THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CONSUMER PURCHASE INTENTION AND BUYING BEHAVIOUR AMONGST YOUTH IN LIMPOPO PROVINCE

By

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[redacted]

Submitted in fulfilment of the requirements for the degree.

MASTER OF ARTS

in

MEDIA STUDIES

in the

FACULTY OF HUMANITIES

(School of Languages and Communication Studies)

at the

UNIVERSITY OF LIMPOPO

SUPERVISOR: Dr C.M. MBAJIORGU

2022

DECLARATION

I Moropana Clearence declare that **THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CONSUMER PURCHASE INTENTION AND BUYING BEHAVIOUR AMONGST YOUTH IN LIMPOPO PROVINCE** is my own work, which has never been submitted for any academic research or study in any institution of higher learning, and all the sources used or quoted in this research have been indicated and acknowledged by means of complete references.

Moropana,C 13/12/2022

Signature Date

ACKNOWLEDGEMENTS

First and foremost, I would like to thank the Almighty God for giving me strength and the opportunity to conduct this study through His unfailing and unconditional love. I would also like to thank my supervisor Dr C. M. Mbajiourgu for his support, guidance, and patience throughout the years, when I was writing this dissertation.

Special appreciation to my family for the support they gave me throughout the years, particularly my mother and Father, may the Almighty God bless you with many more days. Finally, I would like to thank all the people who have contributed towards the completion of this study in their different capacities.

To the participants of the study, thank you and God bless you all.

DEDICATION

I dedicate this study to Onkarabile Moropana, and my parents Mr David Sekgobela and Ms Portia Mosading Moropana. Furthermore, I would like to dedicate this study to my sisters Boitumelo and Temoso Moropana.

ABSTRACT

The title of this dissertation is the influence of social media advertising on consumer purchase intention and buying behaviour amongst youth in Limpopo Province. The quantitative research approach was applied in this study to investigate how social media advertising influences purchase intention and buying behaviour among consumers especially the youth in Mopani (Giyani and Tzaneen) and Capricorn (Polokwane and Ga-Mothapo) Districts. Structured questionnaire was distributed to the target audience to get knowledge regarding their experiences and views on the influence of social media advertising during shopping. The sample size was 384 respondents. Data for this study were analysed through SPSS software. Analysis methods such as multiple regression, regression and correlation were used to test the influence of social media advertising on consumer purchase intention and buying behaviour. The study found that advertising brands through social media platforms are capable of influencing, attracting, and providing trusted information about the product quality among consumers. The study also revealed that there is strong correlation between social media advertising and youth purchase intentions. Moreover, social media advertising influences the youth to a point where purchase intention is developed. Out of 384 respondents 371 youth were likely to make a purchase on the same day of using social media advertising. Mostly, those who are influenced by social media advertising spend more on purchases that are less important to them.

The result shows that marketers use psychological, personal, and social factors to arouse consumers' interests. Customers with a positive attitude towards social media advertising are likely to produce beneficial behavioural actions. The finding revealed that consumers experience financial, social, emotional, and psychological effects after purchasing products. The research also finds significant positive relationship between purchase intention and buying behaviour due to the influence of social media advertising. In this respect, brands sellers could benefit from this research by acquiring a better understanding of social media marketing strategies. Based on the research findings, the researcher recommends that marketers of brands employ social media marketing activities to increase customers purchase intention and buying behaviour

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CHAPTER ONE: OVERVIEW OF THE STUDY

1. INTRODUCTION

This study examines the influence of social media advertising on purchase intention and buying behaviour among the youth in Limpopo Province. Currently, consumers all over the world deal with the presence of various competing brands on social media platforms (Chovanova, Korshunov & Babcanova, 2015). Moreover, the influence of social media advertising on the youth has become a concern for marketers and businesses across the globe. Companies are forced to learn how consumers choose goods and services that meet multiple needs. Schivinski and Dabrowski (2015) also note that establishments should allocate more resources for social media marketing and less for traditional advertising activities since online advertising has shaped consumer's buying behaviour. In addition, social media have dramatically transformed the distribution of information between companies, consumers, and customers, facilitating the take-up of information online.

According to Ali and Ali (2017), social media advertising information influences consumers on which brand to buy, when to buy and how to buy. Consumers find advertising attractive when it is created in a way in which thoughts are controlled to the extent were buying behaviour changes. This is because such advertisements arouse their interest and create the desire to purchase the advertised brand (Yew, Mohamodhossen, Hong Ng & Kowang, 2019). Moreover, companies use social media advertising to promote brands to potential customers and consumers of product (Adjuggler, 2008). For this reason, Erkan and Evans (2016) argued that the reviewing of other customers' experiences and satisfaction contributes to individuals' online purchase intention.

In today's marketing, social media advertising has an emotional impact on the customer's purchase intentions. Moreover, social media have changed the way consumers respond to different products and services (Prabowo, Sari & Bangapadan, 2019; Hermanda, Sumarwan & Tinaprilla, 2019). Getachew (2018) also affirms that the buying behaviour of consumers is more impacted by the views of celebrities in social media such as Twitter and Facebook than those of friends and family. Advertisers can channel the mind-set of

consumers through social media, and to do that the advertisement must be appealing to customers (Gautam & Sharma, 2017). Social media advertising creates needs for consumers and helps them to satisfy such needs by providing information about brands.

2. BACKGROUND TO THE STUDY

Ariffin, Mohan and Goh (2018) assert that social media are gradually changing the way consumers behave globally. Moreover, organisations utilise social media platforms to conduct marketing, with most companies spending a lot of resources such as time, money, and human capital on social media advertising (Imtiaza, Kazmib, Amjada & Aziz, 2019). Social media sites are online tools where content, ideas and perspectives can be shared. These include tools such as blogs, chat rooms, consumer product rating sites, widgets, or wikis (Gautam & Sharma, 2017). These online platforms give potential customers an opportunity to engage brands before developing a purchase intention. Consumers who use social media advertising during shopping usually spend lots of money which they do not have (Kumar, Varma, Sangvikar & Pawar, 2019).

Social media advertising influences consumers' reactions and buying behaviour (Lee, Lee & Yang, 2016). It persuades them to purchase items they do not need (Benson, Ezingeard & Hand, 2018). Furthermore, it arouses stress in consumers' relationship with themselves and others (Khatib, 2016). Online advertising affects consumers' buying behaviour due to information overload which exploits customers' vulnerabilities and prey on their emotions to get them to buy what the advertisers are selling (Aziz, Husin, Hussin & Afaq, 2019; Ismail, 2015). Consumers view advertising as a reliable source of information than other sources, yet the advertisements serve only the interest of the advertisers than that of the consumers (Singh & Soniya, 2018). One study has revealed that consumers' buying behaviour often led to opinion leaders telling them what to consume (Shareef, Mukerji, Yogesh, Dwivedi, Rana & Islam, 2019).

Traditional media such as television and newspapers have been popular promotional mediums for many years; yet the internet has now become the primary medium which is preferred by most consumers. Hermanda, Sumarwan and Tinaprilla (2019) revealed that 66% of online shoppers trust e-advertisement and develop purchase intention based on website content only. To large extents, use of the pictures and videos grab consumers' immediate purchase attention if the advertisement is attractive enough (Hafeez, Manzoor & Salman, 2017). Social media advertisements influence consumers' thoughts beyond their control, until they develop purchase intention (Chena & Lin, 2019). A study by Stelzner (2015) revealed that the regularly used social media marketers are LinkedIn ads (20%) followed by twitter ads (17%), but most consumers use Facebook ads (90%).

Social media advertising makes consumers to realise that they have unfulfilled needs that must be met (Naradin, Hairuddin, Malikand & Kassim, 2018). They also help to develop good adverts that will tempt consumers to make purchase decisions within a space of time. According to Khatib (2016), an advertisement serves as a purchase trigger to individuals, and it identifies a claim about its services which are strongly penetrative. Another study revealed that consumers pass through different phases that affect them before they reach purchase decision-making (Singh & Soniya, 2018). Therefore, social media advertisements help consumers to easily reach that purchase decision making point (Getachew, 2018).

Social media marketing influences consumers' buying behaviour regarding any brand. The connection between online advertising and consumer buying behaviour shows that social media affects advertising attitudes (Duffett, 2017). Online advertising influences individuals to behave in a particular manner especially during the stages of their purchase decision-making and may change the way consumers spend on their consumption (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito & Singh, 2016). Over time, advertisements have strengthened the customers' relationships with companies and other consumers. These connections have a direct positive or negative influence on consumer responses, such as their preference of brands, price premium, and loyalty towards products (Terziev & Arabska, 2017).

While traditional advertising such as television, radio, print or outdoor advertising focus more on the targeted audiences, social media advertising influences everyone who uses social media advertising during online and offline shopping. Online advertising views any person as a potential consumer of the brand (Ertemel & Ammoura, 2016). Oni, Shumba and Matiza (2014) showed that consumers resident in Limpopo Province are impacted by the influence of social media advertising. Moreover, they spend a lot of money, which they do not have and end up being indebted to retail stores. Funde (2016) also noted that consumers (including the youth) who use social media advertising during shopping process spend more on purchases that are less important to them than those who do not use it.

With 80% of consumers making buying decisions based on a friend's social media post, the era of virtual word-of-mouth recommendations is in full effect (Moslehpour Ismail, Purba & Wong, 2021). Consumers gravitate to brands that are hospitable, humanized, and relatable, and expect companies to interact with them in a meaningful way that goes beyond an advertisement or product listing.

Moreover, 28.00 million people of the general population are on social media (Kurdi, Alshurideh, Akour, Tariq, AlHamad & Alzoubi, 2022). This is equivalent to roughly around 46.2 per cent of South Africa's population, which is a massive figure that businesses cannot take lightly. According to (Sun & Wang, 2020) South Africans use social media for the benefit of immediate access to information at their convenience and helping them to decide what to buy or to know more about new products or brands, when and where they want. Online consumer reviews have been shown to have a causal impact on product choice and purchase behaviour by consumers (Sanny, Arina, Maulidya & Pertiwi, 2020).

There is no doubt that social media advertising are now important sources of information for consumers in their purchase decision-making, especially in instances of complex buying behaviour (Aji, Nadhila, & Sanny, 2020. More and more people are turning to consumer opinions online due to the ease of access, low cost, and the wide availability of information. Peer recommendations on social media are viewed as an eWOM and as

more trustable sources of information when compared to advertisements and other marketer-generated information (Wibowo, Chen, Wiangin, Ma & Ruangkanjanases, 2020).

According to (Park, Hyun, & Thavisay, 2021; Balakrishnan, Dahnil & Yi, 2014; Rai,2013), the use of social media advertising is being increasingly embraced by the youth globally, which makes it the powerful platform to influence people, their purchase intention and buying behaviour. Based on the above background, the study focuses on investigating the effects of social media advertising on consumers' purchase intention and buying behaviour amongst the youth within Polokwane and Ga-Mothapo in the Capricorn District, as well as Tzaneen and Giyani in the Mopani District in the Limpopo Province. Moreover, no similar study has been conducted in the Limpopo province.

3. RESEARCH PROBLEM

Social media advertisements affect consumers' buying behaviour to an extent where they end up spending a lot of money on goods and services that are not essential to them (Khatib, 2016). Advertisements have the power to persuade and influence the consumer's reactions. Moreover, consumers participate in social media platform discussions that prey on their emotions to buy what the advertiser is selling (Ismail, 2015). Customers' opinions are dominated by advertiser's views in the digital spaces, which in turn influence their offline world (Gautam & Sharma, 2017). Social media advertisements ensure that there is an unsatisfied need among consumers which must be filled. Thus, once a need has been aroused the buyer seeks out a way to satisfy it (Chena & Lin, 2019). Whereas consumers regard social media advertising information as more reliable than other sources, advertisers benefit more from advertising than consumers (Chween, 2016).

Although advertisements influence consumers, and their purchase intentions and buying behaviour, consumers' opinions also play a vital role in their purchase decisions (Imtiaza, Kazmib, Amjada & Azizb, 2019). The use of graphics such as pictures and videos

increase consumers' purchase intention only if the advertisement is created in a way that is attractive. Consequently, this will influence consumers' views beyond their control (Kumar, Varma, Sangvikar & Pawar, 2019). A consumer's buying behaviour is triggered by the claim that the advertisement makes about the product or service at hand (Ringim & Reni, 2018). Therefore, advertisers create adverts in a way that excite consumers so that they develop purchase intention within a short period of time (Ali & Ali, 2017). Nowadays, consumers pass through difficult stages when making purchase decisions and that influences their buying behaviour (Aji, Nadhila & Sanny, 2020). Online advertising has strengthened the relationship between consumers and organisations and further changed the consumers' spending and consumption (Swathy, 2018). Social media advertising influences consumers' behaviour to a point where they spend four times more on purchases than those who do not use social media advertising (Duffett, 2017).

Social media sites such as Facebook, Instagram and Twitter have shaped positive connections for consumers to post reviews about products and act as mediums that encourage the customers to try out products they have never used before (Ceyhan, 2019). A study by Jean and Haw (2019) indicates that twenty-nine percent (29%) of consumers are likely to make a purchase on the same daylight when using social media advertising as a source of information. Advertisements provide consumers with information about a brand but also influence them on which brand to buy, when to buy and where to buy it (Singh & Soniya, 2018).

Advertisements influence consumers' purchase intentions if designed in a way that makes consumers excited and frenzied (Ariffin, Mohan & Goh, 2018). Furthermore, the residents within Limpopo Province (including the youth) are not isolated as Oni, Shumba and Matiza (2014), indicate that customers who use social media advertising during shopping spend lots of money, which they do not have. Thus, they become indebted to wholesalers and retailers. Funde (2016) also noted that consumers who use social media advertising during shopping spend more on purchases that are less important to them than those who do not use it.

Moreover, a study by Rai (2013) found that advertisements influence the behaviour and attitude formation of the youth worldwide. The study further found that the youth were most likely to purchase a particular brand after having been referred to by their peers who had seen the ad on social media platforms. Furthermore, social media advertising usage is being increasingly embraced by youth globally, which makes it the most powerful tool to influence people and their buying behaviour (Balakrishnan, Dahnil & Yi, 2014).

Thus, there is a need to investigate the influence of social media advertising on consumers' purchase intention and buying behaviour amongst youth in Limpopo Province. It is a fact that the influence of social media advertising has changed the advertising landscape across the globe. There is limited literature in South Africa on this topic, especially in Limpopo Province. Moreover, no similar study has been conducted in the Capricorn and Mopani Districts, hence the study seeks to add insights to the exiting body of knowledge in this area.

4. PURPOSE OF THE STUDY

4.1 Aim of the Study

The aim of this study is to investigate the influence of social media advertising on purchase intention and buying behaviour amongst youth in Limpopo Province.

4.2 Objectives of the study

- To establish the relationship between social media advertising and the youth purchase intention in Limpopo Province.
- To determine the relationship between social media advertising and the youth buying behaviour in Limpopo Province.
- To examine the effects of social media advertising on the youth purchase intention in the Limpopo province.
- To investigate the effects of social media advertising on the youth buying behaviour in the Limpopo province.
- To identify the factors that influence the youth purchase intention and buying behaviour in Limpopo Province.

5. THE SCOPE OF THE STUDY

In 2017, the dominance of social media advertising made it possible for social media platforms to connect one-third of the global population (Duffett, 2017). Also, it has offered advertisers access to most of the world consumer expenditure. This study is delimited to the influence of social media advertising on youth purchase intention and buying behaviour. Geographical scope of this study is Mopani and Capricorn District in the Limpopo Province. Theoretically, the influence of social media advertising on consumer purchase intention and buying behavior was covered in the study.

6. SIGNIFICANCE OF THE STUDY

This study investigates the influence of social media advertising on consumers' purchase intention and buying behaviour among youth in Limpopo province. It also provides a better understanding of the role played by social media advertisement in influencing consumers' buying behaviour, particularly among the youth. The current global economic crisis caused by the Covid-19 pandemic has driven companies and entrepreneurs into online advertising as it is easy and the cheapest way to reach vast numbers of customers in a short-period of time (Ringim & Reni, 2018). Over the years, marketers have learnt to accept social media advertising as a powerful bridge between them, consumers, and potential customers (Naeem, 2021). Today, social media platforms have become channels through which businesses extend marketing campaigns to a wider range of consumers (Hermanda, Sumarwan & Tinaprilla, 2019). Thus, this study may help businesses that advertise on social media platforms to understand the expectations of their target consumers. The study also enables businesses and marketers to understand how consumers (the youth) interact with online brands and how social media networks create awareness among them. This study hopes to assist individuals, groups, organisations, and scholars to conduct further research relating to social media advertising. Moreover, it adds to the existing body of knowledge on the role played by social media advertising on purchase intention and purchasing behaviour amongst the youth.

7. DEFINITIONS OF CONCEPTS

Terminology and Key Concepts

In the context of this study, it is imperative to explain certain fundamental terms so that whoever reads this research may understand its intentions. The following key words are used throughout this study: social media, social media advertising, youth, purchase intention and buying behaviour. The terms used in this study require clarification to facilitate a better understanding of the research and the background to this investigation.

7.1. Social media**:** As defined by Jafeta (2018), social media are "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of User Generated Content".

7.2. Social media advertising**:** This term can be defined as a process by which companies create, communicate, and deliver online advertising offerings via social media platforms to build and maintain stakeholder relationships. These relationships enhance stakeholders' value by facilitating interaction and information sharing, offering personalized purchase recommendations, and creating word-of-mouth advertising among stakeholders about existing and trending products and services (Ismail, 2015). The study adopts this definition which applies across the entire dissertation.

7.3. Youth: According to Statistics South Africa Census (2011), a youth person is typically aged between 18 and 35 years. These are members of the Generation Y who have spent their whole lives in a digital environment, and their lives and work have been profoundly affected by information technology.

7.4. Consumer buying behaviour refers to the study of individuals or groups and all the activities associated with the purchase, use, and disposing of products or services and how the consumer's emotions, attitudes and preferences affect buying behaviour by the individuals and group to satisfy their needs and wants (Sudha & Sheena, 2017).

7.5. Purchase intention: According to Ran and Paul (2017), purchasing decision can be defined as advertisements that develop self-concepts to induce purchase decisions. A purchase decision is composed of a sequence of decisions, and different age groups may play different roles at different stages.

8. OVERVIEW OF CHAPTERS

This chapter provided an outline of the introductory section of this dissertation. It highlighted the relationship between social media advertising, purchase intention, buying behaviour and the youth, arguing that social media advertising is a crucial player in terms of influencing how the youth spend their money on goods that are important and less important to them. The chapter outlines the aim, objectives, background, and scope of the study. This first chapter serves as the introductory part for all chapters in the dissertation. The next chapter deals with the literature review and theoretical framework.

Chapter Two reviews the literature on social media advertising and youth purchase intention and buying behaviour. It also considers other studies conducted on these variables. In addition, the chapter reviews how social media impact youth buying behaviour, media ethics and further outlines the theoretical framework that frames the study. The theoretical framework for this research is based on the Theory of Planned Behaviour and Uses and Gratifications Theory.

Chapter Three describes the research process. This chapter provides a detailed account of how the research was conducted. It provides some insights on the research approach, research design, sampling method, data collection techniques and data analysis techniques used in the study. The chapter elaborates on the data collection procedure from all four areas within Mopani (Tzaneen, Giyani) and Capricorn (Polokwane, Ga-Mothapo) Districts.

Chapter Four deals with analysis, interpretation, and discussion of the findings of the study. All the results generated from the research interviews are presented and interpreted in this chapter.

Chapter five contains the conclusion of the research. The chapter concludes the study by restating to the research objectives and providing the outcomes of the data analysis process. This is done in terms of analysing how social media advertising influence the youth's spending behaviour. The chapter also provides the recommendations of the study.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 INTRODUCTION

This chapter describes the existing body of literature on social media advertising and provides a theoretical framework for the research. Topics that are covered in the literature review include an overview of social media, social media advertising, dimensions of social media advertising, youth purchase intention and buying behaviour, stages of the consumer buying decision process,impulse buying behaviour, advertising Model, types of consumer buying behaviour, platforms for promoting social media advertising, effect of social media advertising on youth purchase intentions and buying behaviour and various factors impacting youth buying behaviour. Although there have been a few studies, which have examined the influence of social media advertising on consumers, none have focused specifically on the same topic about youth purchase intention and buying behaviour.

2.2 AN OVERVIEW OF SOCIAL MEDIA

Social media has become a part of internet users' daily lives as a quarter of the world's population was using social media sites in 2013 (eMarketer, 2013). Despite a challenging year for retail in 2020, worldwide retail ecommerce sales grew 27.6% for the year. However, total worldwide retail sales declined by 14.3% in 2021 due to the global Covid-19 pandemic which impacted every sector of the economy. (eMarketers, 2020, 2021). More than one billion social media users watched videos on YouTube monthly in 2014 (YouTube, 2014). Moreover, the number of YouTube users grew from 2.3 billion in 2020 to 2.6 billion in 2021 with 21% of YouTube watch time coming from mobile devices (YouTube, 2020, 2021). Moreover, social media has become an avenue through which

retailers extend advertising and marketing campaigns to a wider range of consumers especially the youth in today's world of technology and inter-connectivity (Chi, 2011:46).

Social media has transformed the nature and practice of advertising into an extensive two-way dialogue among users (Yew, Mohamodhossen, Ho, Hong Ng & Kowang, 2019), which may cover private and social topics, and issues about company brands and services (Lehmkuhl & Jung, 2013). The interconnected youth are no longer passive recipients of brand and firm-related information but are enabled to create, modify, and exchange their own personalized content (Hollebeek & Brodie, 2016; Kaplan & Haenlein, 2010).

Getachew (2018) indicates that the dominance of social media networks continues to influence the nature and dynamics of interactivity between the youth and organisations, and this process evolves at a rapid pace. These interactions are gaining prominence in advertising and customer relationship management. Young consumers are also gaining increasing influence on brand choices on online platforms (Malthouse, Haenlein, Skiera, Wege, & Zhang, 2013; De Vries, Gensler, Peter & Leeflang, 2012; Kaplan & Haenlein, 2010). Therefore, it is important for companies to create a superior consumer experience, which can be leveraged by fostering enhanced consumer engagement, which in turn generates enhanced customer loyalty (Brodie, AnaIlic, Biljana, & Hollebeek, 2013).

2.3 SOCIAL MEDIA AND SOCIAL MEDIA ADVERTISING

The term "social media" has been defined in various ways by its users. For instance, Kaplan and Hhaenlein (2010:9) define social media as a group of internet-based applications that build on the ideological and technological foundations of web 2.0. It includes web-based and mobile based technologies that are used to turn communication into an interactive dialogue among individuals and organisations. Typical examples of social media platforms include websites such as Facebook, twitter, and YouTube. These platforms are referred to as media because they are tools which can also be used for storage and dissemination of information. (Budree, Fietkiewicz & Lins, 2019).

However, unlike traditional media such as television and the radio, most of the social media tools allow users to interact as "re-twitting" on twitter and "comment" options on

Facebook illustrate. Looking at social media from a more practical point of view, Duffet (2017) states that social media created what is known as “social media advertising”. Social media advertising (SMA) is a form of internet marketing that utilizes various social networking sites to achieve marketing communication and branding goals (Wordstream, 2015). Yadav and Rahman (2017), support the above view by stating that social media advertising is a process by which companies create, communicate, and deliver online advertising which is offered via social media platforms to build and maintain stakeholder relationships.

According to Erkan and Evans (2016), e-commerce-based marketing and brand companies draw their influence from the power of social media advertising. They do so to increase their revenue, reach new customers or communicate with potential consumers. Social media advertising has improved engagement between customers and brands (GU, 2017). Boyd and Ellison (2007), state that the rise of social networking (SN) has been significant to consumers and organisations, as its influence has no boundary, transcending even social and cultural boundaries. The development of social media advertising and the extensive use of social media sites for social and business purposes have created an emergent global phenomenon (Ali & Ali, 2017).

2.3.1 Dimensions of Social Media Advertising

There are five dimensions of social media advertising (Asa’ad & Anas, 2014). These dimensions facilitate the creation of advertisers’ connections with young consumers and contribute to the building of traffic on company brands on websites.

Online Communities

The main enthusiasm for social media advertising is to enable advertisers to build and develop online communities that meet and consume their brands. According to Jafeta (2018), any business that employs social media platforms to build a community around its products or service creates loyalty for brands. Moreover, it encourages youth discussions, which can contribute towards brand exposure and improvements.

Social interaction

The debate on social media advertising is incomplete without recourse to social interaction among individuals. Consumers of brands can use their Facebook pages and Twitter accounts to notify all followers on specific topics quickly and simultaneously (Berselli, Burger & Close, 2012). In addition, social networking sites also enable greater interaction with the online community through broadcasting up-to-date information about the brands, as well as communicating consumers' tastes and preferences of brands.

Sharing of Content

The content sharing dimension of social media advertising is about the extent to which an individual exchanges, distributes and receives content in a social media setting. Consumers share information and their views with peers on the brands they prefer on their social media platforms especially when these brands resonate with most of their peers (Babac, 2011).

Accessibility

Increasing accessibility is another important consideration as far as social media advertising is concerned. Through social media advertising consumers easily access brands at minimal costs via social media platforms such as Facebook and Twitter. Social media platforms are easy to navigate and do not require any special skills to use (Taprial & Kanwar, 2012). Therefore, social media platforms provide user-friendly content that can be used by both young and older consumers.

Credibility

Credibility is all about delivering your message clearly to the people, establishing reliability for what you say and do. Moreover, it is about connecting emotionally with the target audience, motivating the buyer, and generating loyalty among youth. The influence of social media provides a very good platform for all businesses (big or small) to network and reach out to their target audience (Taprial, & Kanwar, 2012).

2.4 SOCIAL MEDIA ADVERTISING AND YOUTH PURCHASE INTENTION

He & Qu (2018) indicate that purchase intention can be used to predict the real purchase behaviour among consumers especially the youth. Moreover, social media plays a central

role on how companies communicate their marketing strategies to potential customers and consumers (Poturak & Softić, 2019). Across the globe, corporations use social media influencers to influence young customers' thoughts to a point where they develop purchase intention (Erkan & Evans, 2016). Most of the youth spend a lot of time on the internet searching for information, which in turn affects their purchase intention. Furthermore, organisations are no longer the sole sources of brand communication, and this is because clients are now using social media platforms to search and exchange information (Sharm & Bhatt, 2018).

