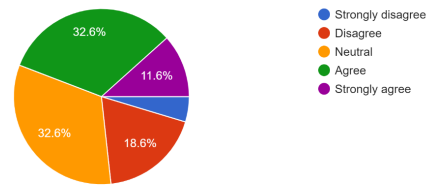
Instagram and YouTube advertisements. For the same, 31.1% are neutral, 8.9% strongly agree, 6.7% disagree, and 4.4% severely disagree.

Do you agree that Instagram and YouTube ads provide useful information about products?
45 responses



- Graph indicates 32.6% of respondents agreed and have neutral experience for admitting to making a purchase after being influenced by an advertisement on Instagram or YouTube. For the same, 11.6% strongly agreed, 18.6% disagreed, and 4.7% very disagreed.

Do you admit to making a purchase after being influenced by an advertisement on Instagram or YouTube?
43 responses



Hypothesis Testing

H0: There is not significance relationship between impact of YouTube advertisement on buying behavior of consumers.

H1: There is a significant relationship between the impact of YouTube advertisements buying behavior of the consumer.

The results of this study with the hypothesis testing can be summarized with the help of the Chi-Square Test. (Kothari, Chi-Square Test) So, the following tables shows our hypothesis testing which was done with the help of IBM SPSS Statistics software:

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you admit to making a purchase after being influenced by an advertisement on Instagram or YouTube?	45	100.0%	0	0.0%	45	100.0%

- Age * To what extent do you agree that YouTube ads influence your purchasing decisions?

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	41.765 ^a	28	.046
Likelihood Ratio	28.177	28	.455
Linear-by-Linear Association	3.204	1	.073
N of Valid Cases	45		
a. 39 cells (97.5%) have expected count less than 5. The minimum expected count is .04.			

So, this is the result of our chi square test. The first table displays the sample size and missing values. This table shows that the sample size is 45, making N=45 and N=0 for the disappeared column, respectively.

According to the statistics table for the Chi-Square test, the Pearson Chi-Square is 41.765, and the corresponding significance level, or “P” value, is 0.046. We reject the null hypothesis because the “P” value is less than 0.05.

$H_0 \neq \bar{x}$

As we are going to reject our null hypothesis and find that there is a significant relationship between the influence of YouTube advertisements on consumers’ purchasing decisions, we conclude that there is a substantial relationship between the impact of YouTube advertisements on buying behavior of consumers.

- Age * To what extent do you agree that YouTube ads are relevant to your interests?

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	66.113 ^a	28	.000
Likelihood Ratio	35.551	28	.154
Linear-by-Linear Association	.227	1	.634
N of Valid Cases	45		
a. 40 cells (100.0%) have expected count less than 5. The minimum expected count is .02.			

Here the Pearson Chi-Square is 66.113 & the associated significance level or ‘P’ value is 0.00. Now since this ‘P’ value is less than 0.05 we can say that YouTube ads are relevant to consumer interest.

- Age * To what extent do you agree that YouTube and Instagram ads are an effective way to learn about new products?

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	45.606 ^a	28	.019
Likelihood Ratio	34.051	28	.199
Linear-by-Linear Association	.440	1	.507
N of Valid Cases	45		
a. 39 cells (97.5%) have expected count less than 5. The minimum expected count is .04.			

Here the Pearson Chi-Square is 45.606 & the associated significance level or ‘P’ value is 0.019. Now since this ‘P’ value is less than 0.05 we can say that YouTube and

Instagram ads are an effective way to learn about new products.

- Age * To what extent do you agree that Instagram ads provide useful information about products?

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	43.983 ^a	28	.028
Likelihood Ratio	35.519	28	.155
Linear-by-Linear Association	.511	1	.475
N of Valid Cases	45		
a. 39 cells (97.5%) have expected count less than 5. The minimum expected count is .07.			

Here the Pearson Chi-Square is 43.983 & the associated significance level or 'P' value is 0.028. Since this 'P' value is less than 0.05, we can say that Instagram ads provide helpful product information.

- Age * Do you agree that Instagram ads are relevant to your interests?

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	86.516 ^a	28	.000
Likelihood Ratio	43.921	28	.028
Linear-by-Linear Association	.247	1	.619
N of Valid Cases	45		
a. 39 cells (97.5%) have expected count less than 5. The minimum expected count is .02.			

Here the Pearson Chi-Square is 86.516 & the 'P' value is 0.00. Now since this 'P' value is less than 0.05 we can say that Instagram ads are relevant to your interests.

Discussion

The rise of social media platforms like YouTube and Instagram has profoundly influenced consumer behavior, providing brands novel avenues for engagement through targeted advertising and influencer partnerships. Let's delve into the impact of YouTube and Instagram ads on consumer behavior, shaping decision-making and purchasing patterns. Beginning with YouTube, its extensive reach and diverse user base have made it a premier advertising platform. Advertisers can precisely target audiences based on demographics, interests, and behaviors, using formats such as in-stream ads and sponsored content.

YouTube advertising significantly enhances brand visibility. Captivating ads introduce potential customers to brands, boosting website traffic, social media interactions, and sales. Google's research reveals that 61% of viewers purchase after encountering YouTube ads. Moreover, these ads wield the power to shape consumer choices. By crafting informative and compelling content, brands can educate customers about product benefits, leveraging influencer marketing for targeted endorsements. This

builds trust and credibility, ultimately driving more purchases. However, poorly executed YouTube ads can backfire. Intrusive or irrelevant content can alienate viewers, tarnishing brand perception and sales. Advertisers must strive for engaging, pertinent ads to resonate with their intended audience.

Shifting focus to Instagram, boasting over one billion active users, the platform offers diverse ad formats, including stories and sponsored posts. Visual and emotional connections are a hallmark of Instagram advertising. Brands leverage captivating imagery, videos, and storytelling to evoke emotions and forge brand-consumer solid bonds. Influencer marketing amplifies Instagram's impact. Partnering with trusted influencers allows brands to tap into established credibility, influencing consumer choices. The authenticity of influencer endorsements resonates with audiences, enhancing purchasing decisions.

Nonetheless, missteps in Instagram advertising can yield adverse outcomes. Overly promotional, misleading, or irrelevant ads can damage brand perception and sales. Authenticity, relevance, and clarity are pivotal in crafting successful Instagram ad campaigns. In summary, YouTube and Instagram advertising are potent drivers of consumer behavior. These platforms revolutionize brand outreach through targeted ads and influencer partnerships. The

impact spans heightened brand awareness, the ability to shape purchasing decisions, and the forging of emotional connections. Advertisers must create compelling, relevant content aligned with their target audience's preferences to avert negative consequences.

Conclusion

The research findings suggest that utilizing YouTube and Instagram for advertising provides several advantages for businesses, including heightened brand awareness, efficient information dissemination, sophisticated consumer targeting techniques, and direct engagement with the audience. These advertising strategies offer a personalized approach to connect sellers with their desired consumers. However, it's crucial for these ads to be unobtrusive and engaging, rather than disruptive. To be effective, the advertisements should embrace innovation to captivate an expanding customer base. As the Internet and World Wide Web continue to gain widespread acceptance, they are evolving into a conventional advertising platform. The key lies in comprehending the preferences of the target audience and devising well-thought-out strategies to maximize the potential of this emerging medium.

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