The reviews of products by consumers on social media sites affect the brand, but most importantly it influences consumers' buying decision (Bag, Tiwari, Felix & Chan, 2017). Consumers are now part of companies' marketing strategy because organisations are required to create ads that are engaging, so that they can attract the attention of potential customers (Naradin, Hairuddin, Malik & Kassim, 2018). Therefore, Makmor and Alam (2017) state that purchase intention is the latter stage of which the youth reach once they are satisfied with the performance of the product on social media platforms. Moreover, when the consumer's knowledge about the brand is high, their chances of reaching out to the product are also high. Yet Sankar (2019), states that advertisers are currently faced with issue of understanding how social media advertising is used in the purchase decision process by potential customers.

Various types of studies have been conducted on numerous aspects of the impact of social media marketing on consumer (youth) buying behaviour, which is relevant for this research. The related studies cover social media, social media marketing, and social networking sites.

In Thailand, Lerrthaitrakul and Panjakajornsak (2014) examined the impact of e-word-of-mouth which impacts buying decision process in the airline market. The data were collected from consumers who purchased the tickets of Low-Cost Carriers by reading the information on product review from social websites. The study also reveals that social media plays a considerable role in consumers' buying decision process during the

purchase of tickets from Low-Cost Carriers. The study provides information to these companies to develop effective online marketing strategy through social media to get prospective customers.

In India, Gupta (2013) investigated the influence of social media on product buying. The results proved the fact that social media influence product buying intentions. Particularly, there is a powerful impact of 3 factors called information about product, peer communication and the level of product involvement on shoppers' purchase intentions with respect to social media. The author infers that, because the product is sold on-line, it cannot be examined; perceived data shared about the product on social media and information sharing among peer teams facilitates consumers' analysis on the product who then make decisions accordingly.

In India, Naidu and Arawal (2013) analysed the influence of social media in the purchasing behaviour of customers in Raipur. According to the survey result, 75% of Indian youth uses the internet for sharing their opinion, views, and comment in numerous websites. The analysis concludes that people use social media widely for collecting information regarding products.

In Malaysia, Balakrishnan, Dahnil Yi (2014) investigated the influence of social media towards brand image and buying opinion of the younger generation where 200 questionnaires were distributed to undergraduate students at universities. The response rate was 75 percent and 3 hypotheses, and 2 propositions were tested using multivariate analysis and mean. The result showed that the internet communications, on-line communities, electronic word of mouth, and on-line publicity were successful in promoting the brand image and buying intention of consumers through social media platforms. These findings showed the managers that the best-selling tool to reach the younger generation customers is social media. This analysis provides information to international sellers for applying social media activities to market their products.

In Malaysia, Barhemmati and Ahmad (2015) examined how Social Networking Marketing influenced the ultimate consumer purchase behaviour among people who often use social networking websites and predicted relationships among social network marketing activities, customer engagement and consumer purchase behaviour. A quantitative survey was conducted among 50 respondents in the campus of National University of Malaysia (UKM). The results showed positive relationships between customer engagement of social networking and their purchase behaviour.

In Malaysia, Zulkiffli, Hong, Ramlee, Yunoh and Aziz (2017) researched the effectiveness of eWOM on consumers' purchase intention among Generation Y. A quantitative research method was applied and 370 target respondents among Generation Y's opinions were sought through a questionnaire. Four independents variables which are eWOM quality, eWOM quantity, eWOM credibility and sender expertise were tested and analysis was done through the SPSS software. The research found out that 4 independent variables were positive related to consumers' purchase intention among Generation Y.

Yew, Mohamodhossen, Hoo, Hong Ng, and Kowang (2019) investigated social media factors and purchase intention of beauty products in Mauritius. The study was aimed at reducing the gap by studying the causable social media marketing factors that influence the purchase intention of consumers with regards to beauty products in Mauritius. The study population involved 267 questionnaires filled by a female population via a convenience sampling method. Multiple regression analysis was conducted using SPSS. The research found significant positive relationship between social media advertising and consumer purchase intention. In this respect, beauty product sellers could benefit from this research by obtaining better understanding on social media marketing strategies.

Funde (2016) investigated social media factors impacting purchase intention of mobile devices among the working Generation Y in South Africa. The quantitative approach study highlighted those consumers use Facebook reviews before buying any brand of the mobile devices. Moreover, the study demonstrated that 54% of the total sample used

social media platforms as a source of information and consumer engagement which influenced consumer purchase intentions.

Social media advertising has changed the landscape of interaction between people and adverts (Getachew, 2018). Twenty years ago, people relied on opinions of retails and specialists for purchases of new products. However, in today's world young consumers rely on the opinions and advice of the people in social media (Nufazil, 2014). Moreover, this has forced companies to reduce their budget for paid advertisements to concentrating on social media advertisements. Ernst and Young surveyed forty-eight firms that have strong social presence and found that eighty three percent of the firms have presence in social media, and out of these, forty two percent used social media to post advertisements (Ali & Ali, 2017). They also conducted web 24 contests about their products. Thus, buying decisions can be defined as the method by which customers pass through the various stages of the buying decision process.

2.4.1 Stages of the consumer buying decision process

The various stages involved in consumer (youth) buying decision process are

Recognition of the problem - during this stage the consumer recognises a need for a product or services (Arbaina and Suresh, 2018). The consumer needs are the first step of the purchase intention, and it could be caused by internal or external forces (Jefata, 2018). Furthermore, internal force occurs when the normal needs rise to the highest level such that the purchase intention arises. However, marketers need to identify which condition provokes the customer's needs to form the appropriate marketing strategy.

 Search for information - at this stage the consumers search for information on the product. The unfulfilled need of the customer leads to seeking information and being more responsive to any kind of stimulation regarding the fulfillment of the needs. Poturak and Softić (2019) categorized the sources of customer information into personal, commercial, public, and experimental. However, each source of information has a different function in terms of influencing the purchase intention. With commercial source taking its

informational function, while personal source takes the legitimization and the evaluation function.

 Alternative evaluation – consumers consider which of the possible alternatives might be best to fulfill their needs and wants. After customers gather all the needed information, they use it to identify and evaluate any alternatives. The step allows customers to evaluate the acquired information and make the final decision. In addition to the above, this process is important for the customer because it assists one to receive the best of everything in terms of quality, price, time, shipping, and other factors that they consider important. Producers and marketers need to understand how customers analyze information acquired to the final attitude about a product and its purchase intention. At this stage, it is crucial for the advertisement to pry on the emotion of customers because it could provoke a purchase intention for the brand.

 Purchase decision making - this is the action stage where the consumer makes the final selection of the brand, and the item is paid for by the customer. The purchase decision making is the stage where the customer buys the product or service. At this stage, a customer chooses the product among various brands and there are five sub-decisions when it comes to a purchase decision: the product, the brand, who they bought it from, quantity, and when to buy the product. These decisions do not always come in order, but it depends on the purchase of the product needed.

 Consumption - the consumers use the product to fulfill their needs and wants. At this stage, consumers consume the brand with analysis and evaluation. Therefore, the duty of marketers and organisations does not stop at sales but only after they purchase and use the product.

 Post-consumption behaviour - the consumer in this stage, considers whether the product satisfied the need or not and whether there were any problems arising from its purchase and consumption. Therefore, consumers make rational decisions because they

do not have enough income and buy what they can afford or are influenced mostly by social media advertising.

Below is the diagram which shows the various stages of purchase intention

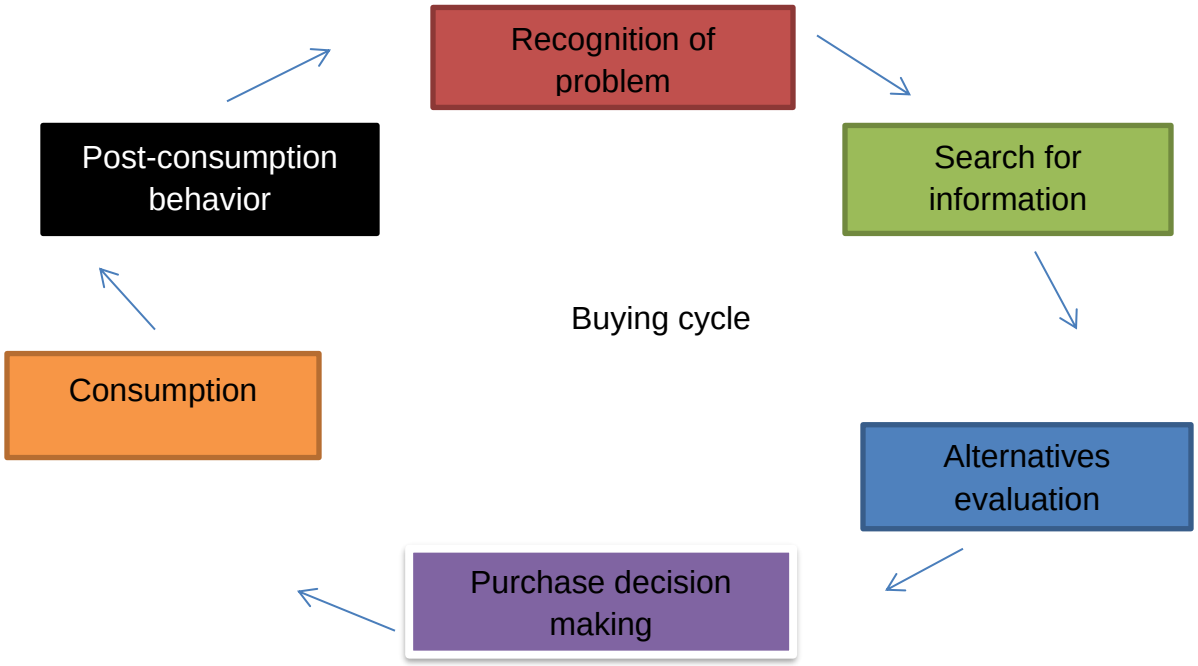

Figure 1: the various stages of purchase intention (Voramontri & Klieb, 2019)

The diagram above shows the complete buying process which the consumer goes through before taking a decision to buy a product. The buying cycle illustration shows that social media influence takes a necessary role in assisting customers to prepare a list of options before deciding which product to purchase. Even though e-commerce sites are offering various tools for browsing, searching for the product, proving product specifications, it is a difficult task for the customer to make purchases without the influence of social media advertisement (Baker, 2017). Nearly eighty percent of users of the internet are not using the e-commerce sites because they could not find the right product which they need. However, individuals look for reviews and recommendations on social media sites such as Facebook, twitter, and Instagram (Traphagen, 2015). These social media sites provide quick access to friends, relatives, and trusted people through

the web, and permit customers to view and access posts and comments in an easier way (Gerber, 2014).

Khaniwale (2015) indicates that social media advertisement brings both external and internal factors that have significant influence on consumer buying decision making, which impacts their purchasing process and decision. However, a study by Nufazil (2014) on “the impact of social media on consumers’ buying decisions” indicates that the youth pursue an active role in information search on social media compared to traditional media. Consumers are of the view that innovative firms use social media advertising as their marketing tool. However, the public image of the company is also built through social media because its influence on consumer’s buying decisions cannot be nullified. In the paper “Social media promotions – can we restrict it under laws?”, Chaturvedi & Gupta (2014), explain that a company cannot afford to have no existence on the social media channels if their competitor is making waves with its brand.

2.5 Advertising Model

There are three stages that the youth pass through before making purchase decision, namely cognitive, affective, and behavioral stage, in that order. These stages are described by one model of advertising, AIDA model. The AIDA (Attention-Interest-Desire-Action) Model which was developed by Schramn (1995), who states that the decision by a consumer to purchase a particular brand begins when the brand catches his or her attention. This is followed by developing an interest for that brand which is followed by the desire for that product to fulfill the needs. Thereafter, the consumer decides to act, which is to purchase the product (Getachew, 2018).

The figure below describes the AIDA model of advertising.

Stage	**AIDA Model**
Cognitive Stage	Attention ↓
Affective stage	Interest ↓ Desire ↓
Behavior stage	Action

Figure 2: AIDA model of advertising *(*Getachew, 2018*)*

2.6 SOCIAL MEDIA ADVERTISING AND YOUTH BUYING BEHAVIOUR

Social media advertising provides organisations with incredible opportunities to engage consumers in their social communities and build personal relationships with them (Sudha & Sheena, 2017). Moreover, online advertising has changed the way organisations' marketing departments create content and distribute it. Furthermore, the youth have the power to influence the purchase behaviour of customers through online connections (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito & Singh, 2016). Therefore, Schivinski and Dabrowski (2015) suggest that establishments should allocate more resources for social media marketing and less for traditional advertising activities since online advertising has shaped the young consumer's buying behaviour.

Advertisements provide consumers with the needed information about a brand which in turn becomes a source of awareness when consumers discuss the information with their

friends (Getachew, 2018). Social media advertising information influence the youth on what to buy, when to buy and how to buy (Ali & Ali, 2017). Consumers find advertising attractive when it is created in a way where thoughts are controlled to the extent where buying behaviour of consumers change. This is because such advertisements arouse their interest and create the desire to purchase the advertised brand (Iqbal & Shah, 2017). There are some worthwhile studies relating to the present study viewed hereunder.

In India, Bakshi (2012) investigated the impact of gender on consumer purchase behaviour through literature survey and found that gender is not only a biological concept as being a male or female but goes beyond. Because of its different dimensions is a market segmentation variable, gender is a variable that has a strong impact on the decision making of individuals. To satisfy the customer's needs and wants, marketers need to understand gender-based tendencies. It has been indicated that there is a large difference between the genders due to psychological and physiological differences.

The purchasing behaviour of the different genders varies. Women seem to be more open and talk to more people internally to inform, connect, and network with others whereas the men are externally focused and tend to talk more often and still do not pass on information. Men try to gather more information about the brand whereas women go into the depth of the information. Moreover, women are more subjective and intuitive in nature, but men are more analytical and logical based on others' purchases than by themselves. Men value quality and efficiency and immediate needs whereas women are emotional and look for long term solutions.

A study by Prabowo, Sari, and Bangapadang (2019) noted that youth buying behavior results from deeply held values and attitudes, their perception of the world, their place in it, from common sense, from impulse or just plain take. Khaniwale (2015) found that if consumers have a positive attitude towards a brand, this will significantly affect their purchase goals and will be willing to pay a high price for that brand. Consumers usually seek out other consumers' comments, views, and recommendations on the web to lessen the risks involved in purchase behaviour. Previous studies on consumer behaviour have indicated that reference groups influence consumers' purchasing behaviour and such

groups play an important role in consumers' decisions, particularly where purchasing expensive and new products and services are concerned.

Also, Athma and Joseph (2018) investigated the effectiveness of internet advertising on consumer buying behaviour towards mobile phones; from Vengeri, a town in Kozhikode Municipal Corporation of Kerala as a case study. The aim of the study was to determine the effectiveness of internet advertising on consumer buying behaviour towards mobile phones. Fifty copies of a questionnaire were administered to collect relevant information for the study. It was found from the study that males and females are influenced by social media advertising, but females are more influenced than males. Similarly, the age group and income group are factors that determine how much internet advertisement can influence youth buying behaviour.

In Malaysia, Barhemmati and Ahmad (2015) found that Social Network Marketing is becoming the most successful model in advertising. This study was aimed at establishing how Social Network Marketing influences the shopper buying behaviour among consumers who use social networking sites. The study also analyses the relationships between customer engagement, social media selling activities and shopper purchase behavior. A survey was conducted among fifty students at Malaysian National University. The results showed positive relationships between consumer engagement in social media and their buying behaviors.

In Pakistan, Muhammad, Muhammad & Shahzad (2004) concentrated on finding the relationship of social media and buying behaviour of customer. The study involved the students at academic institutes of karachi. Around two hundred and sixty questionnaires were answered by the students. The study finds that there is no strong relationship between customer buying behaviour and social media.

Amir (2015) investigated the role of advertisement media on consumer buying behaviour in the airline industry at Tanzania. More specifically, the study intended to identify the

relationship between print media advertisement, radio advertisement, television advertisement and online advertisement and the consumer buying behaviour. The study was conducted in Dares Salaam at fast Jet headquarters and Julius K Nyerere Airport. A sample size of 150 respondents from Fast Jet staffs and customers was used in the study. It was found that advertisement has direct influence on consumer buying behaviour. Moreover, the study found out that television advertisement appears to be the 26th most influencing factor for consumers buying behaviour especially for youth. Furthermore, the study also found that online advertisement has gained trust among consumer in buying products online.

Also, Singh & Soniya (2018) investigation on the impact of social media on the buying behaviour of university students revealed that consumers' interest in out-dated media advertising have declined and have moved to social media advertising, due to their personalised features and controls. Also, the merits of online advertising have reached a point where consumers have a strong bond with brands, which enables the brands to persuade customers on what to buy, and at what time to buy. In South Africa, Ramsunder (2011) found that shoppers' decisions are influenced heavily by on-line brands, where opinions of other consumers are influenced by another. This type of opinion by other consumers affects the repurchases. So, consumers are moving to Internet to get more data for their buying decision.

2.6.1 Social Media advertising on Impulse Buying Behaviour

Impulse buying is an unprepared choice to purchase a product or service by consumer (Duffett, 2017). Since the past few years, the significance of impulsive buying behaviour has become clear to advertisers and marketers. According to Aragoncillo and Orus (2018), previous research in both the professional and academic fields found that impulse buying represents about 40 to 80 percent of entire purchases made by the customers. It also depends on the type of products or services. Impulse buying has provoked the interests of organizations and academics to understand the psychological strengths behind this behavior (Erkan & Evans, 2016). Furthermore, it also attracts the researchers to understand the "impulse temptations" which supports in boosting sales of the company (Ertemel & Ammoura, 2016).

In addition, consumer's buying possibilities have been extended with the use of social media advertising as the accessibility of products and services multiplied and it becomes easy to make a purchase (Komodromos, Papaioannou& Adamu, 2018). Researchers have associated unintentional buying with impulsive purchasing. Rehman et al. (2014) indicates that to reach a target audience, social media specifically Facebook and YouTube must become important marketing channel. Moreover, social media advertising plays a vital role to reach directly targeted customers and engage them to company brand.

Husnain, Qureshi, Fatima & Akhtar (2016), state that important effects on instinct behavior of buying are higher in the case of electronic word-of mouth. Hence, customers sometimes seek opinions and experiences shared by the customers, resulting in to gratify themselves with social media by reducing the risks. Consumers buying behavior in each step particularly the alternative assessment, selection of product as well as seeking information is also impacted by social media advertising. The online advertisement has also facilitated the buyers in showing up their pessimistic or optimistic attitude by conveying their messages regarding happiness caused due to the experience of unhappiness. On the other hand, Facebook is used as a marketing site which is an effective medium for the customers' motivation to enhance the purchase decision (Rahman, Saleem, Akhtar, Ali, & Khan, 2014).

Furthermore, well planned social media advertising can encourage and better meet the needs of the users for social interaction, which in turn make a positive impression among the youth (Al-Zyoud, 2018). Youth buying behaviour focuses on how individuals make decisions to spend valuable resources such as time, money, and effort on consumption. This includes why they buy it, how often they use product, how to evaluate it after the purchase and the impact of such evaluation in future, and how they dispose of it. Furthermore, the aim of advertising is to meet and satisfy target customer's needs and wants. The concept of social media marketing makes customers the center stage of organization efforts.

2.7 TYPES OF CONSUMER BUYING BEHAVIOUR

Consumer's behaviour while making purchase decision depends on the type of products they are planning to purchase (Clootrack 2020). As an example, the behaviour of a consumer buying food at grocery store is presumably a lot different than a consumer buying a boat or a car. Kotler (2005) has defined four different types of customers behaviour based on different levels of brand's distinction and customer's involvement before and during the purchase making. These four different types of customer purchase decision behaviour are: complex buying behaviour, variety-seeking buying behaviour, dissonance-reduction buying behaviour, habitual buying behaviour. The figure 4 explains how these four types differ from each other.

Four types of buying behaviours

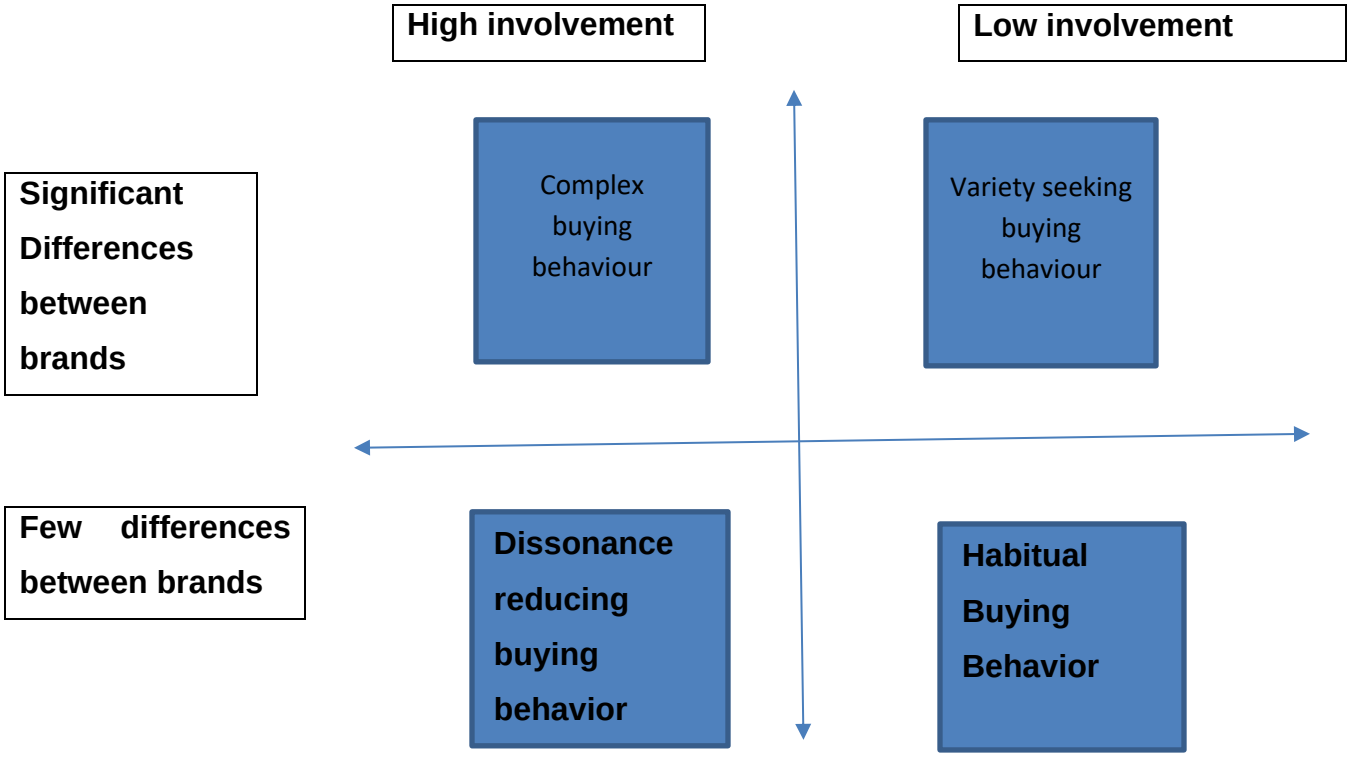

Figure 3: Four types of buying behaviours (Clootrack 2020)

- Dissonance reducing buying behaviour

The dissonance reducing buying behaviour occurs when the youth find it difficult to differentiate among the brands (Aji, Nadhila & Sanny, 2020). Moreover, most organisations take advantage of the situation by creating similar adverts which will influence consumer's buying behaviour. As a result, consumers may respond primarily to a relatively better price. After the purchase consumer might experience post purchase dissonance (after sales discomfort). This is the behavior displayed mostly by uninformed consumers (Kotler and Keller, 2006). At this level the involvement of consumers is also high as they typically undergo dissonance reducing buying behavior in case of costly and infrequent purchase (Nufazil, 2014).

Moreover, it has been found (Baker, 2017) that customer retention is highly associated with customer satisfaction. In addition to above, customer satisfaction not only retains the customer with the company but also affects revenue, earning per share and stock price. Williams and Naumann (2011) state that dissonance occurs once a decision has been made as prior to deciding an individual had an option of adjusting to any attitude or behaviour which he deemed right as per his choice. However, once a decision is being made, a commitment has been established between the buyer and the consumer where he cannot further adjust himself and is liable to stick to his decision (Padmavati, 2015).

Yet, a study by (Maichum, Parichatnon & Peng, 2016) proposed that impulse buying leads to higher cognitive dissonance than more planned purchases. Further suggest that the rational for such an assumption comes from the literature on involvement. Involvement refers to the study of how much time, thought, energy, and other resources individuals devote to the purchase process (Ertemel *&* Ammoura, 2016; Beatty and Kahle, 1988). Kazi, Khokhar, Qureshi & Murtaza (2019, indicate that Involvement is a cognitive response to overcome uncertainty. The involved customer searches for information from within, from personal sources, and from social media advertising, consumer reports, consultants, etc., within the situational constraints, before making a purchase (Beharrell & Denison, 1995).

- Habitual Buying Behaviour

Habitual buying behavior is a consumer purchase decision whereby the consumer level of involvement is low (Putri, 2020). This means that consumers do not search much information among the available social media sites or brands. Also do not find significant differences among the brands and buy the product without a high level of involvement (Awasthi, 2020). If the consumers keep buying the same brand repeatedly, it becomes their habit (Kotler and Keller, 2006). This makes consumers to use social media advertising as a platform to search whether their favored brand is on special or not. Moreover, they share their experience of the product with the world.

In addition, according to (Lin, Yan, Chen & Luo 2017; Kotler & Armstrong, 2008) habitual buying behaviour is the consumer buying behaviour in situation characterized by low consumer involvement and few significant perceived brand differences (Donnellan& Edmondson, 2020). In general view, consumers manifest low involvement with the majority of cheap, frequently purchased products. Taking sugar for instance, few consumers are highly involved in this product category; they simply go to the store and buy sugar, irrespective of its brand or color. If they repeatedly buy the same brand, it is merely the result of habitual behaviour rather than strong brand (Gautam & Sharma, 2017).

Given these circumstances, consumers neither research thoroughly for information about the brands, nor rate brand properties nor make significant decisions about which brand to buy. This is since they passively receive information as they watch television or read social media comments (Sharma & Bhatt, 2018). Moreover, consumers do not form strong attitudes toward a brand; they select the brand because is familiar. They are not highly involved with the product either may not evaluate the choice even after the purchase. Thus, the buying process involves brand beliefs formed by passive learning and followed by purchase behaviour, which may or may not be followed by evaluation (Gautam & Sharma, 2017).

- Variety Seeking Buying Behaviour

In case of variety seeking buying behavior the level of consumer involvement is low, but consumers perceive significant differences among the products (Bansal & Kumar, 2018). In variety seeking buying behavior stage, consumers very often switch from one brand to another (Kotler and Keller, 2006). This purchase decision is common among consumers who want to stay ahead of the latest fashion trends.

Variety-seeking buying behaviour is the consumer buying behaviour in situations characterized by low consumer involvement but significant perceived brand differences (Kotler & Armstrong, 2008). In this case, the consumer does a lot of brand switching, simply for the sake of variety rather than because of dissatisfaction or need. In such product categories, the marketing strategy may differ for the marketers and minor brands. Moreover, the market leader will try to encourage habitual buying behaviour by dominating shelf space, keeping shelves fully stocked, and running frequent reminder advertising. Moreover, Nolcheska (2017) state that customer shows the variety-seeking buying behavior when he buys the product that is not costly but available with many brands. When a product with many brands serves only one objective the consumers may incline to try out other brand. E.g., products like cooking oil or detergent.

- Complex Buying Behaviour

Complex buying behavior can be defined when consumers are highly involved for making a purchase decision. Complex buying behavior calls for high level of involvement on the part of the consumer. In case of high involvement, consumers distinguish salient differences among the competing brands. Consumers are highly involved in case of expensive and highly self-expressive products (Voramontri & Klieb, 2019; Kotler and Keller, 2009).

Voramontri (2018) continued to explain that complex buying involves higher risk and is why gathering information has greater importance. Social networks have brought a certain culture where users interact with each other and engage while sharing information,

monitoring updates, and gathering opinions of experienced consumers. Moreover, customers are more involved in complex buying and this is the reason why they spend more time on social media advertising, while checking the reviews before deciding.

According to (Xhema, 2019) complex buying behavior calls for high level of involvement on the part of the consumer. In case of high involvement, consumers distinguish salient differences among the competing brands (Varghese & Arawal, 2021). The consumer engages in extensive information to search and to learn about product category to be able a good purchase decision (Bansal & Kumar, 2018). For example, when a consumer decides to buy a car, he seeks information about the available brands and compares his collected information about each brand and finally makes up his mind. Moreover, complex buying behaviour in this context of consumer behaviour refers to expensive infrequent purchases with high consumer involvement, significant brand differences, and high risk (Chianasta & Wijaya (2014).

2.8 EFFECT OF SOCIAL MEDIA ADVERTISING ON CONSUMER PURCHASE INTENTIONS

Worldwide, there are 3.80 billion social media users in January 2020, with 9% (321 million new users) increase since January 2019 (Donnellan, McDonald & Edmondson, 2020). Duffett (2017), state that daily consumption of social media platforms continues to change as billions of people across the world are now digitally connected. For instance, social media users are now spending an average of 2 hours and 24 minutes per day multi-networking across an average of eight social networks and messaging apps (Chaffey, 2020). According to Ravikant, (2019), Facebook is the popular one, costing people an average of 2 hours and 24 minutes each day. YouTube takes average of 40 minutes per day while Pinterest users take it slow and scroll through ideas for only 14.2 minutes every day (Sharm & Bhatt, 2018).

Apuke (2017), indicate that for an organization to remain sustained and relevant for any period needs managers who understand how the world is changing and the implications of those developments. As detailed in The State of Mobile phones 2020 report, consumers averaged 3 hours and 40 minutes on their mobile in 2019. Which are 35% up since 2017; and companies from every vertical are benefitting by making mobile phones

the center of their digital advertising (App Annie, 2020). Social media sites such as LinkedIn, Facebook and Twitter are used more each day, with an approximate hit rate of over 500 million tweets going out daily, 500 million LinkedIn members and 2.12 billion Facebook users. Thus, social media is a vast advertising and communication channel (Greenwood, Perrin, & Duggan, 2016).

Donnellan, McDonald & Edmondson (2020), states that to understand social media usage researchers have begun to assess global social media consumption. Specifically, online advertisement is moving to the forefront of global marketing initiatives with an estimated 30% of all online time spent on social media sites (Mander, 2016). Anderson, Perrin, Jiang, & Kumar (2019), have noted that given the accelerating complexity of media and consumer environments, mere exposure effects to advertising stimuli now play an increasingly significant role in forming and influencing consumer purchase decision making. A study of Chen and Lin (2019) pointed out that social media advertising includes five major factors, namely, entertainment, interaction, trendiness, customization, and word-of-mouth, and that these five factors will produce significant impacts on customer's purchase intentions.

According to He & Qu (2018), purchase intention can be used to predict the real purchase behavior of customers. Therefore, consumer purchase intention recognized as effectiveness of social media advertising (Bataineh, 2015). The consumers online experience affects outcome of consumers' attitude. Moreover, social media is playing a central role of how companies communicate their marketing strategies to youth and potential customer (Poturak & Softić, 2019).

Across the globe, cooperation's use social media influencers to influence the youth's thoughts to a point where they develop purchase intention (Erkan & Evans, 2016). Hence, consumers spend lot of time on internet searching for information, which in turn affects their purchase intention. Moreover, organisations are no longer the sole source of brand communication. This is because these young consume are now using social media platforms to search and communicate information (Sharm & Bhatt, 2018). The reviews of

products by consumers on social media sites affect the brands, and it also influences consumer's buying decision (Bag, Tiwari & Chan, 2017).

Consumers are now part of companies marketing strategy (Ariffin, Mohan & Goh, 2018). They also play a crucial role in ensuring that organisations create ads that are engaging and attractive to potential customers (Nilanjana, Chaudhury, Fowler & Mazumdar, 2016). Therefore, purchase intention is the last stage that consumers reach when they are satisfied with the performance of the product on social media platforms (Makmor & Alam, 2017). Moreover, when the consumer's knowledge about the brand is high; their chances of reaching out to the product are also high. Yet Sankar (2019), mention that advertisers are currently faced with the issue of understanding how social media advertising are used in the purchase decision process by potential customers.

Below are types of research studies that have been conducted on various aspects of impact of social media advertising on consumer buying behaviour which is relevant for this study. Some of the terms relating to social media, social media marketing, and social networking sites and buying behaviour were discussed.

In United Kingdom, Hajli (2015) investigated the impact of social media on consumers. The results show that trust has a significant direct effect on intention to buy. The perceived usefulness (PU) of a site is also identified as a contributory factor. The finding shows how social media and social factors influence trust and intention to buy through social networking sites.

In England, Wang & Yu (2017) found that social media platforms have contributed to the growth of recent business developments in e-commerce and modified the buyer decision making process. A survey was conducted with two hundred and seventeen active customers in the social commerce sites at pre-purchase stage and post-purchase stage. The results indicate that there exists both positive and negative opinion about the product. This affects the consumers" purchases. Word of mouth content in social media influences consumer's intention to shop for a product. The Word-of-mouth contents thereby

increasing the chance of actual shopping for products and helps in information sharing of product with others on social commerce sites.

In Turkey, Ergin, & Akbay (2010) found that purchase decision is strongly influenced by the consumer's reference groups, advertising and marketing. The study further found that consumers were most likely to purchase a particular brand of cosmetics after having been referred to by their peers who had already bought the cosmetics.

In India, Kazancı & Başgöze (2015) observed in their literature review that there were a limited number of studies on the effect of social media marketing applications on consumers' purchase intention. According to the result of a study on this subject, the social media perception positively affects the purchase trend. In other words, as consumers' social media marketing perception related to a brand increase positively, the trend to purchase a product of the relevant brand will also increase.

Rai (2013) investigated the impact of advertising on consumer behavior and attitude with reference to consumer durables in India having a specific objective of examining the influence of advertising on consumer buying behaviors and determining the influence of advertising on attitude formation of consumers. The findings show that advertisement worldwide influence the behavior and attitude formation of consumers not only in India but also worldwide.

Also, Harshini (2015) conducted an analysis of the existing theoretical contributions on Social Media Advertisements and buying intention of the consumers. This study provides a cluster of consumer's responses towards Social Media Advertisements with reference to customer buying Intention. Moreover, results show that social media significantly affect consumers' purchase intentions. Data analysis reveals that social media marketing has a greater influence than trust in purchase intentions through social networking sites. Therefore, improving websites' quality enhances customers' trust. Hence, trust plays an important role in e-commerce by directly influencing the purchasing behaviour of customers.

A study in Indonesia, by Syarief Sa & Genovevab (2015) analysed the role of social media, especially Twitter, a social networking site, in communication with friends, with respect to the buying intension for the products of student's companies at President University. A sample of 140 students at President University was taken to study and was asked to fill the questionnaire. Various statistical tools like structural equation model, factor analysis, likert sacle were applied by using SPSS package. Eight hypotheses were framed and tested. Out of the eight hypotheses, 6 showed positive relation to role of social media in influencing customer's buying intention. While the remaining two showed negative relationship of Peer Communication (PC) and Purchase Intention (PI).

Rahim, Safin, Kheng, Abas, & Ali,(2016) determined the factors affecting the purchase intention of a smartphone among 367 university students in Malaysia, it was revealed that there was a significant and positive relationship between product features and purchase intention and between social impact and purchase intention, which was consistent with the results of similar studies in the literature. The study was tested on university students who are Instagram users because Instagram users consist of young consumers, 33% of whom are in the 25-34 age range and 32% of whom are in the 18-24 age range (Traphagen, 2015),

In Mauritius, Yew, Mohamodhossen, Hoo, Hong Ng, & Kowang (2019) investigated Social Media Factors and Purchase Intention of Beauty Products in Mauritius. The study was aimed at studying the causable social media marketing factors that influence the purchase intention of consumers of beauty products in Mauritius. 267 questionnaires filled by the female population via convenience sampling method. Multiple regression analysis was conducted using SPSS. The research finds significant positive relationship between social media advertising and Consumer Purchase Intention. In this respect, beauty product seller could benefit from this research by obtaining better understanding on social media marketing strategies.

in Indonesia, Prabowo, Sari & Bangapadang (2019) investigated the impact of social network marketing on consumer purchase intention and how social network marketing affect consumer engagement. Moreover, students from private universities in Jakarta were the population of this study. The research method used in this research is quantitative research method. A method of data collection used in this research is a questionnaire distributed to 119 university students. The results of this study showed that social network marketing has a strong and significant impact on customer engagement, customer engagement has a strong and significant impact on consumer purchase intention, social network marketing has a strong and significant impact on consumer purchase intention, and that there is a significant impact from social network marketing on consumer purchase intention through consumer engagement.

2.8.1 Platforms for promoting social media advertising.

In today's world, human life has become revolutionized due to communication technology (Loanăs & Stoica, 2014). Technology introduced social networking websites such as Facebook, twitter, and Instagram. Moreover, people across the globe use these platforms for networking, communicating, and advertising. Furthermore, online advertising has become a common practice to organisations across the world. Sharm & Bhatt, (2018) further added that social interactions among people are the basis of online social networks where people build social relationship to share their common experience and interest. As a result, it influences peoples' attitudes towards other people's behaviors and sentiment.

USA has over half of online adult's using two or more social networking sites such as Facebook, Twitter, or YouTube (Pew Internet, 2014). Sites such as Facebook, Twitter and YouTube are commonly used to navigate content on the Web in addition to traditional search engines (Bughin et al., 2011). Across the world, mobile phones are used as platform to access social media advertising (ICT, 2014). As a result, companies are proactively engaging with consumers in new social media advertising strategies and tactics (Neff, 2014).

For instance, (Bakers, 2014) demonstrates that the number of social media interactions often contributes to increased visits to the brand's website. However, contrary to this finding, research by Traphagen (2015), suggests that social media engagements are ineffective in stimulating brand loyalty and sales. Nevertheless, there are several popular social media advertising platforms such as Facebook, Twitter, and YouTube that most advertisers use to promote brands and these sites are described below.

- Facebook

Facebook is an American online social media and social networking service owned by Meta Platforms. Founded in 2004 by Mark Zuckerberg with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes (Vargas,2010) Many industry surveys (Gerber, 2014; Ascend, 2013), report that promoting consumer's engagement on large audience platforms such as Facebook is one of the most important social media advertising goals of marketers targeting consumers. Social media advertising is increasingly attracting clients' attention by engaging and paying attention to their needs and wants. Across the world, organisations aggressively acquired fans and followers on platforms like Facebook by investing heavily in advertisements on the network. Facebook is considered the most used platform for social media advertising as it provided easy-to-navigate communication interfaces for advertising.

Facebook has become one essential and influential site for marketers and companies to launch social media campaigns or adverts. Furthermore, Facebook evolved from a private network into a social network with users from all over the world standing at more than 1.71 billion (Statista, 2016). Regarding its use for business, Facebook is the place where companies build relationships with its current and targeted consumers in the long-term (Facebook, 2016). Moreover, social media encourage interactive participation between two parties through its shareable content. According to Ellering (2016), there are effective tactics used to create an active engagement among consumers on social media platforms, and these are:

1. Sharing videos or brands most watched or purchased by consumers.

2. Tagging a consumer in relation to content on the brand in question.

3. Sharing a consumer's post, which is valuable to the brand?

4. Scheduling posts in recommended effective time to increase engagement.

5. Scheduling and increasing content-related posts on Facebook to generate reach, organic growth, and brand awareness.

6. Optimizing hashtag usage to double engagement rates.

7. Reposting content that audiences desire.

The use of Facebook advertising can benefit companies by raising brand awareness, generating lead, increasing sales locally, increasing sales via the website, and promoting current and new applications (Facebook, 2016). Facebook advertising normally is aimed at a target customer. Literature defines a target audience as a specific group of people within the target market at whom a product or the advertising message of a product is aimed (Kotler & Armstrong, 2014; Boundless, 2016).

A study by Rehman, Ilyas, Nawaz & Hyder (2014) on "How Facebook Advertising Affects Buying Behavior of Young Consumers: The Moderating Role of Gender", was conducted on 309 Facebook users in Pakistan focusing more on the buying behaviour of young consumers, while moderating effects of gender among consumers. According to the study, the effectiveness of Facebook marketing is a well-practiced marketing tool by marketers but extensive research on demographic characteristics of consumers and effectiveness on the buying behavior are perhaps not conducted.

- Twitter

Twitter is another popular platform for social media advertising. Twitter was founded by Dorsey, Noah Glass, Biz Stone, and Evan Williams in March 2006 and launched as a service in July of that year. It was founded from the ashes of another start-up, Odeo (Weller, Bruns, Burgess, Mahrt, & Puschmann, 2014). Previous studies claim that customized advertising on Twitter can be informative, pleasurable and increases a firm's credibility (Coyle, Smith & Platt, 2012; Sreenivasan, Lee & Goh, 2012). However,

customized advertising also may decrease irritation of customers because messages would be well personalized to deal with customer's interests and preferences (Lee, Kim & Sundar, 2015). Jansen, Zhang, Sobel, & Chowdury (2009), state that almost one in five posts on Twitter includes a specific brand name.

Moreover, twitter can send 500 million tweets per day and about 100 million of those tweets mention a specific brands (Twitter, 2015). For this reason, companies desire to interact with customers on Twitter by exchanging brand messages via consumer's official accounts. Statistics indicate that 77% of Fortune 500 companies use Twitter actively and underscore Twitter as the most used social media platform for advertising services among these companies (Barnes, Lescault & Wright, 2013).

- YouTube

YouTube is also another social media advertising platform which allows video makers to monetize content in many ways including through advertisements (YouTube Partner, 2015). YouTube is an American online video sharing and social media platform owned by Google. It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim (Jane, Drakopoulou, Sophia, Gandini & Alessandro, 2018). Some YouTubers have huge followings with some having millions of fans which is essential for business, especially for advertising. YouTube platform has billions of total views (YouTube, 2016), and houses millions of videos ranging from product reviews of the brands to advertising. Contrary to many companies that have tried and failed to promote their brands on YouTube, YouTubers are succeeding in producing successful videos that provide content that captures customers' attention and desire (Rich, 2013).

The young consumers ranging from the age of 18 to 35 years compose two-thirds of the YouTube population and watch YouTube videos more than any cable TV channel (Perrin, 2015). Basically, according to (Pikas & Sorrentino, 2014) there are two types of advertisement on YouTube videos which are in-stream video advertising and in-video advertising. In-stream advertisements let viewers choose to watch brand advertisements or skip it after playing for at least five seconds while Standard in-stream advertising can

be a maximum of fifteen seconds. In-video advertisements are the advertisements that usually appear on the lower portion of a company's video which typically appear for fifteen seconds to the viewer and if she/he desires he/she can close or minimize them (Arbaina & Suresh, 2018).

However, few studies demonstrate that consumers find it hard to recall seeing product-related information on this site, thus showing that brands may often play a more lateral role (Choubtarash & Nourani, 2013; Pikas & Sorrentino, 2014). Therefore, when the consumer views the advertisement, it is easy for them to stop it or continue watching it. This suggests that whether it is viewed for the first time or is familiar, advertisers must always raise the bar in their advertising and promotion strategies to get the attention of customers.

- Instagram

Krieger (2012) mention that Instagram is witnessing a huge growth as a social media platform. Over 16 million photos are usually shared among the users on Instagram per day. One can recommend, share, or send direct messages about the brand to the user. Consumers consider the information provided in the comments section as reliable. Furthermore, users of Instagram are highly influenced if they can place order online and pay later. Darden and Reynolds (2011) indicate that sharing information after the purchase is integral for the consumer. By sharing information, one can refer the product to targeted customer. In this process, the brand gets more recognition. Moreover, information sharing on the social media platform is considered as the electronic word of mouth (E-WOM) for those who want to buy a brand. Therefore, social media advertising is considered a business tool for various brands as well as a platform for product related information transaction.

Rehman (2012) finds that positive and negative information about a product or a brand available on the social media has significant overall influence on consumers purchase behaviour. The spread of positive word of mouth through social media lead to high brand purchase. Another study by (Pietro, Virgilio & Pantano, 2012), which investigated to what

extend social networks such as Instagram, influence consumer's purchasing decision, finds that enjoyment is a key determinant of social networks' usage as tool for supporting the purchasing decision making.

Pietro, Virgilio & Pantano, (2012) also suggest a casual positive relationship between attitude of customers towards social media and behavioral intention. Social media has influenced consumer behavior from information acquisition to post-purchase behavior such as dissatisfaction statements or behaviors (Mangold & Faulds, 2009). Moreover, Themba & Mulala (2012) investigated the extent to which students at the University of Botswana engage in brand-related e-WOM via social media and the effects of such engagement on their purchase decisions. They reported that the level of engagement in brand-related e-WOM via social media is relatively low and engaging in brand-related e-WOM generally and specifically opinion seeking significantly and positively influence purchase decisions.

2.9 EFFECTS OF SOCIAL MEDIA ON CONSUMERS' BUYING BEHAVIOUR

Social media platforms have changed the way wholesalers and buyers interact. Moreover, social media platforms make it possible for customers and the youth to have access to brand information through online connections such as Facebook and Twitter (Bag, Tiwari, Félix & Chan, 2017). Hermanda, Sumarwan and Tinaprilla (2019), state that the influence of advertising on consumer behaviour extends to their buying decision process. Therefore, consumers examine the previous performance of a brand via social media by viewing its likes and dislikes. They also prefer the products advertised through social media because it is believed that the advertisements are more engaging and effective than traditional advertising (Harikumar, Nguyen, Gupta, Rana, Kaimal, & Venkatesh, 2016).

The buying behaviour of consumers is more impacted by the views of celebrities in social media such as Twitter and Facebook than those of friends and family (Getachew, 2018). Advertisers can channel the mind-set of consumers through social media, and to do that, the advertisement must be appealing to customers (Gautam & Sharma, 2017). Social

media advertising creates needs for consumers and helps them to satisfy such needs by providing information about brands. Furthermore, social media advertising has an indirect or direct influence on consumers' purchasing behaviour. Impulse buying is considered as an indirect impact because consumers are unprepared to purchase any products or services, and direct impact is the power of advertising in provoking the interests of consumers (Kazi, Khokhar, Qureshi & Murtaza, 2019).

Proctor & Doukakis (2003) found that the principle aims of consumer buying behavior analysis are to explain why consumers act in a particular way under certain circumstances. Other authors (Hermanda, Sumarwan & Tinaprilla, 2019; Bag, Tiwari, Félix & Chan, 2017; Adnan & Ahmed, 2016) argue that it is important for marketers to recognize why and how individuals make their purchase decision. With such information, marketers can determine better strategic marketing. Advertisers will be able to predict how consumers are likely to react to various informational and environment cues and to shape their marketing strategies accordingly once they have understood consumers behavior (Pjero & Këricini, 2015). The most challenging questions for marketers are why buyers do what they do (or do not do). Such knowledge is critical for marketers, since having a strong understanding of buyer's behavior will shed light on what is important for the consumer.

In Canada, Meweal (2015) investigated effect of advertisement on consumers buying behavior in the case of Ethio – Ceramics Private Limited Company based on a sample of 180 consumers. Two-tailed correlation analysis showed that there is a strong and positive relationship between understandable, attention grabbing & honest advertisement and consumers buying behavior. The correlation analysis also indicates a moderate and positive relationship between impressive, memorable & creative advertisements and consumers buying behavior. The result of the multiple regressions shows, understandable advertisement has insignificant contribution on consumers buying behavior. On the other hand, attention grabbing advertisement contributes the largest effect towards influencing consumers buying behavior.

Also, Adnan & Ahmed (2016) designed a study to answer the role of social media advertising on consumer buying behavior in retail industry in Istanbul, Turkey. They found a weak relation between social media advertising and consumer need recognition. However, strong relation between information search, evaluate the alternatives, and moderate shown for both buying decision and post-purchase behavior. Moreover, findings showed no changes in this relating to consumer's age and education level. However, there were changes between females and males in the relation with consumer need recognition, and search for information.

In United Arab Emirates, Sakkthivel & Ramu, (2018) tries to check the influence of social media sites over young women's shopping behavior from Islamic faith countries. This study employs structural equation modeling to check out the influence of young woman consumers and the results indicates that brand, society, and reference teams exert additional influence over young woman consumer's shopping behavior through social media.

In India, Bidyanand & Balaji (2015) makes an analysis on how social media impact on buying intentions of adults. This study analyzed the information in three parts. The first part consists of exploratory study followed by factor analysis and finally with structural equation modeling. The entire study was tested with AMOS software version 21 and SPSS version 21. The study proved that the communication on social media has an impact on buying behavior with respect to the brand image.

Another study by Sankar (2019) on the impact of social media on buying behavior was based on the survey of engineering college students of Chennai, India. The study found that social media play an important role in impacting positive buying behavior among the students. It also revealed that social media platforms like Facebook, Instagram and Twitter are highly effective on student's buying behavior. Moreover, the study found that marketers are using social media platforms to advertisement and reach targeted customers.

However, in Indonesia, Chianasta & Wijaya (2014) identify the impact of social media on promotion strategies. Using a sample size of 205 respondents, the survey shows that the influence of promotion strategies used by Lenovo through social media was not positive. The results indicated that Lenovo has not employed effective promotion strategies through social media. The past studies indicate that there exists a positive influence of social media to consumer purchasing decision with respect to other brands in Indonesia (Sudha & Sheena, 2017; Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito & Singh, 2016; Schivinski & Dabrowski 2015) The study concludes that marketing managers of Lenovo must put more efforts to draw the attention of consumers toward their product through the social media.

In Iran, Mohammadpour, Arbatani, Gholipour, Farzianpour, & Hosseini, (2014) investigated the impact of social media marketing on online buying behavior of customers with respect to brand capital using path analysis technique. A sample of 160 from university of Tehran were asked to fill the questionnaire on social media marketing, brand capital and online shopping behavior of consumers. The results indicated that social media had significant impact on brand name, and that social media marketing had significant indirect positive impact on online shopping behavior of consumers. The results confirm the role of brand marketing in concurrence to media and online buying behavior of consumers.

In Pakistan, Tayyaba & Han, (2015) conducted the study about the social media impact on the buying behavior of consumers in Pakistan and Korea. This study focused on e - word of mouth, social media publicity and social media. The findings indicated that Korean consumers have higher intention to buy a product using social media platforms when compared to customers in Pakistan. The results proved that e - word of mouth have a bigger impact on buying intention when compared to publicity on social networks.

Another study by Ahmed and Ashfaq (2013) on the impact of media advertising on consumers' buying behavior on purchasing beverage products finds that 41% of respondents were influenced by product quality, 39% were influenced by persuasiveness

of the advertisement while 20% were influenced by the information provided by the advertisement. It was found that advertisements provide consumers with the information they need about the advertised product which in turn becomes source of awareness when consumers discuss the information with their friends or families. Moreover, such information tends to influence consumers on what they buy, how they buy, when they buy, where they buy and how they buy.

A quantitative study by Rehman, Muhammad, Nawaz & Hyder (2014) in Pakistan analysed its data with step wise regressions statistical method. Results indicated that Facebook advertisement and Facebook environment have significant effects on buying behavior of young consumers, while gender has moderating effect on Facebook advertisement and no moderating effect on Facebook environment. Further, it was noted that females have negative perceptions toward Facebook environment as compared to male.

Also, Fatima & Lodhi (2015) investigated the Impact of advertisement on buying behaviors of consumers of cosmetic Industry in Karachi City on 200 young males and females who use different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building their perceptions. The results revealed that advertisements are very useful in creating the awareness among the people, but they failed to build strong perceptions in the mind of consumers. Additionally, it was found that both variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship between them.

Kazi, Khokhar, Qureshi & Murtaza, (2019) investigated the impact of social media on impulse buying behavior and the important factors affecting impulsive buying behavior of customers in Hyderabad region, Pakistan. The research design of this study was explanatory and descriptive in nature. Regression Analysis was used to find the relationship between the variables (social network marketing, Hedonic Motivation, electronic word-of-mouth, Trust, and impulsive buying behavior). The results showed that

social media have a positive and significant impact on the impulsive buying behavior of the customers. Therefore, online retailers and marketers should understand the importance of social media for encouraging the online impulsive buying of the consumers.

2.10 FACTORS INFLUENCING CONSUMERS' PURCHASE INTENTION AND BUYING BEHAVIOUR

There are internal and external factors that influence consumer's behaviour which impact on their purchasing process and decision. These factors enable advertisers to predict not only the demand of their product or service, but also the purchasing motives and purchasing frequency of the brands (Bruno Godey, Manthiou, Pederzoli, Rokka and Aiello, 2016).

In India, Bhakar, Kushwaha & Akansha (2016) investigated the impact of social media on consumers' buying decisions and found that youth are active in information search on social media platforms before developing any purchase intention. Their study also indicated that innovative corporations use social media advertising as their marketing strategy to influence customer's buying decisions.

Furthermore, according to Gautam & Vikram Sharma (2017), factors such as price, quality, and benefits of using the brands impact the value of an advertisement and make the consumer to develop buying intention or not. He & Qu (2018) agreed with the above factors but added that quality, quantity, mode of purchase do influence buying behaviour among youth. It is therefore important for advertisers to provide all the information which would help consumers in decision-making process (ibid.). Consumers' buying behaviour is influenced by factors such as convenience and discounts, but the major factor in influencing buying behaviour of consumers is the product presentation (Swathy, 2018). Consumption behavior of consumers is driven by perceived information provided by advertisers through advertisements. According to Toor, Husnain & Hussain (2017), social media advertising is the second feature on internet after e-commerce. They also state that corporations need to understand the needs and wants of consumers because it will

assist them in creating superior customer value and eventually lead to higher sales from new and existing consumers (Chween, 2016).

However, Zulkiffli, Hong, Ramlee, Yunoh & Aziz (2017), state that advertisement that is attractive and encouraging motivate consumers to buy products without any pre-planning. Furthermore, online advertising persuades consumers to do impulse buying, which is explained by Wong (2018) as purchases done by a consumer immediately or without much thought about the product or service.

Factors such as acquisition, usage, and disposition decisions can be classified into four broad domains: the psychological core, the process of making decisions, the consumer's culture, and consumer behavior outcomes. To make decisions that affect outcomes like buying new products, consumers first engage in processes described in the psychological core. In addition to the above, there is the process of making decisions. Consumers need to be motivated, able, and can be exposed to, perceive, and attend to information. However, they need to think about this information, develop attitudes about it, and form memories.

The cultural environment also affects what motivates consumers, how they process information, and the kinds of decisions they make to buy or not. However, age, sex, social class, ethnicity, families, friends, and other factors also affect consumer values and lifestyles and, in turn, influence the decisions that consumers make and how and why they make them (Hoyer and Macinnis,.2010).

The fourth factor is the consumer behavior outcomes. There are two broad factors that influence the consumers' choice (Loanăs & Stoica, 2014; Awasthi,2020). The first is the individual consumer whose needs, wants, perceptions of brand characteristics, and attitudes toward alternatives influence brand choice. In addition, the consumer's demographics, lifestyle, and personality characteristics influence brand choice. The second factor that influences consumer's buying decision is the environment around them. The consumers' purchasing environment is represented by culture (the norms and

values of society), by subcultures (a part of society with distinct norms and values in certain respects), and by face – to - face groups (friends, family members, social media interactivity and reference groups) (*ibid.*). Marketing organizations are also part of the consumers' environment since these organizations provide the offerings that satisfy consumer needs and wants (Shukri, Jones, & Conner, 2016).

2.11. VARIOUS FACTORS THAT AFFECT YOUTH BUYING BEHAVIOUR

The factors that affect youth buying behavior are as follows: -

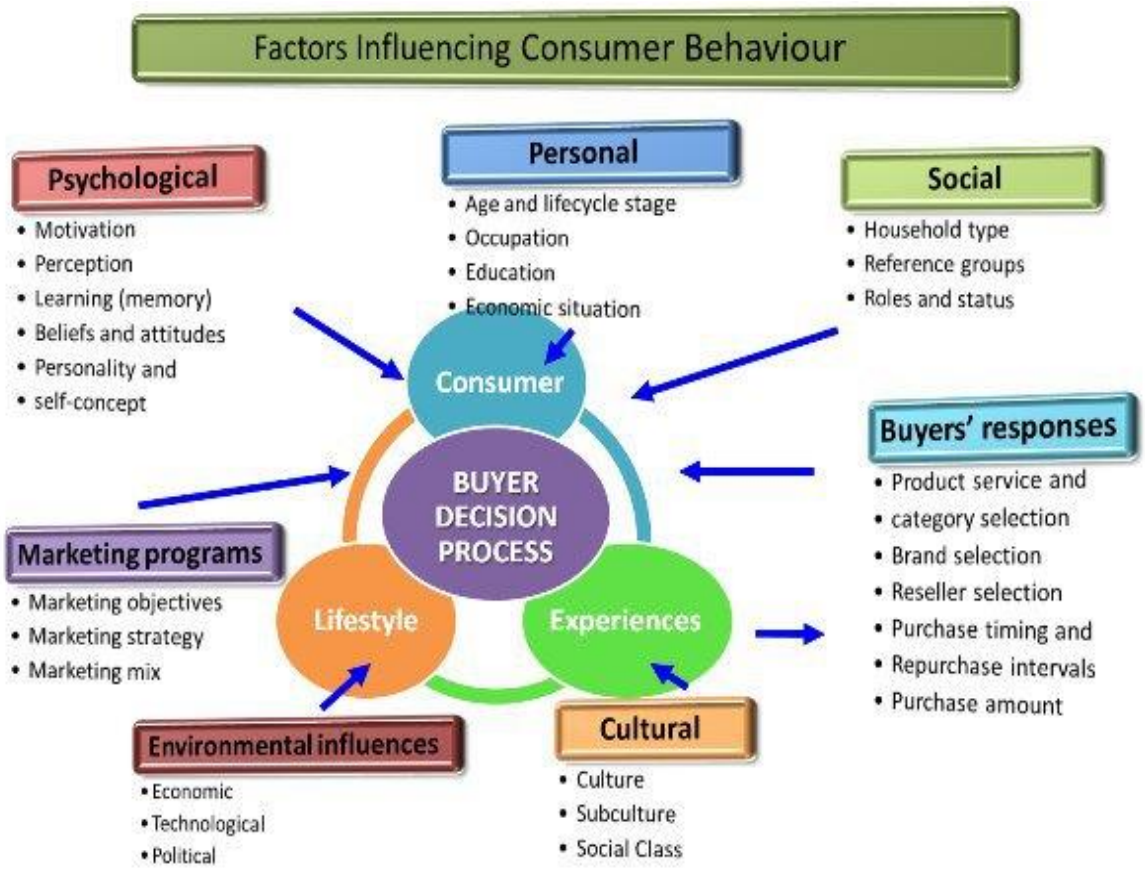

Figure 4: Factors influencing consumer buying behaviour (Ravikant,2019).

2.11.1. Personal factors

Personal factors influencing consumer buying behaviour

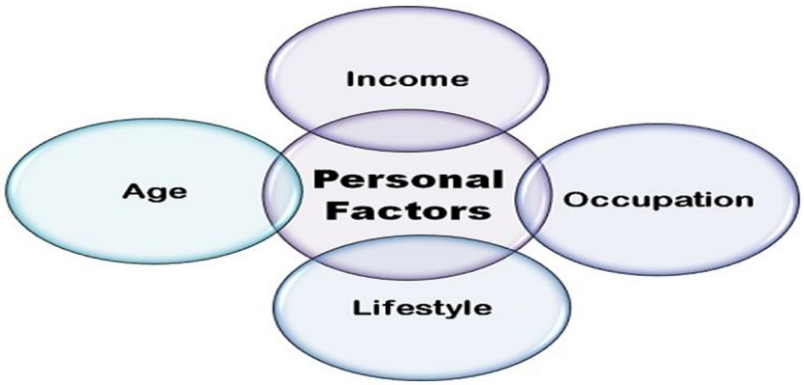

Figure 5: personal factors (Ravikant,2019)

A buyer's decisions also are influenced by personal characteristics such as the buyers' age and life-cycle stage, interest, occupation, economic situation, lifestyle, and personality and self-concept. In addition, People change the goods and services they buy over their lifetimes. A person's occupation affects the goods and services they buy. Likewise, a person's economic situation affects product choice (Kotler and Armstrong, 2008).

The internal influences come from inside the consumer. They are the personal thoughts and feelings, including perception, self-concepts, motivation, emotion, attitudes, and intentions. One can call these the psychological influences. These influences describe the ways consumers interact with the world around them, recognize their feelings, gather, and analyze information, formulate thoughts and Opinions. However, marketers take action that they can use to influence the consumer's internal factors to better understand the why and how of specific behaviors. The following sections help to gain a better understanding of each of these influences (Laura & Lake, 2009)

Age:

Age decides the buying behaviour and needs and preferences of the customers. Such as children will demand toys and chocolates whereas grownups will demand fashion products as well as clothing. Age affects the buying behaviour of the customers. Teenagers would be more interested in buying bright and loud colours as compared to a middle aged or elderly individual who would prefer decent and subtle designs. A bachelor would prefer spending lavishly on items like beer, bikes, music, clothes, parties, and clubs

and so on. A young single would hardly be interested in buying a house, property, insurance policies, gold etc.

Gender:
Gender also affects buying behaviour of customers. The consumer buying behaviour varies from gender to gender.

Income:
The income of the person influences his buying patterns. The income decides the purchasing power of an individual and thus, the more the personal income, the more will be the expenditure on other items and vice-versa.

Educational Qualification:
Education level of the consumer also affects their buying behaviour. Highly educated customer will spend on books and luxuries whereas less educated people will spend more on necessities.

2.11.2. Self-Concept and Lifestyle
(Kumar, Varma, Sangvikar & Pawar (2020) mention that Self-concepts explain why consumers wear certain fashions, purchase products, and drive specific cars. They determine a consumer's behavior, because they represent how a consumer sees herself and how he thinks other people see him. It is the role of the marketers to understand the roles of self-concepts, so they can use them to better target their marketing message and advertising to reach potential customers (Laura A. Lake, (2009).

Lifestyle is reflected by the outward appearance of both internal and external influences of consumers which looks at all the factors to gain a greater grasp of the lifestyles of your consumers. Consumers are faced with many external factors which influences them, including an individual's culture, subculture, household structure, and groups that he associates with in (Kazi, Khokhar, Qureshi & Murtaza,2019). Marketers and business owners call these external influences because the source of the influence comes from outside the person rather than from inside.

2.11.3. Psychological factors

A person's buying choices are influenced by four major psychological factors – motivations, perception, learning, beliefs, and attitudes.

Psychological factors influencing consumer buying behaviour

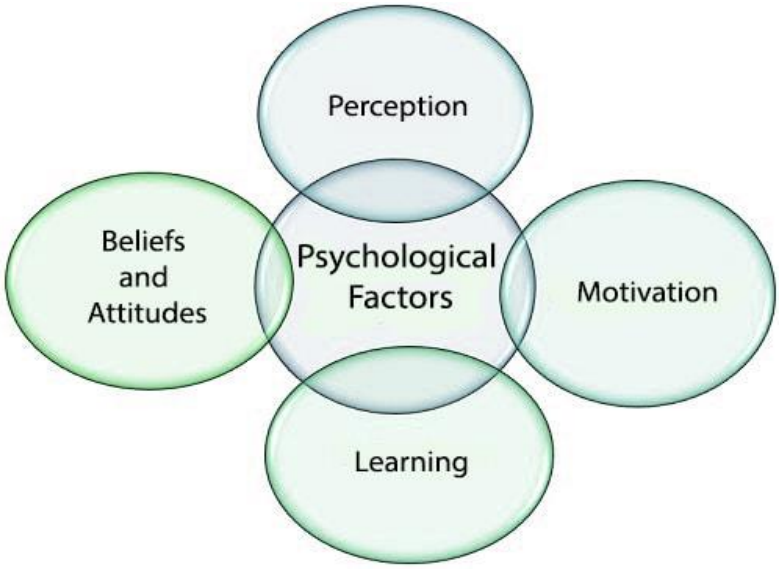

Figure 6: psychological factors (Ravikant, 2019)

Motivation and emotion

Motivation is the driving force within individuals that impels them to act. Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world around them (Ravikant,2019; Kotler and Armstrong, 2008). Individuals strive both consciously and subconsciously to reduce this tension through behavior that they anticipate which will fulfill their needs and thus relieve them of the stress they feel (Al-Salamin & Al-Hassan, 2016; Schiffman. & Kanuk, 2004). Singh & Soniya,2018; Lindquist, & Sirgy, (2003) stated that emotions are the affective responses that reflect the activation of deep-seated and value laden beliefs within the consumers.

Learning

When people act, they learn. Learning involves changes in an individual's behaviour arising from experience. Learning theory teaches marketers that they can build up demand for a product by associating it with strong social media advertising drives.

Perception

Perception is the process by which an individual selects, organizes, & interprets information inputs to create a meaningful picture of the world. A motivated person is ready to act. How the motivated person acts are influenced by the advertisements or his or her perception of the situation.

Beliefs and Attitudes

A belief is a descriptive thought that a person holds about something. Through doing & learning, people acquire beliefs & attitudes. These in turn influence their buying behaviour. Particularly important to global marketers is the fact that buyers often hold distinct disbeliefs about brands or products based on their country of origin.

Attitude describes a person's relatively consistent evaluations, feelings, and tendencies toward an object. According to (Singh & Soniya,2018) state that attitudes put people into a frame of mind of liking or disliking things, of moving toward or away from them. Furthermore, attitudes are of considerable importance in understanding the role of attitudes in consumer behavior is an appreciation of the structure and composition of an attitude. Marketers should always remember that consumers easily screen information that conflicts with their own attitudes and attitudes exert an influence on behavior aiming to satisfy motivation (Al-Salamin & Al-Hassan, 2016). However, consumers attitude always have concept, consumers have attitudes towards various physical and social objects including products, brands, models, stores, and people cited in (Kazi, Khokhar, Qureshi & Murtaza, 2019).

2.11.4. Situational Factors

Situational influences are temporary conditions that affect how buyers behave. They include physical factors such as an advert creativity, store's buying locations, layout, music, lighting, and even smells. The consumer's social situation, time situation, the reason for their purchases, and their moods also affect their buying behaviour.

Situational factors influencing consumers buying behaviour

Figure 7: situational factors (Ravikant, 2019)

Physical Surroundings:

This category of situational factors includes marketer's geographical and institutional location, furnishings, sounds, lighting, aromas, weather, signs, and observable contours as well as products, exhibits or other materials circumventing the stimulus thing (Pride, Hughes & Kapoor, 2008). Significant physical factors also include advert design and layout that if considered by markers at the time of designing their facilities can benefit them in increasing consumers' purchase.

Social Surroundings:

Social surroundings related to a purchase involve features and fundamental interactions of other people who are present throughout a purchase decision or who may be there when the product is utilized or consumed (Quester, Neal, Pettigrew, Grimmer, Davis & Hawkins, 2007). In addition to these social surroundings also include the shopping environment conditions. In other words, it can be said that social surroundings that influence consumers purchasing decisions are other persons, their compatibilities, roles, interactions, and crowding. Social surroundings have significant influence on the consumers throughout their purchase and consumption process.

Time:

The next substantial situational factor that influences consumer purchasing decision is time. Time affects consumers buying decision process in several ways like the amount of

time necessitated to become well-informed about a product, to look for it, and to pay money for and make use of it.

Momentary conditions

It includes the mood and condition of buyer at time of purchase for example if customer is in hurry, she may spend less time in thinking and decision process and may buy goods immediately without having second thought. During evening time when people are in relax mood, they tend to purchase more goods as compared to morning time when they are busy with their daily routines.

2.11.5. Social factors

Social factors play an essential role in influencing the buying decisions of consumers. Human beings are social animals. We need people around to talk to and discuss various issues to reach to better solutions and ideas. We all live in a society, and it is important for individuals to adhere to the laws and regulations of society.

Social Factors influencing consumer buying decision can be classified as under:

- Social media platforms
- Online communities
- Reference Groups
- Immediate Family Members
- Relatives
- Role in the Society

2.11.6. Cultural factors

Cultural factors influencing consumer buying behaviour

Figure 8: cultural factors: (Ravikant, 2019)

Culture

Cultural factors exert a broad and deep influence on consumer behavior which including the roles of buyers' culture, subculture and social class and each culture contains smaller subcultures, or groups of people. According to (Jefata, 2018), Subculture represents a group of individuals within a culture that have unifying characteristics. A subculture is often representative of a particular nationality, religion, region, racial group, or geographic group. Marketers use these unifying characteristics to market directly to a subculture. However, social media advertisers target consumers more directly by use of marketing and create messages that are more appealing and enticing (He & Qu, 2018).

Subculture:

The culture can be further divided into subculture wherein the people are classified more specifically based on their shared customs and beliefs, including religions, geographic regions, nationalities, etc (Ravikant, 2019). The different sub-cultures form several market segments whose needs can be carefully studied by the marketer and the strategic marketing decisions can be taken accordingly. Such as the needs of the people living in metro cities and the ones living in B-grade cities must be identified before the launch of the marketing campaign (Ismail, 2015). Cultural Factors are some of the strongest influences of consumer buyer behaviour.

Cultural Factors are the set of basic values, perceptions, wants and behaviours that are "learned" by a consumer from their families and other important social institutions (Jafeta, 2018). "Culture" is the most basic source of a consumer's wants and behaviour. It lives

at the foundation of a consumer's world view. Culture is mostly a learned behaviour, being constructed by the society a consumer grows up in. That society "teaches" the consumer basic values, perceptions, wants and behaviours. Marketers need to remember that *every* group or society has a culture (Jean, & Haw, 2019).

Social Class:

The social class to which an individual belongs influences the buying decision. Generally, the people belonging to the same class are said to be sharing the similar interest, value, and the behaviour (He & Qu, 2018). Our society is classified into three social classes' upper class, middle class, and the lower class. The consumers belonging to these classes possess different buying behaviours. Such as an individual belonging to the upper class buy those products or services that advocate his status while the lower-class people buy those products which satisfy their basic needs (Sharma, Bhola, Malyan & Patni, 2013).

These are some of the cultural factors that influence the individual especially teenager's buying behaviour due to their membership in the group where different customs, practices, beliefs, and rituals are followed.

The Influence of social media Advertisement on Teenagers has a major influence on the buying behavior in general and more on the targeted consumers. This influence evokes customer's desires to buy product which is off less important (Yüksel, 2016). For buying an advertised brand, individuals use their pocket money or ask their parents to buy for them. However (Oketch, 2014), only 16 percent respondents said that they desire to buy product immediately after they saw the ad. The impact of advertisement on consumers may be either positive or negative. It brings a change in the outlook and mindset of all potential customers. Some social media advertisements influence the purchase behavior in such a manner that the teenagers being to pressurize their parent to buy the advertised brand for them.

In United States, Shen & Bissell (2013) found that about 93% of businesses use social networking for marketing and branding. There are more than 200 million active online

users in the United States who spend more than 29 hours on online browsing, brand assessment, and networking with others.

In United State, Sharma, Bhola, Malyan & Patni (2013), investigated the impact of brand loyalty on consumer buying behaviour for beauty products while purchasing cosmetic products. Majority of respondents opined that persuasive of the advert and quality are the most important factors at the time of purchasing of the beauty products followed by brand and price. However, small group of women feel packaging is the key factor for purchase decision making. Researchers concluded that these factors are generally responsible for switching to other brands and friends through social media platforms are the most powerful reference group.

In Saudi arabia, Al-Salamin & Al-Hassan (2016) explored the impact of pricing strategies on consumers' psychology and on their buying behavior accordingly. A questionnaire has been designed, distributed, and filled up by participants from Al-Hassa region. 433 responses were received from participants with 43.3% response rate, where SPSS were used to analyze the data collected.

The findings show that there is a positive relationship between prices and consumer buying behavior. It also showed that there is no statistically significant difference between the responses of individuals “due to age, gender, marital status, qualification and monthly salary” about the research's questions related to the three pricing strategies (Odd pricing strategy, Bundle pricing strategy and Discount pricing strategy) except there is a statistically significant difference between the responses of “due to gender” about the odd pricing strategy. Depending on the founding results, recommendations were set to retailers and dealers.

In Turkey, Yüksel (2016) identify the factors that affect purchase intention of consumers who watch product related YouTube videos. The findings reveal that product related videos on YouTube are important for influencing consumers’ purchase intentions. In addition, several factors affect purchase intention on different levels. This study is one of

the rare studies that combine YouTube videos and their effects on purchase intention and by using YouTube videos; this study extends previous research on purchase intention related to other social media platforms. Also, it introduces new factors that are specific to YouTube.

In Bangalore, Arbaina & Suresh (2019) examined Factors Influencing Consumer's Purchase Intention on Social Networking Sites: Evidence from Bangalore. Most online shoppers indicate that they visit e-retail websites on a social networking site. Previous research shows that visiting websites affect the consumer's purchase intentions. This study identified various factors that affect consumer behaviour while shopping on social media. It further studied the services offered by social media and several factors that influence the consumer's purchasing experience in social networking sites. Analysing 105 responses, the study revealed that factors such as price, services offered, advertising attitude, and shopping attitude have a significant impact on consumer behaviour.

In India, Swathy (2018) investigated factors influence online and offline buying behaviour among youth. The study aims to find the factors that influence buying behaviour of online and offline customers with respect to gender, income, frequency of visit. A questionnaire was prepared considering these factors affecting the behaviour of offline and online shopping. 130 samples were collected and analysed by using cross tabulation. The main finding from the study was that there were differences in the ranking behaviour of the respondents based on the monthly income and frequency of purchase. This showed that the ranking behaviour changes according to some of the demographic factors. The major factor people consider while shopping online is the price and this changes according to their income levels also. Ranking behaviour of the respondents also changes according to the frequency in purchase.

In Israel, Kronrod, Ann, Danziger & Shai (2013) found unlike earlier times when word of mouth (WOM) publicity could influence the purchase of a product or service. Today, E-WOM happens through sharing information of a particular product on social media which customers review before purchasing a brand. Further reveal that online sites have a

separate section for reviews whereas social media have comment sections where people across the globe share their point of view or experience of the service.

In Pakistan, Abideen, Ansari & Khan (2011) found that advertising is the main factor which influences consumer buying behavior especially if the advertisements are created in such a way that make the consumer excited, stimulated, and frenzied. This is because such advertisements are more likely to attract the attention, arouse interest and create desire to purchase the advertised product.

In Malaysian, Sin, Khalil, Ameen & Al-Agaga (2012) conducted study on Factors Affecting Malaysian young consumers' online purchase intention in social media websites. The objective of this study was to examine factors that influence Malaysian young consumers' online purchase intention through social media. The technology acceptance model and the theory of reasoned action were employed to develop the conceptual framework. Three factors, namely perceived ease of use, perceived usefulness and subjective norm were tested. Data were gathered from 297 undergraduate students using the stratified sampling method and multiple regression analysis were conducted to analyses the data. The results revealed that perceived usefulness was the most dominant factors that influence young consumers' online purchase intention through social media, followed by perceived ease of use and subjective norm.

2.12. THEORETICAL FRAMEWORK

This study applied two theories (Theory of planned behaviour (TPB) and Uses and gratification theory) to understand the topic under investigation. The relationship of these theories to this study is discussed in detail within this section.

2.12.1 Theory of planned behaviour (TPB)

This Theory of Planned Behaviour (TPB) is an extension of Theory of Reasoned Action (TRA) (Getachew, 2018; Ly, Strahm & Zhou, 2017; Ajzen & Fishbein, 1980). Due to salient limitation in the (TRA) in dealing with voluntary behavior, the (TPB) proposes that behavior does not completely under control. Thus, it is intentional action (McLaughlin,

Bradley, Prentice, Verner & Loane, 2017; Wach & Wojciechowski, 2016; Ajzen, 1991; Bandura, 1991). The theory was originated by (Ajzen, 1991) in demand to provide a valuable approach in understanding the individual's intention to perform a given behaviour (Silaban, 2018; GU, 2017; Aziz, Husin & Hussin, 2016).

It postulates three basic assumptions of behaviour intention which is attitude, subjective norm, and perceived behavioural control (Rana & Paul, 2017; Shukri, Jones & Conner, 2016; Maichum, Parichatnon & Peng, 2016; Ajzen, 1991). Attitudes toward the behaviour refer to the degree to which person have positive or negative evaluations or appraisal of specific behaviour in question (Hossain, Kim & Jahan, 2019; Baker, 2017; Ajzen, 1991). Second predictor is subjective norm, which measures social pressure to perform and not to perform specific behaviour (Lim, Osman, Salahuddin, Romle & Abdullah, 2016).

Perceived behavioural control is the last one and it refer to the perceived ease or the difficultly of performing the behaviour (Kim & Han, 2010). The relationships of these three basic assumptions (attitude, subjective norm, and perceived behavioural control) in the prediction of intention depend on the situation. This theory reveals that attitude towards the desired behaviour have positive or negative impact on consumer behaviour towards intention to purchase product or service (Kaur, Osman and Maziha, 2014). Furthermore, the variables in TPB theory are statistically important in predicting the purchase behaviour of consumers (Kim & Han, 2010).

There are several studies that used TPB in measuring purchase intention and buying behaviour of consumers (Ringim & Reni, 2018). A study by He and Qu, (2018) revealed that the TPB is well support by empirical evidence because the intention to execute behaviour of different kinds can be predicted with high accuracy from attitudes toward the behaviour, subjective norms, and perceive behavioral control. Other relevant studies such as Social Public Relations on Consumer Buying Behavior (Ali & Ali, 2017) and social media on Buying Behavior (Sankar,2019), confirm that TPB model shows how people are willing to put much to perform the behavior. Some other studies have also empirically

tested the strong point of TPB theory in predicting the purchase intention of consumers (Baker, 2017; Wai Li, Figg & Schuez, 2019; Gaber, Elsamadicy & Wright, 2019).

The TPB theory shows a relationship between beliefs and behaviour (Ajzen, 1991). Moreover, it has been demonstrated to be the best way in predicting individual on consumption intention (Ajzen, 1991; Taylor & Todd, 1997). It also has been applied to study the relations among attitudes, subjective norms, and perceived behaviour control to determine the intentions and behaviors of individuals especially consumers (Ajzen, 2005). In addition to that, TPB provides a social-psychological framework to understand and predict the determinants of human behaviour and integrates some of the fundamental concepts in the social and behaviour sciences (Armitage & Conner, 2000).

TPB was applied to examine how attitude, subjective norms, and perceived behaviour control can influence the purchase intention of consumers. Subsequently, it influences the behaviour of non-South African consumers to buy hala products (Getachew, 2018). TPB is considered as relevant in studying consumer buying behaviour as many researchers in previous studies indicated (Abdul Latiff & Ayob, 2014; Rezai, Puah, Mohamed, & Shamsudin, 2012; Shah Alam & Mohamed Sayuti, 2011). Moreover, it is a convenient model, which is useful in predicting the consumer purchasing behaviour. Many authors have recommended the efficiency of this model to measure consumer purchase intention (Afendi, Azizan, & Darami, 2014; Khalek & Ismail, 2015; Zulariff & Mohamad, 2014).

According to TPB, attitude towards the behaviour, subjective norms, and perceived behavioural control typically predict behavioural intentions of individuals (Husin & Hussin, 2016).). Furthermore, purchasing intention of brand happens before actual purchase or buying behaviour, as the intention reflects future behaviour. Consumers buying behavior is focusing on how individuals make decisions to spend valuable resources such as time, money, and effort on consumption.

This includes why they buy it, how often they use product, how to evaluate it after the purchase and the impact of such evaluation in future and how they dispose of it.

Furthermore, the aim of advertising is to meet and satisfy target customer's needs and wants. The concept of social media marketing makes customers the center stage of organization efforts.

2.12.2 The Uses and Gratifications Theory

The theory is based on media gratification and wider social functions of the media (McQuail, 2010). The basic assumption of the theory is that media users are active and have control over the medium and cannot be influenced by the media unless that person has use for that media (Papacharcissi, 2009). Uses and Gratifications theory underpins the media effects component of this study. The Uses and Gratifications theory was pioneered by Hertzog (1940) in a study conducted on women audiences on radio daytime serials. Furthermore, the theory states that the use of the media is purposive; goal directed and intended to satisfy users' social needs (Weiyan, 2015; Dolan, 2015). It proceeds from the needs of users, what people do to the media, and what the media does to them. Fourie (2007:236) states that media users use the media for diversion, personal identity, and personal relation, but most importantly, to discuss issues that have direct or indirectly impact on them. Since users are essentially controlling the communicative process of social media by virtue of their power to initiate communication, the user-centric approach of the uses and gratifications theory provide the theoretical framework of understanding the specific reasons which bring consumers to mediate online platforms where advertising emerges (Getachew, 2018).

The theory assumes that individuals have power on media use and intentionally seek out the media to fulfil their certain needs including socialising, informing, educating and entertainments (Dolan, 2015; Ruggiero, 2000). Therefore, it elucidates that consumer are active users of the media. Social media platforms are highly interactive, and they allow consumers to engage with other customers and communities to talk about brands and share information about them. Therefore, social media advertising plays an important role in filling certain gaps in consumers' lifestyle (Dolan, Conduit, Fahy & Goodman, 2015). Ceyhan (2019) observes that it has been empirically established that there is a positive relationship between perceived usability and gratification. Furthermore, the user gratification is importantly influenced by perceived usefulness and perceived ease of use

of forms of the media (Khatib, 2016). As the uses and gratifications theory states, individuals seek out the mass media to satisfy their respective preferences. Social media advertisements are an outcome of individuals' needs sold out publicly. These advertisements educate individuals regarding different brands and provide an option to choose from different brands. It can therefore be assumed that social media advertisements play a crucial role in impacting the youths' consumption preferences.

The study applied two theories, namely: Theory of planned behaviour (TPB) and Uses and gratification theory). The reason why this study used the above-mentioned theories are as follows: Theory of planned behaviour (TPB) is based on measuring the purchase intention and buying behaviour of consumers (youth). TPB model shows how people are willing to put many resources to perform a specific behavior. Moreover, it also has been applied to study the relations among attitudes, subjective norms, and perceived behaviour control to determine the intentions and behaviour of individuals especially youth. Uses and gratification theory was applied to reinforces the media effects of social media advertising and behaviour of individuals in relation to the media. It explains psychological and social antecedents and the subsequent attitudinal and behavioural effects of media consumption. Moreover, UGT predicts individual behaviours in social media advertising to encourage users to consume media, to interact, and to share content and information.

Even though there are existing studies that examine how the influence of social media advertising impacti youth purchase intention and buying behaviour, the researcher is of the opinion that there are still gaps in the literature that need to be addressed and this study sets out to do this.

2.13. SUMMARY OF THE CHAPTER

Chapter two has provided the literature review related to the research topic under investigation (the influence of social media advertising on consumer purchase intention and buying behavior among youth in Limpopo Province) and relevant theoretical framework used to guide the study. The next chapter focuses on the methodology adopted for this dissertation.

CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION

This chapter focuses on the research methodologies used in the study and it unpacks the quantitative research methods used. It focuses on the the influence of social media advertising on consumer purchase intention and buying behaviour**.** In addition, the chapter goes on to highlight the study sampling procedure, data collection process, as well as data analysis. Thereafter, all the relevant research quality criteria are discussed before the chapter concludes with a presentation of the ethical considerations.

3.2 RESEARCH DESIGN

Research design is a set of methods used to collect and analyses measures of variables specified in the research problem (Flick, 2015). A research design relates to the criteria that are used when assessing research (Ali & Ali, 2017). Reliability, replication, and validity are examples of criteria used for assessing the quality of research (Aragoncillo & Orús, 2018). Arbaina and Suresh (2018) outlines five generic research designs, which are: experimental and related designs, cross-sectional design, longitudinal design, descriptive design and its various forms, case study design, and Comparative design.

This research used a cross-sectional research design. Cross-sectional design is defined by Creswell (2014) as the gathering of information on more than one case and at a single point in time to gather quantitative information in connection with two or more variables, which are studied to show patterns of association. Cross-sectional design is usually called a survey design, which is linked to questionnaires and structured interviewing (Bryman, 2012). The aim for using cross sectional design in this study was to examine a variety of entities at the same time. To collect appropriate data on different views from participants located on different research locations. Moreover, the design contributed to improve the quality of data collected for this study.

3.3 RESEARCH METHOD

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem (Athma & Joseph, 2018). This research applied the quantitative research approach because it is relevant in dealing with numerical measurements. Creswell (2014:43) states that “quantitative research studies numeric description of trends, attitudes, and opinions of a population by studying a sample of that population”. Also, it includes cross-sectional and longitudinal studies using questionnaires or structured interview for data collection with the intent of generalizing from the sample to the population (Apuke, 2017).

According to Walliman (2018) the characteristics of quantitative research contribute to methods that use statistics as the basis for generalizing about something. These generalizations are constructed from data that is used to find patterns and averages and test causal relationships (Creswell, 2014). To assist in this process, key quantitative research characteristics include, the use of measurable variables, standardized research instruments, random sampling of participants, data presentation in tables, graphs, or figures., The use of a repeatable method, and the ability to predict outcomes and causal relationships (Getachew, 2018). Each characteristic also discriminates quantitative research from qualitative research, which involves the collecting and analysing of non-numerical data such as text, video, or audio (Swathy,2018).

Moreover, Arbaina & Suresh (2019) mentioned thatquantitative research approach is often used to standardize data collection and generalize findings. Strengths of this approach include replication; repeating the study is possible because of standardized data collection protocols and tangible definitions of abstract concepts. Direct comparisons of results and it also allow researchers to measure and control variables (Yüksel, 2016). However, Singh & Soniya,2018 argues that quantitative researchers can encounter difficulties due to limited outcomes because of structured method, the inability to control the research environment, and expensive (large number of participants needed). In addition, quantitative research approach is not suitable to learn why people act or think as they do (Sankar,2019.The quantitative research method was suitable for

this study because the study applied impartial quantitative approach, and this helped the candidate to achieve the research objectives and problem statement.

Moreover, the use of the quantitative approach in the study is justified because it followed strict rules and procedures which only deal with facts (ibid). A survey method was used for collecting data from a predefined group of respondents to gain information on this topic of interest (Ponto, 2015). This approach was found relevant to the study because the study seeks to investigate the influence of social media advertising on consumer purchases intention and buying behaviour amongst the youth in Limpopo province. This approach helped in giving profound and relevant answers to the research problem under study (Rahman, 2017).

3.4 POPULATION AND SAMPLING PROCEDURES

3.4.1 Population

According to Walliman (2018:218), population means “the universe of phenomena that a hypothesis seeks to explain”. Population plays an important role in assisting researchers to arrive at the sample selection as it includes specified elements and sampling units (Gerring, 2012: 75). Consumers within the age bracket of 18-35 years from Polokwane and Ga-Mothapo in the Capricorn District as well as Tzaneen and Giyani in the Mopani District in the Limpopo Province were the population of this study. Multi-stage sampling technique was used to select the two districts, and the above areas for this study within the province.

Multi-stage sampling refers to a complex form of cluster sampling because it is a type of sampling which involves dividing the population into groups (or cluster) (Acharya, Prakash, Saxena & Nigam, 2013). This involves obtaining a sample of clusters from the population, with all the members of each selected cluster having equal opportunity of participating in the study. Each of the locations/areas were clustered according to their zones, and random sampling technique were applied to all the clusters to select the

sample population for this study. Only residents within the age bracket of 18 – 35 years were selected for this study.

Moreover, candidate travelled to all two districts and used written letters from Faculty and TREC. This ensured trust from participants by voluntarily working with candidate on educational project. Furthermore, the researcher ensured that participants understand and meet all the criteria before participating on this study. Due to the relationship between the researcher and the participant being complex because of fundamental differences in terms of personalities, power relations, needs, perceptions, biases, age, and social status, among others.

Researcher opined that positionality, power and representation are important concepts for exploring the insider/outsider dynamics of a researcher, which have various advantages and disadvantages. Recognizing these differences allowed the researcher to seek ways of approaching and engaging with participants to gain access and collect meaningful data. Positionality is associated with multiple sociocultural characteristics of a heterogeneous population. Recognizing these differences meant positioning the researcher differently in different situations. To put this bluntly, meant adopting multiple positionalities in engaging with the different participants to identify oneself and create a sense of belonging for both the researcher and the participants. The researcher used Raosoft sample size calculator to sample the population of this study and found that if you put the population of 2000000 in the calculator with margin error acceptable being 5%, distribution response 50% and confidence level 95% out of the population of 2 000 000 (2 million), the calculator will give sample size of 384 participants.

The above areas were chosen because they cover both the urban and rural areas. Polokwane and Tzaneen represent the urban areas while Giyani and Ga-Mothapo represent the rural areas. These two districts make up 43 percentage of the Limpopo Province population (STATSSA, Census 2011), with Mopani District having 1,150,722 people (Mopani Executive Mayor Annual Report, 2019) and Capricorn District 1,330,436 (Capricorn District Municipality Annual Report 2017/2018). In addition, the areas were

chosen based on the following differences: inequality between the working class, differences on the standard of living and level of education among the chosen areas. The study aims to investigate influence of social media advertising on consumer purchase intention and buying behaviour within these areas. The researcher found the selected areas appropriate to investigate the use of social media advertising by consumers. Furthermore, no research of a similar nature has previously been conducted in the above-mentioned districts.

3.4.2 Sampling Technique

Sampling is a technique used to select a small group (the sample), with a view to determine the characteristics of a large group (Brynard, Hanekom & Brynard, 2014:56). Cluster sampling technique under probability sampling was used in this study. According to Sedgwick (2014), cluster sampling technique involves obtaining a sample of clusters from the population, with all the members of each selected cluster invited to participate in the study. Therefore, 384 youth respondents were divided equally into two within each district (Mopani and Capricorn Districts).

From the selected areas which is Tzaneen and Giyani in Mopani District as well as Polokwane and Ga-Mothapo in the Capricorn District, stratified random sampling technique was employed, where respondents of the target population that meet the certain practical criteria or the willingness to participate are included in the study. The method of selection was suitable for the study because researcher divide a population into homogeneous subpopulations called strata (the plural of stratum) based on specific characteristics (e.g., age, gender identity, and location). This type of sampling allowed researcher to obtain a sample population that best represents the entire population because it ensured that the relevant and well-informed respondents are sampled (Etikan, Musa & Alkassim, 2016).

Moreover, only those who have social media accounts, use social media advertising as source of information, and their product buying behaviour was influenced by the use of social media advertising were allowed to participate in the study (Sedgwick, 2014).

Consumers aged 18 to 35 years old that met the above criteria were the population of this study. Raosoft sample size calculator was used to calculate the sample size. The calculator recommends sample size of 384 for this study - with margin error acceptable being 5%, distribution response 50% and confidence level 95% out of the population of 2 000 000 (2 million) (Raosoft, 2004).

Therefore, a total of 384 of these consumers, and of different genders were selected for this study. The London School of Economics and Political Science (2017) states that "gender on Facebook split is 56% male and 44% female, with 24% percent of global active Facebook users being women between 18 and 35 years". Furthermore, the report notes that, thirty-five percent of global active Facebook users are men between the ages of 18 and 35 years. Among internet users aged 18 to 35 years, women are significantly more likely than men to use social media as sources of information, although the difference is relatively modest; 83% of women compared with 78% of men (Center for Innovative Public Health Research, 2016). Fifty percent of each gender was selected from each of the two districts, so that each gender is equally represented. Thus, 192 consumers were sampled from Polokwane and Ga-Mothapo in the Capricorn District whereas192 consumers from Tzaneen and Giyani in the Mopani District were sampled. Respondents were sampled based on their age, educational level, income, online shopping experiences and standard of living. The sample size is considered adequate for this study.

3.5 DATA COLLECTION

Data collection involves the use of the relevant instruments and methods or processes to gather the research data from the sample population. A data collection instrument is a resource that researchers use to gather information from the available population in relation to the study (Lim, Osman, Salahuddin, Romle & Abdullah, 2016). According to Berger (2014), data collection involves tools and techniques that are utilised to gather information to address the proposed research problem.

The researcher used primary data that were collected by the researcher through the survey method. A survey is a quantitative method that features the use of self-report measures on carefully selected samples (Gaber, Elsamadicy & Wright, 2019). It is also a fixable approach that can be used to study a wide variety of basic and applied research questions (Makmor & Alam, 2017). A survey employs a list of questions aimed at extracting data from a particular group of people (Chaudhry, 2015). Therefore, the data collection tool for the study was a questionnaire consisting of structural questions.

According to Wai Li, Figg and Schuez (2019), open, close-ended, and structured questionnaire was used in this study to makes a greater uniformity of responses and are more easily processed with IBM statistical package for the social science (SPSS: vision 24.1). Moreover, Du-Plooy-Cilliers, Davis and Bezuidenthout (2014: 153) state that questionnaire is a formalized set of questions for obtaining information from the respondents. Questionnaire studies aim at receiving comparable answers from all the respondents either in a written form or orally in a face-to-face format (Flick, 2011).

Questionnaire was therefore ideal for this study and self-administered questionnaire was personally handed out by the researcher and taking back completed ones. The researcher was not assisted in distributing the questionnaire. Moreover, the study used questionnaire because the results are easy to process and can provide useful insights into the subject's strengths, weakness, and preferences. The justification for using questionnaires in research is that they allow users to collect massive data in a short time**.** Additionally, they allow you to address many issues in a standardized way. Each respondent was given a day to complete the questionnaire. The use of the questionnaire for data collection in this study allowed multiple respondents to complete it within a short period of time, which in turn saved the researcher a lot of time (Xhema, 2019; Bless, Higson-Smith & Kagee, 2006:117). 384 questionnaires were distributed to the respondents and a total of 374 were collected which accounted for 97.4% response rate. Among the questionnaires distributed, 7 respondents failed to return the questionnaire whereas 3 of them returned incomplete copies of the questionnaires. With the demand of increasing the representativeness of the sample for the total population, the uncollected and incomplete questionnaires were replaced as a contingency. The study used this

instrument because it collects data from the primary respondent. Moreover, English language was used on the questionnaire because if printed in different languages funds were going to be challenge and limit number of distributed questionnaire.

3.6 DATA ANALYSIS

The analysis of collected data was undertaken to determine what data can be discarded and what ought to be saved for the actual research (Brynard, Hanekom & Brynard, 2014). The IBM Statistical Package for the Social Sciences (SPSS: version 24.1) was used to analyze data. After data collection, the researcher input the data into IBM SPSS statistics software, selected a procedure which is one way anova, selected the variables for the analysis and then run the procedure and looks at the results. the researcher used descriptive statistics within the SPSS version to get results of demographic. From there, regression and correlation statistical methods were also used to analysis raw data from SPSS software. Moreover, the advantage of using SPSS was that it allowed the researcher to analyze quantitative data within a short period of time (Salamin & Al-Hassan, 2016; Bryman & Cramer, 2002).

Descriptive statistics, in combination with specific statistical methods related to each research objective were employed to analyse data. Descriptive design is a scientific method which involves observing and describing the behaviour of a subject without influencing it in any way (Sundaram, Sharma & Shakya, 2020). Therefore, the researcher used the descriptive statistics in the form of Illustrative tables and graphs to present research findings for the audience attitudinal study. Moreover, descriptive statistics in the study was used as a pre-cursor to quantitative research design, which gives general overview of valuable pointers as to what variables are worth testing quantitatively (Getachew, 2018). Furthermore, the descriptive analysis used statistical tools mainly percentages to summarize the responses of the participants.

The objectives of this study were analyzed using appropriate and specific statistical analytical methods:

OBJECTIVE 1: Multiple regression analysis was used to establish relationships between social media advertising and the youth purchase intention in the Limpopo Province.

OBJECTIVE 2: Multiple Regression Analysis was used to determine relationships between social media advertising and the youth buying behaviour in the Limpopo province.

OBJECTIVE 3: Regression analysis was used to examine the effects of social media advertising on the youth purchase intention in the Limpopo province.

OBJECTIVE 4: Regression analysis was used to analyze data on the effects of social media advertising on the youth buying behaviour in the Limpopo province.

OBJECTIVE 5: Correlation analysis was used to identify the factors that influence the youth purchase intention and buying behaviour in the Limpopo province.

3.7 QUALITY CRITERIA

The researcher addressed the following aspects: reliability, validity, and objectivity because the study is within the quantitative approach.

3.7.1. Reliability

Reliability is concerned with repeatability of data. For instance, a scale or test is said to be reliable if it repeats measurements made by it under constant conditions which give the same result (Budree, Fietkiewicz & Lins, 2019). In addition, reliability concerns the extents to which the measurement of a phenomenon provides stable and consistent results (Viladrich, Angulo-Brunet & Doval, 2017). Therefore, to ensure reliability in this study, the researcher conducted a trial study, and the questionnaire was structured in a way that it provides consistency. Moreover, the questionnaire was tested with a sample of a research trial before being used as a primary research data collection tool. This assisted the researcher to figure out errors and attend to them.

Furthermore, a scale is said to have high internal consistency and reliability if the items of the scale have been acquired in a similar situation but under different circumstances (Mohajan, 2017). The researcher ensured that the information obtained from the respondents is well-represented to ensure the reliability of the study. Therefore, to ensure that the study is reliable, the researcher was also guided by the research objectives and design which ensured that relevant data are collected and analyzed. Moreover, the

reliability of the study was also measured using three attributes of reliability which are internal consistency, equivalence, and stability (Heale & Twycross, 2015).

3.7.2. Validity

Hermanda, Sumarwan and Tinaprilla (2019) define validity as the measure to confirm the accuracy between the research findings and the data collected. Du-Plooy-Cilliers, Davis and Bezuidenthout (2014: 257) note that “validity measures whether the research method or design will answer the research question”. It also focuses on the ability to generalise the finding from a specific sample to a larger population. Therefore, the researcher ensured that the findings of the study are drawn based on the collected data from the respondents through the questionnaire. Jafeta (2018) defines validity “as the extent to which a concept is accurately measured in a quantitative study”. Heale and Twycross (2015) state that to ensure validity in quantitative research, the researcher should run a pilot test and clean collected data. Hence, the researcher ensured that the instruments adequately cover all the content that they should with respect to the variables of the study.

3.7.3. Objectivity

Objectivity is a philosophical concept of being truly independent from individuals or personal subjectivity caused by perceptions or emotions (Pandey, 2014). Objectivity is also concerned with being aloof and not influenced by personal emotions (Arbaina & Suresh, 2018). Therefore, the researcher was not biased in the study because respondents were not influenced or forced into giving information. They were encouraged to be free and objective in their responses to the questions. Moreover, the researcher focused only on the facts and ensured that personal feelings and other subjective factors are excluded from the data. Objectivity was validated through collected data, and it was achieved in this study through the safeguard of not giving preferences (Jukola, 2015).

3.8. ETHICAL CONSIDERATIONS

Hlabane (2014) states that “ethical consideration is concerned with the fact that a researcher must be ethically responsible for protecting the rights and welfare of the participants in a study”. Moreover, (McQuail, 2010) indicates that ethics can be methods

for deciding how to act and for analysing complex problems or issues. Sudha and Sheena (2017) offer the moral principle commonly adhered to by researchers as follows; provide individuals been studied with free choice to protect their right to privacy and let their participation in the research be beneficial to them rather than harm them. However, Wimmer and Dominick (2014) recommend that permission to conduct research, voluntary participation of the respondents; informed consent, confidentiality and anonymity should be followed by mass media researchers to avoid ethical dilemmas. Moreover, after the departmental presentation, the researcher got approval letter from school, faculty and TREC which paved a way for researcher to collect data.

3.8.1 Permission

This researcher first got endorsement by the University of Limpopo's Research Ethics Committee (TREC), which grants ethical clearance or approval before the commencement of the research.

3.8.2 Informed Consent

Respondents' involvement in this research was strictly on a voluntary basis and personal consent. They were also requested to read, understand, and sign the consent form before participating in this study. The form contained the title of the study, its purpose, significance, and the procedures to be followed by the respondents and the researcher.

3.8.3 Respects for Human Dignity

The researcher respected every participant's right not to be involved participants in any harm whether physical, emotional, or psychological. Their dignity was not compromised, and the data were used only for purposes of this research.

3.8.4 Confidentiality

The researcher did not reveal the respondents' names to ensure that their personal identities were not disclosed, because other people may use their participation in the study against them. Moreover, the researcher treated obtained data with high confidentiality, and the results of the study were presented in a way that the respondents remained unidentifiable. To guarantee confidentiality, the respondents did not require to disclose their names. They were given codes instead of names. If there was a need to

identify them, they were named according to their districts such as CD-PLK1, CD-PLK2, et cetera (with CD referring to Capricorn District, and PLK, Polokwane; MD-TZ1, MD-TZ2, et cetera (with MD referring to Mopani District, and TZ, referring to Tzaneen).

3.8.5 Plagiarism

Plagiarism was avoided by ensuring that all literature or information source used in the study was acknowledged by means of citation and complete reference as well as paraphrasing of most of the information accessed from other scholars. The Turnitin anti-plagiarism software was used to keep the similarity test result to the required minimal level.

3.9 SUMMARY OF THE CHAPTER

This chapter presented the research methodologies used in this study, quality criteria and ethical considerations followed when conducting the study. In addition, the quantitative research methods adopted for this study were discussed. The next chapter deals with data analysis and presents the findings of the study.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

Data analysis is an on-going activity that does not only answer the research questions, but it also gives the researcher directions for data collection (Kabeer, 2009). The chapter analysed and interpreted data from five objectives, namely to determine relationships between social media advertising and the youth purchase intention in the Limpopo Province, to determine relationships between social media advertising and the youth buying behaviour in the Limpopo province, to examine the effects of social media advertising on the youth purchase intention in the Limpopo province, the effects of social media advertising on the youth buying behaviour in the Limpopo province and the factors that influence the youth purchase intention and buying behaviour in the Limpopo province.

Moreover, a questionnaire was distributed to 384 respondents in the Mopani and Capricorn Districts, Limpopo province between the ages of 18-35 years to establish their perceptions on social advertisement. The collected information involves the effect of social media advertisement on consumer purchase intention and buying behaviour amongst the youth. One-way Analysis of Variance (ANOVA) was used to determine the significant difference ($p < 0.05$) between consumer purchase intention and buying behaviour. All statistics were performed using the SPSS version 24.1 (IBM SPSS Statistics, New York, USA). To achieve each specific objective of the study and test the established premise, the data obtained from the survey are analysed using different methods of analysis (regression, multiple regression, and correlation).

4.2. DESCRIPTIVE STATISTICS

Descriptive statistics is used mainly to analyse demographic characteristics, examine the relationship between social media advertising and the youth purchase intention and buying behaviour but, a combination of both descriptive and other statistics is used to detect the effect of social media advertisement's influence on customers' buying behaviour.

4.2.1 Sample results

As already mentioned in the research methodology, the questionnaire was used as the primary data collection method. The data were collected from customers, especially the youth of Mopani and Capricorn Districts in Limpopo Province. Out of 384 questionnaires distributed to the respondents a total of 374 were collected which accounted for 97.4% response rate. Among the questionnaires distributed, 7(1,8%) of the respondents failed to return the questionnaire whereas 3 (0.8%) of them returned incomplete copies of the questionnaires. With the demand of increasing the representativeness of the sample for the total population, the uncollected and incomplete questionnaires were replaced as a contingency.

4.2.2 Demographic profiles of the respondents

4.2.2.1 District of Respondents

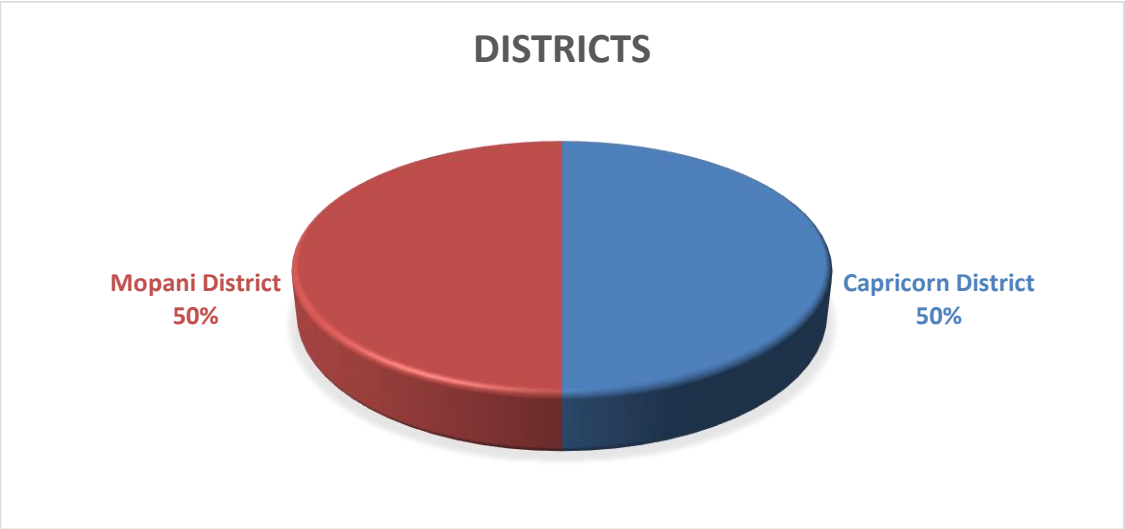

Figure 1: The data represent a total of 384 respondents from both districts. Capricorn district composed of Polokwane and Ga-Mothapo, corresponding respectively to 96 (25%) and 96 (25%). in the Mopani district, the data were collected from Tzaneen, which accounted for 96 respondents (25%) and 96 (25%) of them from Giyani.

4.2.2.2 Gender of Respondents

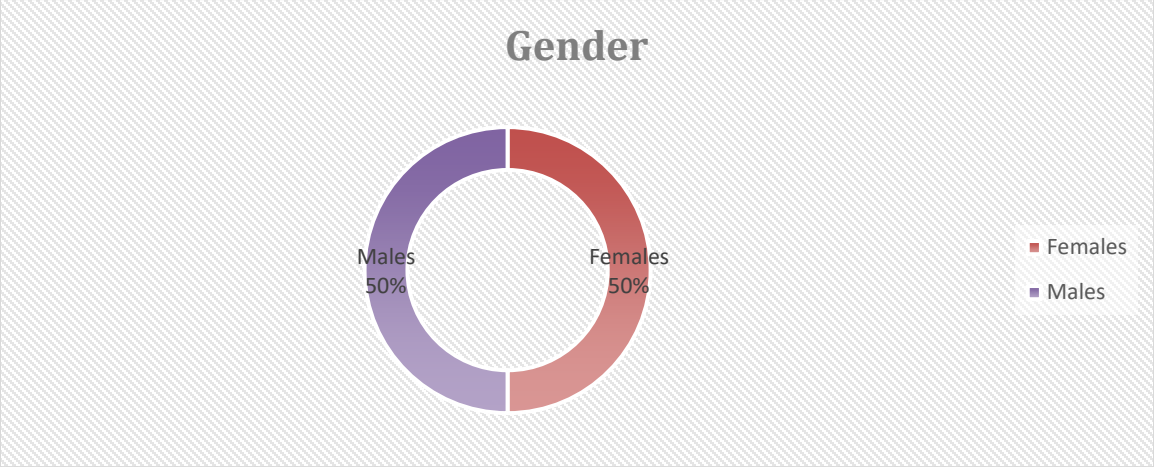

Figure 2: Gender distribution of the respondents across the districts. Each of the districts had an equal number of male and female respondents. The figure shows that, of the 384 participants, 50% were female and 50% were male. From this data, it can be inferred that each gender was represented equally.

4.2.2.3 Ethnic Group of Respondents

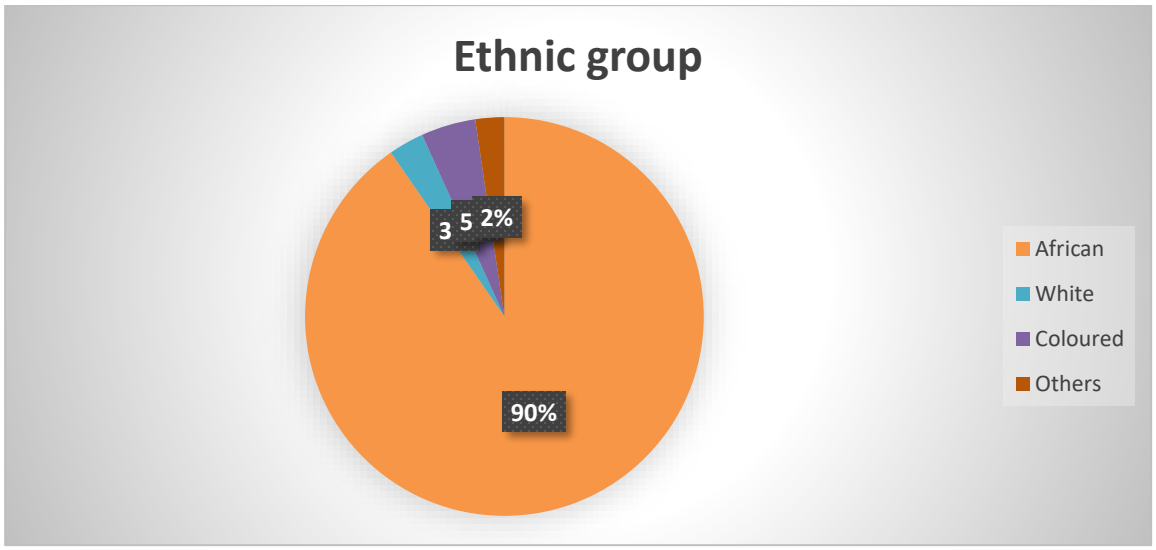

Figure 3: The data represents the ethnic groups of the study. Most of the respondents were Africans and made up 90% of the entire sample. This was followed by 5% (Coloured), 3% (White) and 2% of other, respectively.

4.2.2.4 Age Group of Respondents

Age group			
Age	**18-23 years**	**145**	**50,5%**
	24-29 years	**120**	**27,9%**
	30-35 years	**119**	**21,6%**
	Total	**384**	**100%**

Table 1: Age Group (Years)

As indicated on the Table above, the age group has been categorized into three classes. As it can be seen from the table above, most of the respondents were within the age category of 18-23 years 145 (37,8%) followed by respondents under the category of 24-29 years 120 (31,3%) and 30-35 years who accounted for 119 (30,9%) respectively. From this, one may deduce that the 18-23 years respondents were the majority, as they constituted 145 respondents of the population.

4.2.2.5 Educational level of Respondents

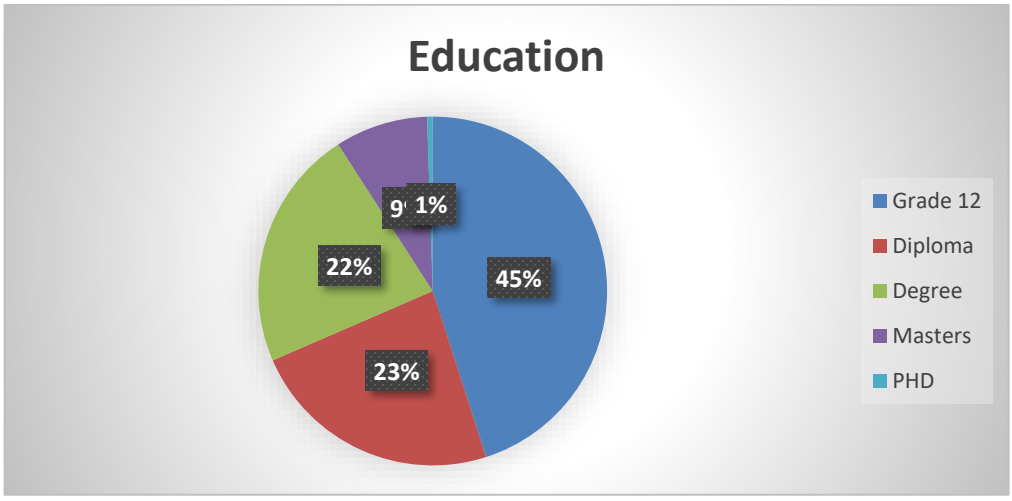

Figure 4: The figure illustrates the respondents' level of education. Most of the respondents had grade 12 and represented 45% of the sample. These were followed by those who had a diploma who represented 23%, those who had a degree (22%), Masters (9%) and PhD representing 1% of the total sample.

4.2.2.6 Employment status of Respondents

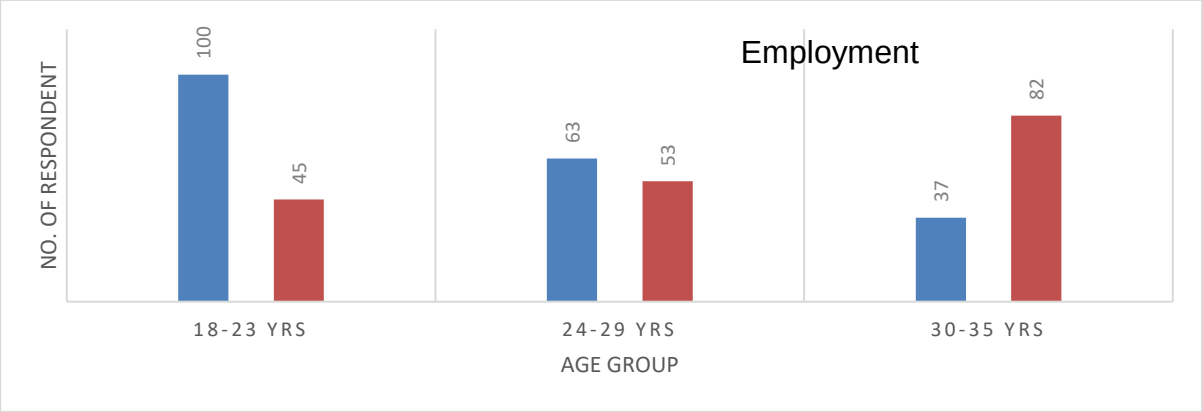

Figure 5: The figure shows illustration of the respondents' employment status. From a total of 384 respondents, 200 (53%) of them were unemployed with age group of 18-23 years having the highest rate of unemployment of 26.0%. The employment rate for the 30-35 year age group (21,4%) was relatively high compared to the 24-29 year age group

which accounted for 13,8 % of the employed youth across both districts of Mopani and Capricorn.

4.2.2.7 Use of Social Media platforms

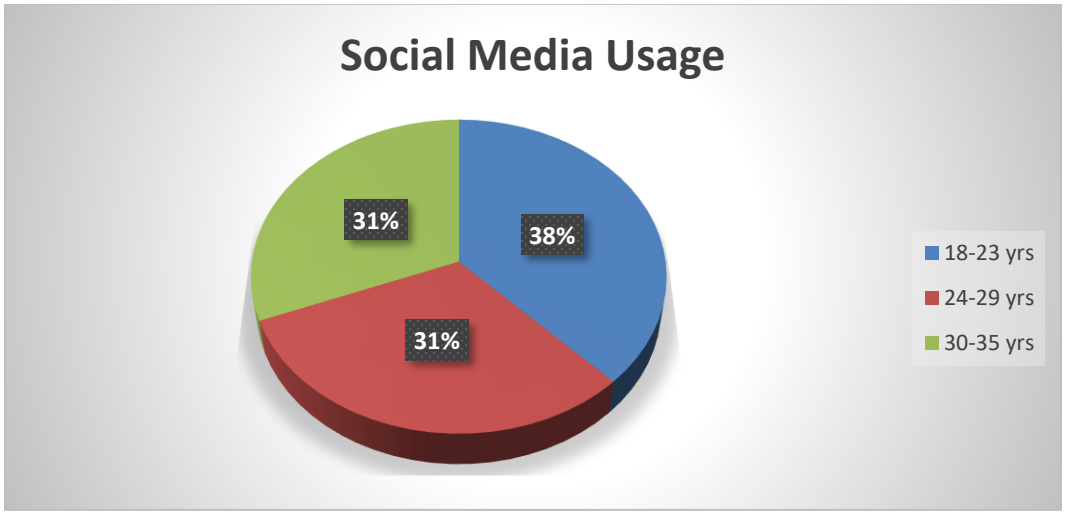

Figure 6: Social Media Platform

Out of 384 subjects, 100% respondents were using social media platforms (such as Facebook, twitter, Instagram, and YouTube). This indicates that the youth in the Mopani and Capricorn Districts of Limpopo province used social media either on their mobile phones or computers. Therefore, social media is very much popular among the young generation in Limpopo Province because almost everyone uses it for various purposes such as making friends, chatting, searching for information, shopping, etc.

4.2.2.8 Respondent's Preference for Different social Media platforms

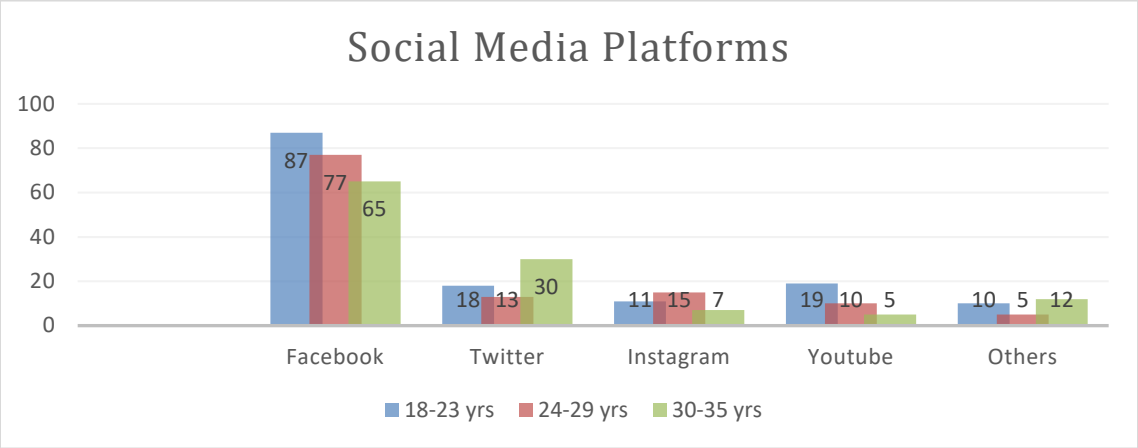

Figure 7: Social Media platforms where young consumers give more attention.

Regarding respondents' choice of social media platforms, Figure 7, shows that 59.6% of the respondents preferred Facebook over other platforms. Whereas 61 (15,9%) of them showed preference for Twitter and 33 (8,6%), 35 (9,1%) and 27 (7,0 %) of the sampled respondents choose Instagram, YouTube, and others respectively. This indicates that companies should adopt Facebook to advertise their brands with consumers and potential customers. Moreover, from the above data, the 18-23 years age group used Facebook more when compared to the other two age groups.

4.2.2.9 Respondents' knowledge of social media advertising

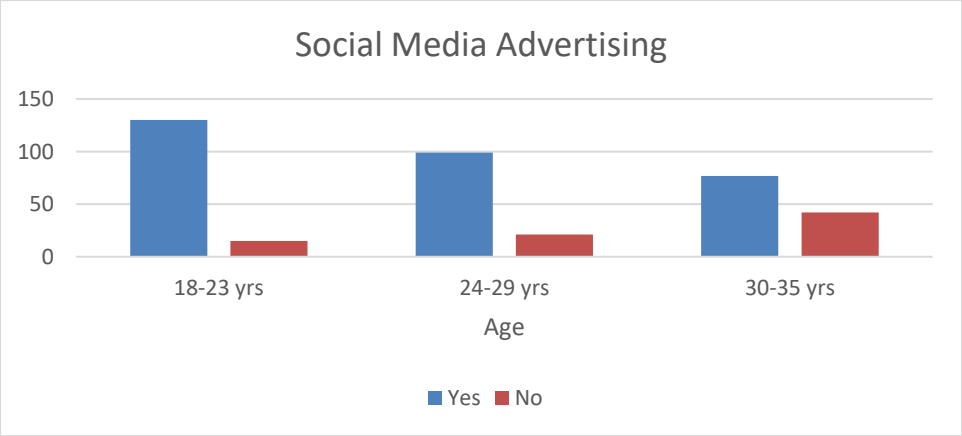

Figure 8: Social media advertising

Out of 384 subjects, 306 respondents knew social media advertising and used it as a source of information, whereas 78 respondents were not aware of social media advertising. Therefore, it can be concluded that advertisement on social media is powerful as 79.7% of the population sample used it before, during and after shopping. From the data above, 20,3% of the respondents were not aware of the power of social media advertisement especially those within the age bracket of 30-35 years.

4.2.2.10 Number of hours spent on social media sites.

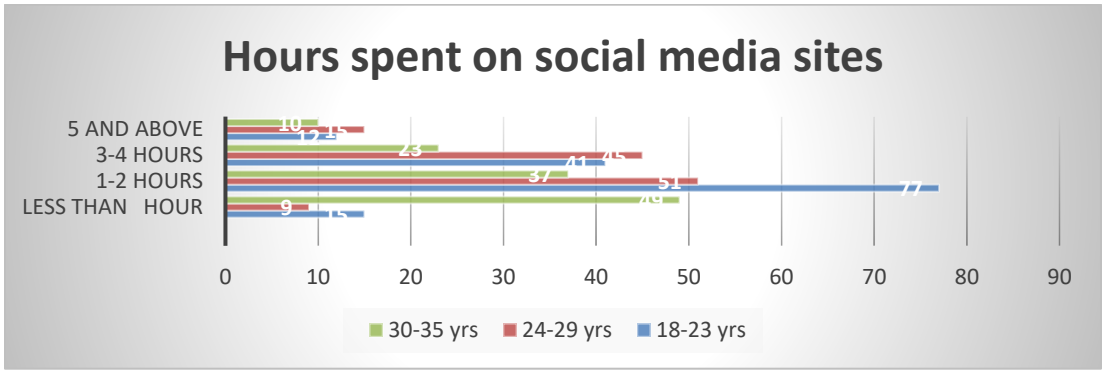

Figure 9: How active are you on social media?

Out of 384 subjects only 15 respondents representing the 18-23 year age group spent less than an hour while 77 spent one to two hours, 41 spent three to four and 12 spent above 5 hours on social media. The reasons for these age groups to abuse social media is because they want to review brands, have fun, make, and maintain friendship, share interest, explore identities, and develop relationships with other consumers. Moreover, regarding the 24-29 year age group, only 2,3% spent an hour, 13,3% spent 2 hours, 11,7% spent 3 to 4 hours and 3,9% spent more than 4 hours on social media in a day. Most of the youth from this age group used social media platforms for more than 2 hours a day because some were still going to school full time or full-time job.

Furthermore, the 30-35 year old consumers spent less time on social media channels because a majority of them were working and had other responsibilities like looking after children or doing house chores. It can be concluded that 80,9% of the respondents indicated being active on social media for more than an hour a day, which indicates that

respondents knew the importance of social media advertising during and after shopping. In addition, the figure above illustrates that the age group 18-23 years spent more time on social media than other groups.

4.3 RELATIONSHIP BETWEEN SOCIAL MEDIA ADVERTISING AND YOUTH CONSUMER PURCHASE INTENTION

Table 2 below displays the estimates of the multiple regression of behavioural purchase intention against its variables for the sample of 384 youth (consumers). “R” represents the value of the multiple correlation coefficients between the predictors and the outcome. Here, this “R” value represents the simple correlation between gender, advertised product feature, brand name and emotional. Based on the results below, the value R square is .948; is the correlation between the dependent and independent variable values of the research. R2 is also called the squared multiple correlation coefficient or the coefficient of determination since R2= (0.974)2 =.948, which rounds to 0.950. The adjusted R2 reflects that the total variation in the dependent variable (Purchase Intention) is explained or caused by 94.8% of the increase in all gender, advertised product feature, brand name and emotional impact on purchase intention. The remaining 5.2% of the variation in overall consumers’ purchase intention could be explained by other variables that are not incorporated under this study. Therefore, as depicted in the model summary table below, the Std. Error of the Estimate of this model is 0.10220. This indicates that the variability of the multiple correlations is as much as this number.

Table 2: Results of Multiple Regression Summary of the relationship between the brand advertised and the purchase intention by customers in Mopani (Tzaneen, Giyani) and Capricorn Districts (Polokwane, Ga-Mothapo).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974[a]	.948	.948	.10220

Source: SPSS Output, 2022

a. Predictors: (Constant), Gender, Advertised, Brand, Emotional
b. Dependent Variable: Purchase Intention

Table 3 below indicated that there is a statistically significant effect between the independent variables (Gender, Advertised, Brand and Emotional) and dependent variable (Purchase intention). The (F) value on table 3 was (1731.369) at ($\alpha \geq 0.05$) indication level, and, which means there is a statistically significant effect of independent variables on purchase intention.

Table 3: Below are the results of the ANOVA test, summarising the results of analysis of variance

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	72.331	4	18.083	1731.369	<.001[b]
	Residual	3.958	379	.010		
	Total	76.289	383			

Source: SPSS Output, 2022

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Gender, Advertised, Brand, Emotional

Table 4 below evaluates each of the independent variables that were included in the analysis. In comparing the contribution of each variable, the beta values under the Standardised coefficients were used.

A value with a greater number was considered first, the largest beta coefficient was 0.803 which was a factor for “gender”, which means that the variable makes the strongest unique contribution to explaining the dependant variable. This was followed by “emotional” with 0.195, while brand and advertised services was the least with 0.000 as the lowest value which indicated that it made less of a unique contribution. It then explains that gender and emotional impact have a greater influence on consumer purchase intention than brand and advertised product or service.

Table 4: Coefficients Table

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	**Beta**	T	Sig.
1	(Constant)	-3.955E-16	.006		.000	1.000
	Brand	6.012E-14	.075	.000	.000	1.000
	Advertised	-7.423E-16	.025	.000	.000	1.000
	Emotional	.208	.075	.195	2.770	.006
	Gender	.792	.022	.803	36.390	<.001

Source: SPSS Output, 2022

a. Dependent Variable: Purchase Intention

Respondents were asked if social media advertising does influence their thoughts to a point where they develop purchase intention for a brand and 334 respondents agreed that use of social media advertising impacts purchase intention. Only 50 respondents stated that social media is not a useful tool for shopping purposes. The research has found that 87% (334) of social media users reported making a purchase from a brand on the same day they saw it on social media, because social media ads offer discounts and deals.

Moreover, respondents were asked if social media advertising helps them to choose a product to purchase and if social media makes it easy for them to purchase an advertised product or service. Results show that 83% which means 319 of the respondents were inspired to purchase new brands after seeing social media imagines from other consumers whereas 65 respondents stated that their decision to purchase a brand was more influenced by friends and family than social media advertising. Finally, the respondents were asked which gender used social media most and 300 respondents agreed that women are affected at a higher degree than men and are more receptive to the information provided by social media. Specifically, women reported that social media advertising content such as reviews and ratings affect their purchase decision making.

4.4. THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON THE BUYING DECISION MAKING PROCESS

From Table 5 of the multiple regression analysis, the adjusted R Square of the model is 0.956 with the R-square equal to 0.978. This signifies that 97.8% of the variance in dependent variable (buying decision process) is explained by independent variables. This is quite high, therefore confirming that predictions from the table above are reliable. It also means that 2.2% of the variation is still unexplained and adding other independent variables could improve the fit of the model to 100%.

Table 5: Summary model of social media advertising on buying decision making process in Mopani and Capricorn Districts.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.978[a]	.956	.956	.22522

Source: SPSS Output, 2022

a. Predictors: (Constant), Affects, Information, Attitude

b. Dependent Variable: buying decision process

Table 6 of ANOVA shows a statistical significance result of the model where, sig = <.001[b] is less than p < .005. It then explains that there was a significant relationship between the four independent variables (Affects, Information, Attitude, Fun and entertainment) and the dependent variable (Buying Decision Process).

Table 6: ANOVA TEST

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	418.714	3	139.571	2751.580	<.001[b]
	Residual	19.275	380	.051		
	Total	437.990	383			

Source: SPSS Output, 2022

a. Dependent Variable: Buying Decision Process

b. Predictors: (Constant), Affects, Information, Attitude, Fun and entertainment.

Table 7 also shows that the dependent variable has a significant relationship because P <.05. In addition, comparing the contribution of each variable, the beta values under the Standardized coefficients were used. A value with a greater number was considered first and the largest beta coefficient was 0.541 which was a factor for “information”, followed by attitude 0.335, affects 0.111 and Fun and entertainment 0.066. This explains that variables with greater unique contribution influenced the youth’s buying decision process.

Table 7: Coefficients table of social media advertising on buying decision making process in Mopani and Capricorn Districts

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	-.031	.017		-1.859	.064
	Attitude	.337	.055	.335	6.103	<.001
	Information	.503	.045	.541	11.115	<.001
	Affects	.108	.070	.111	1.545	.123
	Fun and entertainment	.084	.029	.066	2.852	.005

Source: SPSS Output, 2022

a. Dependent Variable: Buying Decision Process

The respondents were asked if social media advertising influence their attitude towards a brand and 224 respondents strongly agreed that use of social media advertising impact their attitude towards brands because factors such as interactivity, perceived relevance, hedonic motivation, performance expectancy, and informativeness are significant drivers of purchase intention based on social media advertising. Moreover, 60 respondents revealed that they are influenced by advertisements that have appealing visual content and use opinion leaders who create positive associations with the brand. However, 100 (26%) of them showed loyalty to the brand they consume, whether advertised on social media platforms or not. From this interpretation, social media advertising does influence consumers' attitudes towards brands because 74% of the sampled population was influenced by social media advertisement.

Respondents were also asked if social media advertising information affect their purchase intention for a product or not. As stated before, with reference to the age groups, there are wider differences on this question but when examining the results on a general view of the respondents, 119 of them preferred social media advertising as a source of information for their buying decision meanwhile 167 respondents always searched more information about products/services from social media. Also, 28 respondents stated that they are not usually influenced by social media information when making purchase decisions and only 70 of the respondents answered never to the same question. This data shows that consumers use social media as a tool to help find more information on products and services quite often. This is an important fact that could help brands to concentrate on how they offer the necessary information for prospective customers.

4.5 THE RELATIONSHIP OF SOCIAL MEDIA ADVERTISING AND THE YOUTH BUYING BEHAVIOUR

To test the relationship between social media advertisement and the youth buying behaviour, multiple regression analysis was used. The investigation focused on nine variables: Opinions and Prejudices, Buying Behaviour, Attractive, Advertisement, Needs, Youth, Influence, Trust, and Creative to validate the influence of these independent variables on consumer buying behaviour.

As shown in Table 8 of multiple regression analysis, R-square is equal to 0.937 which signifies that 93.7% of the variance in dependent variable (consumers buying behaviour) is explained by independent variables. The P-value of all models is <0.05, the consequence is that the model is statistically significant. Table 9 elaborates that the dependent variable (consumers buying behaviour) has a significant relationship because P <.05.

The individual effects of independent variables can be explained by their respective standardized beta coefficients in table 10. The p values of all the factors are well below 0.05, which means that there is a significant relationship between the factors and the dependent variable. Based on independent variables, the regression coefficient of the creative is 0.615. This indicates that the creative ability of social media advertising affects consumers' purchase behaviour positively.

The *attractive* variable has got a regression coefficient of 0.272. It indicates that the feature of attractive and eye-catching product positively affects the buying behaviour. The regression coefficient of the *trust* is 0.097. It indicates that the trust of online advertisement positively affects the purchasing behaviour of consumers. The regression coefficient of the *youth* is 0.068. It indicates that social media advertising influences youth positively. The regression coefficient of the *Opinions and Prejudices* is 0.068, *buying behaviour* 0.064, *influence* 0.041 and *needs* 0.006. This indicates that the above variables affect consumer buying behaviour positively. Besides, the regression coefficient of *advertisement* is 0.161, which signifies that advertising directed to brands affecting purchasing behaviour positively. Among all variables, the *creativity* of social media advertisement has got the highest beta of 0.615. This means that it has got the strongest influence on purchasing behaviour as compared to other variables.

Table 8: Summary of the relationship between social media advertising and youth buying behaviour in Mopani (Tzaneen, Giyani) and Capricorn Districts (Polokwane, Ga-Mothapo).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968[a]	.937	.936	.23723

Source: SPSS Output, 2022

a. Dependent Variable: Consumer buying behaviour.
b. Predictors: (Constant), Opinions and Prejudices, Buying Behaviour, Attractive, Advertisement, Needs, Youth, Influence, Trust, Creative

Table 9: Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	314.578	9	34.953	621.095	.000[b]
	Residual	21.047	374	.056		
	Total	335.625	383			

Source: SPSS Output, 2022

a. Dependent Variable: Consumer buying behaviour.
b. Predictors: (Constant), Opinions and Prejudices, buying behaviour, attractive, advertisement, needs, youth, influence, trust, creative

Table 10: Coefficients table of the relationship between social media advertising and youth buying behaviour in Mopani (Tzaneen, Giyani) and Capricorn Districts (Polokwane, Ga-Mothapo).

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.118	.018		6.471	.000
	Buying Behaviour	.145	.076	.064	1.916	.056
	Trust	.085	.078	.097	1.099	.273
	Attractive	.291	.052	.272	5.625	.000
	Creative	.598	.111	.615	5.389	.000
	Advertisement	-.134	.063	.161	-2.135	.033
	Needs	.006	.056	.006	.101	.920
	Youth	.067	.114	.068	.585	.559
	Influence	-.039	.059	.041	-.658	.511
	Opinions and Prejudices	.059	.057	.068	1.048	.295

Source: SPSS Output, 2022

a. Dependent Variable: Consumers buying behaviour
b. Predictors: (Constant), Opinions and Prejudices, buying behaviour, attractive, advertisement, needs, youth, influence, trust, creative

The respondents were asked if social media advertising influences their buying behaviour and 344 respondents agreed that use of social media advertising impacts their buying behaviour. Moreover, respondents said they were likely to make a purchase on the same day of seeing the adverts on social media platforms. In addition, consumers who were influenced by social media were four times more likely to spend more on purchase. However, 40 respondents which is 10.4% of total sampled population stated that social media is not a useful tool for shopping purposes.

Finally, the respondents were asked if impressiveness and advertisement have an emotional impact on buying behaviour and 380 respondents strongly agreed that they were emotionally invested in brands. Moreover, factors influencing respondents' purchasing behaviours can be psychological, personal, and social. Therefore, advertising plays a very significant role in influencing youth buying behaviour by attracting their attention, stimulating their interest, and creating the desire to purchase products.

4.6. THE EFFECTS OF SOCIAL MEDIA ADVERTISING ON THE YOUTH PURCHASE INTENTION

The Adjusted R Square value of 0.679 at table 11 shows that about 67,9% of the variation in youth purchase intention is explained by the explanatory variables. The remaining 32.2% of the variation in overall consumers' purchase intention could be explained by other variables that are not incorporated under this study. Table 11 below also shows a statistical significance result of the model where, sig = .000 which is less than $p < .005$. It then explained that there was a significant relationship between the independent variable and the dependent variable.

Moreover, individual effects of independent variables are explained by their respective standardized beta coefficients. The p values of all the factors are well below 0.05, which means that there is a significant relationship between the factors and the dependent

variable. Based on below table, the regression coefficient of the advertisement is.824. This indicates that the advertisement of brands affects consumers' purchase intention positively.

Table 11: The effects of social media advertising on youth purchase intention in the Limpopo province

Dependent	Independent	Beta	T	Sig.	R2	F	Sig.
Effects on youth buying decision making	Advertisement	.824	28.432	.000	.679	808.399	.000[b]

Source: SPSS Output, 2022

a. Predictors: (Constant), Advertisement

b. Dependent Variable: Effects

The respondents were asked if social media advertising has effects on the youth buying decision making and 381 respondents influenced by social media were four times more likely to spend more on purchases and more likely to purchase products and services that are not important to them. In addition, they look out for cost of the brand, quality, benefits of using the products and guarantee before they decide to purchase the brand. Therefore, social media advertising not only influences how they buy but also their consumer habits in general. However, 4 respondents answered never to the same question.

Out of 384 respondents, 367 of them which is 95,6% when asked the effects of social media advertising on products information seeking among youth. They mentioned product information seeking impacts their change of attitude about the brand, shift interest and

liking. However, 17 respondents (4.5%) strongly disagreed that social media changes their perception about brands. This data shows that consumers use social media as a tool to help them find more information on products and services quite often. This is an important aspect that could help brands to concentrate on how they can offer the necessary information for their potential customers.

Most of them (342 respondents) mentioned that the effects of social media advertising on alternative product evaluation include consumers developing a short list of brands which they view as possible alternatives to purchase. This also includes reaching out to the consumer emotions and persuading them to purchase the product, checking the quality attributes of the brand to appeal to the consumers hearts, minds, and their pockets. Moreover, social media advertising creates a pattern of associations that elicit an emotional connect of response in the intended audience, ultimately influencing the consumer's purchasing decisions and often in an unconscious way. Invariably, consumer purchasing decisions are also influenced by their friends' social media posts.

4.7. THE EFFECTS OF SOCIAL MEDIA ADVERTISING ON YOUTH BUYING BEHAVIOUR

As shown in Table 12 that presents the regression analysis, R-square is equal to 0.944, which signifies that 94.4% of the variance in the dependent variable is explained by the independent variable. The P-value of the model is 0.000^{b} and it is <0.05, meaning that the model is statistically significant. This table also elaborates that the dependent variable has a significant relationship with F equally to 518.885. There is a positive relationship with customers' buying behaviour with a significance level of less than 5% by 0.000. The finding is supported by the observation made by Prabowo, Sari and Bangapadan (2019) who states that variables such as to persuade and to convince have a significant direct or indirect effect on intention to buy and buying behaviour. Pikas and Sorrentino (2014) also found a positive relationship between creative advertisement and consumers' buying behaviour.

In addition, comparing the contribution of each variable, the beta values under the Standardized coefficients were used. The p values of all the independent variables are well below 0.05, which means that there is a significant relationship between the factors (independent variables) and the dependent variable. Finally, the Std. F is a measure of the variability of regression correlations. Therefore, as depicted in the table below the F of this model is 518.885. This indicates the variability of the regression correlations.

Table 12: Impact of social media advertising on youth buying behaviour.

Dependent	Independent	Beta	T	Sig.	R2	F	Sig.
Indebt	Prey	-.057	-.765	.444	.944	518.885	.000[b]
	Desire	.477	5.964	.000			
	Change	-.075	-.884	.377			
	Convince	-.051	-.907	.365			
	Directs	.159	2.753	.006			
	Indirect	-.112	-2.537	.012			
	Desire	.083	1.946	.052			
	Persuade	.065	1.144	.253			
	Interest	.084	1.833	.068			
	Activity	.080	2.339	.020			
	Induce	.478	6.098	.000			
	Motive	-.135	-2.397	.017			
	Impulsive Buying Behaviour	.957	64.815	.000			
	Trust	.052	2.470	.014			

Source: SPSS Output, 2022

a. Predictors: (Constant), Motives, Develop, Indirect, Activity, Persuade, Interest, Directs, Convince, Desire, Preys, Induce, Change.

Respondents were asked how electronic word of mouth affects a young customer's buying behaviour. As stated, before in table 1 and figure 5, according to the age and income groups, there are wider differences on this question but when examining the results on a general view of the respondents, 245 of them trusted their friends because of exceeding expectations on a product and for giving exclusive information about the product. Furthermore, 109 respondents stated that they bought brands recommended by a friend. Also, 9% stated that they would not usually search for more information from social media on products or services whereas 6% said they never sought additional information.

Moreover, respondents were asked if social media advertising provokes the interest of consumers to a point where they make unprepared purchases. and the outcome shows that 142 respondents stated that if they are connected to the internet their mind-set of product changes immediately. In addition, 176 of the respondents mentioned that advertisements have always been known to be the key factor that affects the consumer's purchase behaviour process. As such, social media advertising may have a direct or indirect influence in the purchase process with the power of changing individuals' buying behaviour. On the same note, 60 respondents disagreed that social media induces purchase motives meanwhile another 6 of them strongly disagreed that social media advertising indebts them to the retailers.

4.8 FACTORS THAT INFLUENCE THE YOUTH PURCHASE INTENTION AND BUYING BEHAVIOUR

Analysis on factors influencing consumers' purchase intention and buying behaviour.

s/n	consumers' perception of social media advertisements influences their product choice behaviour	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
		N	%	N	%	N	%	N	%	N	%
1	Social media advertisements on the quality of a product influence customers' choice for the product	12	3,1	20	5,2	33	8,6	114	29,7	205	53,4
2	I choose only high-quality product no matter how expensive they are	45	11,7	107	27,9	83	21,6	49	12,8	100	26,0
3	I choose only a product that can satisfy my need, while consuming the product.	23	6	51	13,3	67	17,4	90	23,4	153	41,4
4	I choose only good quality brands (as advertised)	29	7,6	41	10,7	211	54,9	71	27,1	32	8,3
5	I choose only well-known brands (as advertised)	7	1,8	16	4,2	21	5,5	171	44,5	169	44
6	The price of social media advertised product influence the youth's choice for the product or service	11	2,9	5	1,3	18	4,7	153	39,8	197	51,3
7	I choose only products, which comes with discounted fees, as advertised.	10	2,6	3	0,9	11	2,9	201	52,3	159	41,4
8	The way the price of a product is written in less than whole number, such as R13.99, attracts me to buy the product	13	3,4	9	2,3	33	8,6	144	37,5	185	48,2
9	I can save money when buying products that have odd prices like R23,21	23	6	32	8,3	51	13,3	97	25,3	181	47,1
10	Products have bundle offers (Buy one and other free) attract me to buy more	20	5,2	40	10,4	26	6,7	105	27,3	193	50,3
11	The creative design of a social media advertisement influences my choice to buy the product or service	4	1	12	3,1	76	19,8	129	33,6	163	42,4
12	I choose only a product that is technologically advanced and innovative, as advertised.	6	1,6	22	5,7	51	13,3	158	41,1	147	38,3
13	I choose only a product that is attractive in style and fashion.	30	7,8	17	4,4	41	10,7	78	20,3	218	56,8
14	A poorly designed advert decreases my willingness to buy the brand.	28	7,3	19	4,9	34	8,9	114	29,7	189	49,2
15	Product designs influence my buying behaviour.	11	2,8	15	3,9	52	13,5	203	52,9	103	26,8

Figure 10: Factors influencing consumers' purchase intention and buying behaviour.

The first item deals with the influence of social media advertisements on the quality of a product. The finding shows that from the total respondents more than 114 (48%) and 205 (19.3%) would choose the brand if it comes with the advertised or promised quality, 33 (8,6%) were impartial regarding their choice whereas the remaining 20(5,2%) and 12 (3,1%) did not consider any quality part covered in advertised brands when choosing a product or service. The finding shows that most of the respondents were sensitive regarding the quality of the advertised brand when selecting a brand to purchase.

The second item focuses on accessing high-quality products no matter how expensive they are which comes with a new product in a limited time, as advertised. From the findings in figure 10 ,131 (21,6%) were impartial regarding the high price of the product, 100 (26,0%) considered buying the brand whereas 107 (27,9%) did not care whether the brand is expensive or not if social media advertising assists in selecting a product or service.

The third item deals with consumers' satisfaction while consuming the product. The finding shows that the majority of the respondents 200 (52,1%) were neutral regarding their choice of the brand. This shows that respondents' selection of the brand is not determined by the improvement of social status that comes with the product, but other factors ignite their preference of the brand.

The fourth item examined the relationship between the consumers' choice of products and how it is advertised. The finding on this item reveals a similar result with the third item which found that most respondents were impartial with brand advertisement. From this, it can be concluded that consumers are influenced to select the brand based on other factors rather than advertisement. As above (figure 10), 21 (5,5%) respondents were impartial whereas 169 (44%) chose only well-known brands (as advertised) and 16 (4,2%) did not care whether the brand is known or not if it is advertised on social media platforms.

From above figure 10 out of 384 responses, 197 (51,3%) plus 153 (39,8%), that is; 350 respondents agreed that the price of the advertised brand influences their choice for the product or service, 18 (4,7%) respondents neither agreed or disagreed with the statement. Moreover, 11(2,9%) plus 5(1,3%) resulting 16 respondents out of 233 felt that social media did not influence their buying behaviour. From this analysis, it can be concluded that social media does affect and influence the buying behaviour of customers.

Moreover, the study noted that consumers often choose products which come with discounted fees, as advertised. The finding shows that more than half of the total respondents would choose a brand if it comes with advertised or the promised discounted fee. From the figure 10, 185 (48,2%) and144 (37,5%) consumers were said they would be attracted by pricing such as R13.99 on the product. However, 33 (8,6%) of respondents were impartial while 22 (5,7%) consumers out of 384 disagreed that they would be influenced. It can be concluded that the youth are sensitive regarding the availability of the advertised price fee when they select brands. Therefore, companies need to maintain and provide an advertising discount in the price of its brands.

Furthermore, on the relationship between consumers' choices of a product with how it is technologically advanced and innovative, as advertised on social media platforms. The finding on this item confirms that most respondents agreed that technologically advanced and innovative advertisements influence their buying behaviour. From this, it can be concluded that consumers are influenced to select the brand because of its advertisement being technologically advanced and innovative. Finally, the last item in this section deals with how product designs influence how consumers relate with the attractiveness and style of brands when making a choice. The finding shows that 103 (26,8%) and 203 (52,9%) respondents find attractive and stylish advertisements influential whereas 11 (2,9%) did not consider how attractive and stylish advertisements influenced their choice of a brand.

Respondents were asked what factors influence the youth's purchase intention and 381(99,2%) respondents mentioned that factors such as price, quality of product/service, design of brand, brand's social media presence, social media advertising, reviews from social media connections, reviews from influencers and trending" and "popular" algorithm

influence their purchase intention. In addition to the above, a majority (378 respondents) of them mentioned psychological factors, cultural factors, social factors, economic factors, and personal factors which impact their buying behaviour.

Table 13: Correlation analysis of factors influencing consumer purchase intention and buying behaviour.

		Loyal	Shops	Friends
Loyal	Pearson Correlation	1	.820**	.769**
	Sig. (2-tailed)		.000	.000
	N	384	384	384
Shops	Pearson Correlation	.820**	1	.938**
	Sig. (2-tailed)	.000		.000
	N	384	384	384
Friends	Pearson Correlation	.769**	.938**	1
	Sig. (2-tailed)	.000	.000	
	N	384	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2022

Table 13 above presents a tail correlation analysis conducted on the existence of media advertisement with customers' product choice, loyalty, and friend's recommendations. It is clearly shown that there is a positive relationship between loyalty, friends and customers shopping which is 0.820 and 0.769** with less than 0.01 p value. According to Ali and Ali (2017), since it is 0.820 the relationship is considered statistically significant. Therefore, this finding is consistent with Kim and Han's (2010) observation which concludes that the effects of targeted advertisements increase the understanding of consumer buying behaviour. This finding is also in line with a study by Rai (2013), who found out that, consumers' purchase attitude and behaviour are induced significantly by advertisements when the target is on quality and price. Moreover, in congruence with the uses and gratifications theory (Getachew, 2018; Ajzen, 2005), consumers' motivations for engagement with social media are cantered on their desires for connectedness, social interaction, relaxation, and entertainment.

Respondents were asked if they were loyal to any brand and 105 (27,3%) mentioned that they were loyal to brands because of their previous experience. However, 279 (72,7%) of them mentioned that their purchase intention is impacted by social media advertising especially on brands that are advertised with discounted prices. In addition, 105 (27,3%) respondents stated that their loyalty to a brand is based on market niches. Moreover, when responding to question of whether they buy any advertised brand of their interest that is available at shops, 337 (87,7%) of the respondents said they usually buy any social media advertised brand because of discounted prices and 47 of them which 12,2% are loyal to brands as they believe those brands offer better service and higher quality than other once.

Most of the respondents' reasons for buying advertised brands were due to unexpected incentives, focus on customer experience and service not on sales, delivery on quality and value. As such, 371 (96,6%) respondents' purchasing decisions were influenced by their friends' social media posts whereas most of them were inspired to purchase new brands after seeing social media images from other consumers. Furthermore, 13 (3,4%) answered "never" to the same question while 371 (96,6%) of them they said they were influenced to buy brands of shoes, cars, or smart phones.

4.9. SUMMARY OF THE CHAPTER

In this chapter, the researcher has presented, interpreted, and discussed the data derived from the questionnaire administered among the selected youth from the Limpopo Province, specifically in Mopani (Tzaneen and Giyani) and Capricorn (Polokwane and Ga-Mothapo) Districts who used social media advertising during and after shopping. The next chapter presents the conclusion based on the analysis of study findings from Chapter 4. It also proffers some recommendations and practical implications as well as describes the limitations to the study.

CHAPTER FIVE

5. FINDINGS, RECOMMENDATION AND CONCLUSION

5.1 INTRODUCTION

This chapter focuses on the findings based on the objectives of this study. It further presents the recommendations of the study and outlines the proposed solutions to the research problem and conclusions drawn from the findings. This is the chapter where the aim and objectives of the study are answered.

The main reason that initiated the idea of this study was the high level of social media advertisement campaigns undertaken by companies to attract and increase their market share in the ever growing and competitive market.

The results show the important role that social media has on purchase decision making and information seeking. Consumers are eager to use social media as a tool to find endless amounts of information instantaneously. Moreover, they are also open to new ideas and pay attention to social media platforms especially on youth targeted advertisements.

5.2. Descriptive analysis

The descriptive analysis shows that from the different modes or sources of social media platforms which companies can use to advertise their products, advertising brands through Facebook were found to be capable of influencing, attracting, and bringing trusted information about the product quality among the consumers. The study also found that companies consider Facebook as a platform to engage and communicate their brand message with target consumers. This is evident because out of 384 respondents, 227 of them which is 59.1% preferred use of Facebook when compared to Twitter, YouTube and Instagram.

Moreover, a majority of the respondents spent more than two hours navigating through different social media platforms, especially those in the 18-23 year age group. This observation concurs with Xhema (2019) who noted that users of these platforms are mostly between the 18 and 23 year age category because they are likely to spend more

than six hours a day on social media platforms. Each gender of the study population was represented equally across the two districts.

Study findings also showed that 306 (79,7%) respondents knew much about social media advertising and used it as a source of information. However, 78 (20.3%) of them were not aware of the influence of social media advertisement especially those that fell within the age bracket of 30-35 years. This reveals that advertisement on social media is impactful as 79.7% of the population sample used it before, during and after shopping.

5.3. Summary of the findings

The study sought to investigate the influence of social media advertising on consumer purchase intention and buying behaviour amongst youth in Limpopo province. The five objectives identified by the study were examined.

In the purchase decision processes, two of the important factors in the influence of purchase intention and buying behaviour are the tie-strength between the source and the recipient. According to the findings presented in this research report, social media advertising has proven to play an integral part in the purchasing behaviour among youth in Limpopo Province.

Findings regarding each of the objectives are discussed below:

5.3.1 Social media advertising and the youth Purchase Intention

The study's first empirical objective was to investigate the influence of social media advertising on purchase intention. Many researchers have posed this question and have revealed that social media advertising plays a significant role on the consumer's purchase intentions. Moreover, findings obtained from this study revealed that gender, advertised products, brands and emotional impact of advertisement have a positive influence on purchase intention at $P < 0.05$, confirming that the relationship between these independent and dependent variables is statistically significant.

R squared of Table 2 is explained by 94.8% which is higher when compared to remaining the 5.2% of the variation in overall consumers' purchase intention that is explained by other variables, which are not incorporated in this study. Table 4 explains that the independent variable for gender (.803) has a greater influence on the youth purchase

intention than the brand image (.000), emotional impact of advertisement (.195) or advertised products (.000). From the results above, it can be argued that there is strong correlation between social media advertising and youth purchase intentions.

This proves that if consumers are engaged with a brand through consumer reviews, social media advertising will be effective in creating that intention to purchase the brand. Literature also emphasises that there is a relationship that exists between social media advertising and consumer purchase intention which induces talkability between individuals to share information about particular products or services. Nevertheless, Yew, Mohamodhossen, Hoo, Hong Ng and Kowang (2019) social media is much more, and it has become a retail platform and a product discovery platform.

It was also observed that 235 respondents strongly agreed that social media advertising influences consumers' thoughts to a point where purchase intention is developed. In addition, 149 respondents mentioned that it was not all the time that they were influenced by social media advertising. More than 69,1 % also revealed that they were influenced by advertisements that had appealing visual content which created positive associations with the brand. It was also revealed that attitude towards the brand is influenced by advertisements that have appealing visual content which create positive associations with the brand. This means that social media advertising does impact consumers' attitude toward brands.

Table 5 reveals that effects, information, attitude, fun, and entertainment traits can predict around 96 percent of the variation. This means that the use of social media is a beneficial part of the marketing plan since it reaches social media users of all ages especially the youth. Also, brands should keep on concentrating on active social media behaviour to gain the trust of consumers, offer modern and fast customer services and help consumers to find accurate and necessary information about products and services with ease.

The results on Table 6 and 7 are statistically significant at p value of <.001[b] which is less than 0.05. Moreover, the fun and entertainment as well as the effects of social media advertising are significantly predicted by independent variables. Therefore, the fun and

entertainment effects of social media and buying decision process traits got relatively more information in the post-purchase scenario.

This study noted that almost 98,2% of purchases happening across different brands were influenced by social media advertising. Secondly, 367 youth agreed that females use social media advertising more when compared to their male counterparts. Hence, it has been established by researchers that social media advertising recommendations influence the consideration and choice of the consumer's friend network. In other words, if consumers take their friend's recommendations and reviews into consideration, the recommendations can be turned into purchase action instantly.

is the study also revealed that the relational bond between the youth and online consumer discussion played a key role in shaping purchase intention behaviour. Moreover, Bian and Moutinho (2011) argue that emotional bonds within a brand-relationship ultimately drive repeat support and e-WOM recommendation. Cheung and Thadani (2012) pointed out that a consumer willing to invest physical, cognitive, and emotional effort into an online platform will also have a higher propensity to spread word-of-mouth communication about it. The Standardized coefficients (Table 7) show that the information of an advertisement has a greater influence on consumer purchase intention than how consumers are affected by goods and services.

These outcomes have implications on the study which suggests that for a purchase to happen, the marketer not only has to keep the brand salient in the consumer's mind but also must keep the customer 'engaged' to the brand. Vermeulen and Seegers (2009) supports the argument by maintaining that customers should not only be satisfied with the product but should also be willing to promote, defend and encounter with others, on behalf of the product.

Therefore, this study can safely argue that purchase intention and social media advertising are related because consumer engagement affects e-WOM which may in turn influence consumer purchase intentions.

5.3.2 Social media advertisement and youth buying behaviour.

The study's second empirical objective was to investigate the relationship between social media advertising and youth buying behaviour. The findings show that there is an existing direct relationship between social media advertising and consumer purchase behaviour.

The relationship is shown in Table 8 on multiple regression analysis, where R-square is equal to 0.937 which signifies that 93.7% of the variance in dependent variable (consumers buying behaviour) is explained by independent variables (Opinions and Prejudices, Buying Behaviour, Attractive, Advertisement, Needs, Youth, Influence, Trust, Creative). The P-value of all models is <0.05. The consequence is that the summary model is statistically significant at .968[a]. Moreover, Table 9 also shows that the dependent variable has a significant relationship F=621.095 with P <.05. Thus, a consumer's tie-strength with the source is a major factor when it comes to which degree of information influences the recipient.

The findings are also supported by Cheung and Thadani (2012) who stipulate that if the consumer is prepared to voluntarily invest his/her personal energy into an on-line social platform, they will have a higher inclination to take an interest to participate on the on-line social platform which influences their purchasing behaviour. In addition, this thesis shows that the beta values under the Standardized coefficients were used, and the largest beta coefficient was .615 which was a factor for "creative", followed by attractive .272, trust .097, youth .068, Opinions and Prejudices .068, buying behaviour.064, and needs .006. This implies that the above variables contribute towards a significant influence on youth buying behaviour.

The study also revealed that 344 respondents agreed that use of social media advertising impacts their buying behaviour. Moreover, after viewing social media adverts they are likely to make a purchase on the same day of seeing the adverts. This confirms that consumers who are influenced by social media are four times more likely to spend more on purchase. However, 40 respondents (10.4%) of the sampled population stated that social media platforms are not a useful tool for shopping purposes.

Online consumer reviews provide product information and recommendations from the customer perspective and encourage engagement with the on-line community (Lee, Kim, Pelton, Knight & Forney, 2008). As we have seen from the results, 371 youth were likely to make a purchase on the same day of using social media advertising and those who were influenced by social media spent four times more on purchase. Hence, the results show that marketers use factors such as psychological, personal, and social aspects to arouse the consumer's interest.

Earlier studies concluded that consumers ascribe more value to social media advertising recommendations made by fellow consumers than recommendations of professional reviewers. According to these studies, consumers perceive fellow consumers' opinions to be less biased. They also find fellow consumers' experiences easier to relate to (Bickart, Barbara, Robert & Schindler, 2001). Also, numerous empirical studies (Jefata, 2018; Davis & Khazanchi, 2008) show that buyers seriously consider social media feedback when making purchasing decisions.

Hence, it can be argued that social media advertising has a positive direct influence on purchase behaviour and that the relationship between social media advertising and youth buying behaviour is significant. Subsequently, such an influence is more pronounced through other interacting variables such as Opinions and Prejudices, Buying Behaviour, Attractiveness, Advertisement, Needs, Youth, Influence, Trust, Creative outlooks.

The study further observes that when compared to other constructs in the conceptual model, social media advertising is the second most important factor in influencing youth buying behaviour. Finally, 380 respondents strongly agreed that they were emotionally invested in brands. Moreover, factors influencing respondents' purchasing behaviours may be psychological, personal, and social in nature. Therefore, advertising plays a very significant role in influencing youth buying behaviour by attracting their attention, stimulating their interest, and creating desire to purchase the products.

5.3.3 The impact of social media advertising on the consumer purchase intention

The study's third empirical objective was to investigate the effects of social media advertising on youth purchase intention. Literature asserts that brand identity gives the highest value to related organizations. Consumers also derive an emotional benefit from using the brand which has a direct impact on the consumer's purchase behaviour. Han and Noreen (2015) advocate that positive purchase behaviour is attached to a strong social media advertisement.

In view of the above insights, the adjusted R Square value in Table 11 shows that about 67,8% of the variation in youth purchase intention could be explained by the independent variables. This means that the remaining 32.2% of the variation in overall consumers' purchase intention could be explained by other variables that are not incorporated under this study. Table 11 also shows a statistically significant result of the model where, sig = .000 is less than $p < .005$. This explains that social media advertising has a significant effect on youth purchase intention.

Moreover, individual effects of independent variables are explained by their respective standardized beta coefficients. The p values of all the factors are well below 0.05, which means that there is a significant relationship between the factors and the dependent variable. Based on the above assertion, the regression coefficient of the advertisement is .824 which indicates that the advertisement of brands affected consumers' purchase intention positively. These findings are supported by Han and Noreen (2015) who reported that advertisement have positive relationships with consumers buying behaviour.

The findings revealed that 309 respondents who are influenced by social media advertising were more likely to purchase products and services that were not important to them. The beta under Standardized Coefficients (Table 11) shows a value of .824, which means that social media advertising not only influences how respondents bought but also their consumer habits in general. These consumers like the fact that the brand advert is different from any others, and that perception gives them a certain level of status and confidence. In addition, they look out for the cost of the brand, quality, benefits of using the products and guarantee. On the other hand, when observed from the loading factor perspective, it suggests that brand advertisement significantly affects the buying

intent of the respondents at t-statistics of 28.432. This proves the strength of social media influence on the youth purchase intention. It was also observed that the average responses of the respondents in the purchase intent of the participants was high.

Study findings also show that 367 respondents, representing 95,6% of the sampled population mentioned that information seeking impacted their change of attitude towards the brand, shift of interest and liking, creation of the need, peer communication, the impulse to purchase and increase of the level of product involvement. However, 4.4% strongly disagreed that social media could change their perception about brands. The above results indicate that consumers use social media advertising platforms to find more information on products and services. This is an important fact that could help brands to concentrate on how they provide the necessary information to their potential customers.

The alternative product evaluation includes consumers developing a short list of brands which they view as possible alternative to purchase, reach out to the consumer emotions and persuade them to purchase the product, and consider quality attributes of the brand to appeal to the consumers hearts, minds, and pockets. Moreover, the study found that social media advertising creates a pattern of associations that elicit an emotional connect of response in the intended audience, ultimately influencing the consumer's purchasing decisions and often in an unconscious way.

This suggests that brand advertisement has a positive and significant role on purchase intentions amongst consumers in Mopani and Capricorn Districts. Therefore, the better the brand advertisement, the better the purchase behaviour of the youth as an influential factor towards brand purchase intention. Subsequently, this shows that consumers demonstrate their distinctiveness by purchasing products which have a strong brand image in their mind. The results of this study emphasise that social media advertising is one of the most powerful tools with which to sustain the reputation of brands in the market.

5.3.4 The impact of social media advertising on consumer buying behaviour.

The research findings show that the position of the consumer in the new marketing approach is unified because consumers are empowered to influence products positively

or negatively. This follows the outcome that shows many respondents who reflected that social media has provided them with an effective platform to communicate product services with one another. Based on the study's findings, the informativeness of social media advertising has a favourable impact on consumers' purchase behaviour.

The findings in Table 12 on regression analysis show that R-square is equal to 0.944 which is <0.05. This means that the model is statistically significant. Therefore, there is a significant positive influence on the youth's buying behaviour with a significance level of less than 5% by 0.000. The finding is also supported by Nair (2011) who states that the persuasion of social media advertisement has a direct or indirect impact on buying behaviour.

The p values of all the independent variables are well below 0.05, which means that there is a significant relationship between the factors (independent variables) and the dependent variable. Comparing the contribution of each variable, the beta values under the Standardized coefficients were used and it was found that impulsive buying behaviour is significantly different at .957 and its p-value is 0.000. Moreover, the study revealed that social media advertising delivers impactful information about the products which in turn attracts positive reaction from the consumers who then buy the product from the sponsored brand.

The finding is supported by the findings from Jafeta's (2018) who concluded that social media advertising's informativeness has an impact on buying behaviour. Finally, the Std. F is a measure of the variability of regression correlations. Therefore, as depicted in Table 12, the F of this model is 518.885.

The trust in social media advertising has positive and significant impacts on the consumers' purchase behaviour as the outcomes of the study have shown that the p-value is less than 0.005. This happened because social media is a place of entertainment and enjoyment, so customers engaged the content that may have influenced their purchase spending.

Moreover, the study found out that 378 youth reaffirmed that social media advertising changes their opinions about a product or service. Customers with a positive perspective

towards social media advertising are likely to produce beneficial behavioural actions. Hence, the results in Table 12 shows variables such as prey, change, and motive contributing less to influencing the consumers' purchase behaviour when compared to variables such as desire and persuade. The finding also revealed that there were noticeable post purchase effects faced by costumers due to financial, social, emotional, and psychological factors.

5.3.5 Factors influencing youth purchase intention and buying behaviour.

The findings of this study also showed that the influence of advertisement on the quality of customers' choices of the brand, is influenced by the quality of the brands' favour rather than the price. This reveals how customers need quality products and their willingness to pay a price for quality products that can give them the necessary pleasure resulting from the consumption of that service or product. It was also found that the standard of the product is considered when choosing a brand among the available products.

Consumers were also found to be serious about their expectation of a discounted fee on brands which were advertised and were less concerned about advertisements regarding the introduction of new products in their product line, the social status that come from it and how the advertisement is technologically innovative. This could be due to their loyalty towards the already accepted products.

The study also found that 27,3% of the respondents were loyal to some brands because of their previous experience. However, 72,7% of them mentioned that their purchase intention is impacted by social media advertising especially on brands that are advertised with discounted price. Moreover, respondents bought advertised brands due to the unexpected incentives, sales, quality, and value of the product. In addition, purchasing behaviour was influenced by their friends' social media posts which mostly inspired them to purchase new brands following social media exposure through other consumers. Figure10 shows that many advertisement factors that affected the customers' buying behaviour, easy to remember or memorable advertisements were found to have the highest effect on customers' buying behaviour. This was followed by recommendations

from word of mouth or attractive advertisement, meanwhile poorly advertised brands aroused negative attitudes among the youth.

The study was also concerned with establishing the relationship between the influence of social media advertisement, purchase intention and consumers' buying behaviour; the influence of advertisement on the quality of products on customers buying decision, loyalty towards brands, a friend's recommendations, and influence of customers' perceptions of media advertisement on their choice of a product. The relationship between these variables was investigated using two-tailed Pearson analysis. Table 13 provided correlation coefficients which indicated the strength and direction of linear relationship. The p-value (0.000) indicated the probability of this relationship's significance. The result showed a strong correlation because the relationship is between 0.7 and 0.9 among variables.

Davis and Khazanchi (2008) stated that since the relationship is 0.820 between variables, therefore the outcome is considered statistically significant. Therefore, this finding is consistent with that of Barreda, Bilgihan and Kageyama (2015), which concludes that the effects of targeted advertisements increase the understanding of consumer buying behaviour. This finding is also found to be in line with the study of Rai (2013), who stated that consumers' purchase attitude and behaviour are induced significantly by advertisements when the target is on quality and price.

5.4. RECOMMENDATIONS OF THE STUDY

The recommendations of the study comprise policy recommendations and recommendations for practice.

5.4.1. Policy recommendations

- The first policy recommendation arises from the realization that although advertisers advertise via social media platforms the youth's brand preferences were shaped more by their peer networks, celebrities, influencers, and educators whom these youth followed on Twitter, Instagram, YouTube and via their Facebook timelines. Advertising policies and strategies, therefore, should not only take

cognizance of social influences from influential people via social media networks, but should also understand their contribution and how is harnessed to promote social media advertising effectiveness.

- Advertisers seemed to depend more on Facebook advertising compared to other social media platforms such as Twitter, YouTube, and Instagram. The advertising strategies of advertisers should consider broadening social media networks to ensure the broader reach of brand promotions and advertisements. This would ensure that as a new channel of communication, social media's value is leveraged, and its value is matched to the needs of the consumers, especially the youth. The key aspect is that advertisers should understand the youth's emotional connections with brands whether they are targeted consumers or potential customers.

- Finally, advertisers need to focus on profitability of the brand but also more on the open interchange of consumers and listen to the negative feedback and respond accordingly. With youth increasingly becoming computer savvy about brands and their selection on social media platforms, advertisers do not seem to understand and strive to meet the consumer's needs satisfactorily. Therefore, advertisers need to develop an understanding of the psychology, personal, social, and cultural characteristics that can influence the youth's buying behaviours on the selection of brands.

Therefore, advertisers need to incorporate consumers' views on their brands and should always be truthful about it to satisfy the youth's desires. The key aspect is that advertisers should understand consumers' emotional connections with brands. The possible policy recommendation is that advertisers need to simulate and grasp the possible consequences of positive and negative e-WOM if they are to develop and provide appealing content that grabs more young people's attention to brands. The development of a coherent strategy for optimizing youth use of brands is needed to increase profitability and create solid relationships with young consumers.

5.4.2. Recommendation for practice

Since Facebook timeline, Twitter, and Instagram newsfeeds were the most popular features and spaces respectively, for sharing experiences about brands and brand reviews for most youth, advertisers need to integrate these applications and pages increasingly into their advertising tactics and activities to increase the advertising value and shape brand purchase intentions. The seamless integration of personal websites of advertisers and social media platforms would also allow for the easier navigation of both spaces by the youth who have limited data and time to visit both spaces independently.

While marketers acknowledge negative comments and feedback on social media could virally spread and undermine the legitimacy and reception of a brand, they need to develop productive and creative messages to counter such negative messages. One effective way of countering negative comments is to liaise with manufacturers of brands so that they give correct, complete, and reliable information about the positive and side effects of consuming such brands. This might reduce the negative energy consumers generate about the products. This would ensure that advertisers formulate relationships that are more flexible with the youth through interaction on the social media platforms.

- It is recommended that advertisers should consider and incorporate the perspectives of these “significant others” (educators and celebrities) when they devise their social media marketing strategies as they have potential to increase their advertising value.

- It is recommended that advertisers should track the frequency, direction, and dynamics of youth interactions with brands and peers on social media to build sustainable relationships with their customers. A possible practical recommendation is that, with the increasing availability of purchase applications that are integrated with social media platforms, advertisers need to select exclusive applications that maximize social appeal, desirability, and purchase of brands.

5.5. Implications for future research

The study sought to improve the youth’s experiences with different brands and raise awareness for advertisers to improve the sustainability of businesses in the 21st century.

However, the study was limited to advertisers located in Limpopo Province and selected consumers of Mopani (Tzaneen and Giyani) and Capricorn (Polokwane and Ga-Mothapo) Districts. Future studies therefore might investigate a diverse population comprising various advertisers who advertise and promote brands via different social media channels. Studies also might consider which social media platforms the youth prefer and make comparisons of social media advertising and traditional advertising.

The study summarized demographic characteristics of the youth quantitatively, therefore future studies may need to combine the quantitative stance adopted in this study with qualitative elements in one study (a mixed-methods approach). This would ensure that the diverse representation of diverse socio-economic and cultural groups and the nature of relationships between variables are articulated, as well as the development of an in-depth understanding of the complex issues of social media advertising influence and youth purchase behaviour.

The youth's responses pointed out that social media advertising provides advertisers with an opportunity to get potential clients and generate information about consumers' attention. The continual consumption of brands such as beverages despite their side effects demonstrates that there are extensive influences on the youth's consumption of such drinks than advertisements. Such influences on brand consumption need further exploration across different provinces with different demographic profiles of the youth.

Moreover, this study contributes to the scholarship on the use of social media marketing and youth buying behaviour in Limpopo Province as it clearly puts forward an argument that on-line engagement influences e-WOM purchases. The study also reveals that consumer interactions with a company's brand community on social media platforms have a direct and significant effect on purchase intentions. These findings show that the focal purpose of the social media-based brand communities, i.e., Facebook, is to bring people with similar characteristics together and facilitate engagement among them.

5.6. CONCLUSION

This chapter presented the study findings on the influence of social media advertising on consumer purchase intention and buying behaviour. The study was a case study of

selected youth in Mopani (Tzaneen and Giyani) and Capricorn (Polokwane and Ga-Mothapo) Districts in Limpopo Province. The study reached the conclusion based on extensive literature on social media advertising and youth purchase behaviour, presented the findings of the empirical study and recommendations for policy and practice, as well as implications for future research. The overall conclusion is that the youth's brand preferences and decision-making are a function of their own personal experiences, peer-based e-WOM based on social media platforms, and celebrities' and educators' perspectives on these brands.

Evidence suggests that while positive feedback about brands creates possibilities for increased brand purchase intentions, negative feedback scares youth from purchasing specific brands. However, the actual purchase of brands is influenced by social media advertising. Therefore, advertisers should accommodate the youth's opinions and desires as it would greatly affect and benefit their brands, as social media is evolving and changing the communication of brands.

5.7. Limitations of the study

The findings and conclusions presented in the research are only valid within the population selected and cannot be generalized elsewhere due to the differences in environmental factors and individual opinions of the respondents. To reach results that correspond to all consumers' social media behaviour and how much impact social media advertising has on youth purchasing behaviour would require wider research geographically and quantitatively. Considering the limited time and scope of this research, two theories related to the social media and consumer purchasing behaviour were used.

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Appendixes

APPENDIX A: QUESTIONNAIRE

University of Limpopo

School of Languages and Communication Studies

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SECTION A: DEMOGRAPHIC INFORMATION

1. Districts information

Capricorn District Municipality		Mopani District Municipality	

2. What is your gender?

Female		Male	

3. Ethnic group?

African		White		Coloured		Others	

4. How old are you?

18-23 years		24-29 years		30-35 years	

5. Level of education?

Grade 12		Tertiary	

6. Employment status

Unemployed		Employed	

7. Do you use any social media platform?

Yes		No	

8. Which social media platform do you use?
(You can select more than social media from the list below)

Facebook		Twitter		Instagram		YouTube		Other	

9. Do you know social media advertising?

Yes		No	

10. How many hours do you spend on social media platforms in a day?

Less than an hour		1-2 Hours		3-4Hours		5 hours and above	

SECTION B: RELATIONSHIP BETWEEN SOCIAL MEDA ADVERTISING AND THE YOUTH PURCHASE INTENTION

11. Does social media advertising influence your thoughts to a point where you develop purchase intention for a brand?

Yes		No	

12. Please explain your response below.

_____
_____

13. Does social media advertising help you to choose product brand to purchase?

Yes		No	

14. Please explain your response below.

_____
_____

15. Social media advertising influence your attitude towards a brand.

Strongly agree		Agree		Disagree		Strongly disagree	

16. Please explain your response.

---

17. In your opinion, to what extent is social media advertising information on products and services e?

Credible		Very Credible		Not Credible		Don't Know	

18. Please explain your response.

_____
_____

19. Does social media advertising make it easy for you to purchase the advertised product or service?

Yes		No	

20. Please explain your response.

_____
_____
_____

21. Social media advertising information affect your purchase intention for a product.

Strongly agree		Agree		Disagree		Strongly disagree	

22. Please explain your response

---

23. The fun and entertainment aspect of social media advertising arouse your purchase intention.

Strongly agree		Agree		Disagree		Strongly disagree	

24. Please explain your response

---

25. The influence of social media advertising on your behaviour extends to your buying decision process.

Strongly agree		Agree		Disagree		Strongly disagree	

26. Please explain your response.

---

27. Does social media advertising influence your spending on brands?

Yes		No	

28. Please explain your response below.

_____
_____

29. Do you think that social media advertising have emotional impact on your purchase intentions?

Yes		No	

30. Which gender do you believe use social media advertising the most?

Females		Males	

31. Please explain your response below.`;i

_____
_____

SECTION C: RELATIONSHIP BETWEEN SOCIAL MEDIA ADVERTISING AND THE YOUTH BUYING BEHAVIOUR

32. Do you think social media advertising influence your product buying behaviour?

Yes		No	

33. Please explain your response.

_____
_____
_____

34. I trust online advertisement mostly to choose and get a product or service.

Strongly agree		Agree		Disagree		Strongly disagree	

35. I choose to buy a product that is attractive and eye-catching as advertised on social media advertisement.

Strongly agree		Agree		Disagree		Strongly disagree	

35. Impressiveness and creative advertisement has emotional impact on your buying behaviour

Strongly agree		Agree		Disagree		Strongly disagree	

36. If you agree, what are those impacts?

_____
_____
_____

37. I choose to read simple advertisement, as they are easy to recall when making purchases

Strongly agree		Agree		Disagree		Strongly disagree	

38. Social media advertising inform consumers on what to buy, when to buy and how to buy.

Strongly agree		Agree		Disagree		Strongly disagree	

39. Social media advertising influence my spending by creating needs that I have to satisfy.

Strongly agree		Agree		Disagree		Strongly disagree	

40 Social media help the youth to satisfy such needs by providing information about brands.

Strongly agree		Agree		Disagree		Strongly disagree	

41. Social media advertising information influence the youth on what to buy, when to buy and how to buy.

Strongly agree		Agree		Disagree		Strongly disagree	

42. Social media advertisements change youth's opinions and prejudices on the advertised brands.

Strongly agree		Agree		Disagree		Strongly disagree	

SECTION D: EFFECTS OF SOCIAL MEDIA ADVERTISING ON THE YOUTH PURCHASE INTENTION

43. Does social media advertising have effect on the youths' buying decision-making?

Yes		No	

44. Please, mention some of those effects on their buying decision-making.

_____

_____

_____

_____

45. Social media advertisements identify a need for young consumer and make him/her think of a product that might meet this need.

Strongly agree		Agree		Disagree		Strongly disagree	

46. What are the effects of social media advertising on products' information seeking among the youth?

_____
_____
_____
_____

47. What are the effects of social media advertising on alternative product evaluation?

_____
_____
_____
_____

48. What are the effects of social media advertising on the youth's product buying decision-making?

_____
_____
_____
_____

49. What is the influence of social media advertising on post purchase stage?

_____
_____
_____
_____

SECTION E: THE EFFECTS OF SOCIAL MEDIA ADVERTISING ON CONSUMERS BUYING BEHAVIOUR

50. I trust social media advertising to point where I can likely purchase a particular product or service.

Strongly agree		Agree		Disagree		Strongly disagree	

51. Customer's word of mouth, feedback, recommendations play important role in increasing my impulsive buying behavior.

Strongly agree		Agree		Disagree		Strongly disagree	

52. How does electronic word-of-mouth affect a young customer's buying behaviour?

_____
_____
_____

53. Social media advertising preys on consumer's emotions.

Strongly agree		Agree		Disagree		Strongly disagree	

54. Social media advertising create desire for pleasure, joy, and fun offered by the possession and use of products or service.

Strongly agree		Agree		Disagree		Strongly disagree	

55. Social media advertisements change the youths' opinions and prejudice on the advertised products/service.

Strongly agree		Agree		Disagree		Strongly disagree	

56. Please explain your response.

_____
_____
_____

57. Social media advertisements convince consumers (including the youth) to buy the advertised brand.

Strongly agree		Agree		Disagree		Strongly disagree	

58. Please explain your response.

_____
_____
_____

59. Social media advertising have direct effects on my buying behaviour.

Strongly agree		Agree		Disagree		Strongly disagree	

60. Please explain your response.

_____
_____
_____

61. Social media advertising have indirect impact on my buying behaviour.

Strongly agree		Agree		Disagree		Strongly disagree	

62. Please explain your response.

_____
_____
_____

63. In your opinion, what are the effects of social media advertising on the youths' buying behaviour?

i. _____
ii. _____
iii. _____
iv. _____
v. _____

64. Social media advertising influences the youth to develop strong bond with brands.

Strongly agree		Agree		Disagree		Strongly disagree	

65. Please explain your response below.

_____
_____
_____

66. The strong bond created by social media advertising between the consumers and brands enables the brands to persuade and influence the youth on what to buy, and at what time.

Strongly agree		Agree		Disagree		Strongly disagree	

67. Please explain your response.

_____
_____
_____

68. Social media advertising provokes the interest of consumers to a point where they make unprepared purchases.

Strongly agree		Agree		Disagree		Strongly disagree	

69. Please explain your response.

_____
_____
_____

70. The consumer's knowledge of a product may lead to higher activity on the social media, and that can increase buying behaviour.

Strongly agree		Agree		Disagree		Strongly disagree	

71. Social media advertising induces demand of products or services.

Strongly agree		Agree		Disagree		Strongly disagree	

72. Social media advertising induces purchase motives and purchase frequency of product or service.

Strongly agree		Agree		Disagree		Strongly disagree	

73. Please explain your response.

_____
_____
_____

74. Social media advertising in debts consumers to retailers.

Strongly agree		Agree		Disagree		Strongly disagree	

SECTION F: FACTORS THAT INFLUENCE CONSUMERS' PURCHASE INTENTION AND BUYING BEHAVIOUR

Please rate these questions based on your opinion:

1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

QUESTIONS	RATING				
	1	2	3	4	5
75.1. Social media advertisements on the quality of a product influence customers' choice for the product					
75.2. I choose only high-quality product no matter how expensive they are					
75.3, I choose only a product that can satisfy my need, while consuming the product.					
75.4. I choose only good quality brands (as advertised)					
75.5. I choose only well-known brands (as advertised)					
75.6. The price of social media advertised product influence the youth's choice for the product or service					
75.7. I choose only products, which comes with discounted fees, as advertised.					
75.8. The way the price of a product is written in less than whole number, such as R13.99, attracts me to buy the product					
75.9. I can save money when buying products that have odd prices like R23,21					
75.10. Products have bundle offers (Buy one and other free) attract me to buy more					
75.11. The creative design of a social media advertisement influence my choice to buy the product or service					
75.12. I choose only a product that is technologically advanced and innovative, as advertised.					
75.13. I choose only a product that is attractive in style and fashion.					
75.14. A poorly designed advert decreases my willingness to buy the brand.					
75.15. Product designs influence my buying behaviour.					

76. In your opinion, what factors influence the youth's purchase intention?

i. _____

ii. _____

iii. _____

iv. _____

77. In your opinion, what factors influence your buying behaviour?

i. _____

ii. _____

iii. _____

iv. _____

78. Are you loyal to specific brands in different market niches?

Yes		No	

79. Please explain your response, and mention some of the brands

_____

_____

_____

80. Do you just buy any advertised brand of your interest that is available in the shops?

Yes		No	

81. What are the reasons behind your decision here?

_____

_____

_____

82. Do your friends influence you to buy certain social media advertised brands?

Yes		No	

83. Please explain your response, and mention some of the products.

_____

_____

_____

_____

_____

Appendix B: Consent Form

University of Limpopo
School of Languages and Communication Studies
Department of Media, Communication & Information Studies
Private Bag X1106, Sovenga, 0727, South Africa
Tel: (015) 268 2730, Fax: (015) 268 3184, Email: christopher.mbajiorgu@ul.ac.za
Researcher contacts (cell: 0716282260) Email: moropanaclearence@gmail.com

INFORMED CONSENT FORM FOR PARTICIPATING IN A RESEARCH STUDY

Before participating in this research, the researcher will talk to you, and will give you this consent form to read, as well as to clarifying where you might seek clarity. You are cordially asked to sign the form after you have decided to take part in this project.

I, ----------, agree to participate in research entitled to ***""THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CONSUMER PURCHASE INTENTION AND BUYING BEHAVIOUR AMONGST THE YOUTH IN LIMPOPO PROVINCE".*** In the Department of Media, Communication, and Information at university of Limpopo.

Furthermore, I understand that:

1. My participation in this research is voluntary, and I will not gain monetary/financial compensation for my participation. I may withdraw my participation in a case of discomfort, and my withdrawal will not affect my relationship with the researcher.
2. I have the right to decline to answer certain questions if I am uncomfortable. I understand that this participation is entirely voluntarily.
3. My response to the questions will be recorded at my permission. However, where I am not comfortable about recording my response, the researcher will have to write down my responses by himself.

4. Information that will be obtained from me in the form of views will be strictly used for research purposes.
5. I have a right to be anonymous to ensure confidentiality.

_____ _____ _____

Participant Signature Date
(Full name)

I, Clearence Moropana, have explained the scope of the research to the participant and she/ He freely agrees to participate in this project.

Kind regards,

_____ _____ _____

Researcher Signature Date

Appendix C: Letter of Respondent(s)

University of Limpopo
School of Languages and Communication Studies
Department of Media, Communication & Information Studies
Private Bag X1106, Sovenga, 0727, South Africa
Cell: 071 628 2260, Email: moropanaclearence@gmail.com

Dear Participant**,**

I am Clearence Moropana, a student (201507709) in the Media Studies' Masters Programme at the University of Limpopo. You are cordially invited to participate in my research project titled "**THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CONSUMER PURCHASE INTENTION AND BUYING BEHAVIOUR AMONGST THE YOUTH IN LIMPOPO PROVINCE".** It is aimed on investigating the influence of social media advertising on consumer purchase intention and buying behaviour in Limpopo Province.

Your participation will be highly appreciated as it will help the researcher to achieve the objectives of the research project. Please bear in mind that your participation is voluntary, and you have a right to withdraw your participation from the study anytime. There will be no reward in any form for participating in this study. You will be expected to sign a consent form that is aimed on addressing the use of information you provide and your right as the participant.

Kind regards
Clearence Moropana
MA Student at the Department of Media, Communication, and Information Studies.