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A Study on the Role of Social Media Advertisement in Customer Engagement

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ABSTRACT: The rapid rise of social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok has significantly transformed the way businesses engage with consumers. This study titled “A Study on the Role of Social Media Advertisement in Customer Engagement” explores how various forms of social media advertising influence customer behavior, trust, and purchasing decisions. The research primarily focuses on identifying the key factors that attract users to interact with advertisements on social media platforms. It also examines how different types of content — such as video ads, image ads, text-based ads, and influencer promotions — impact customer engagement levels. The study was conducted through a structured questionnaire, collecting responses from 110 participants across different age groups and occupations. Findings from the study reveal that informative content and visual appeal are the leading factors influencing engagement, while humor and useful content make advertisements more attractive. The results also highlight mixed levels of trust among consumers towards social media ads, with a noticeable portion experiencing ad fatigue and skepticism. Additionally, the study identifies Instagram as the most engaging platform for advertisements among respondents. This research concludes that while social media advertising is an effective and cost-efficient tool for enhancing customer engagement, it requires businesses to continuously innovate, maintain authenticity, and personalize content carefully to avoid overwhelming or alienating their target audience.

I. INTRODUCTION

In recent years, the rapid proliferation of digital technologies has fundamentally reshaped the marketing and advertising landscape. Social media platforms such as Facebook, Instagram, Twitter (now X), LinkedIn, Snapchat, and TikTok have emerged as dominant channels for business-to-consumer (B2C) and business-to-business (B2B) communication. Unlike traditional marketing media, which primarily involve one-way communication, social media offers interactive, real-time, and highly personalized engagement opportunities. It seeks to identify the key content features, platform preferences, and interactive strategies that drive higher engagement and ultimately impact consumer purchasing decisions.

II. PROBLEM STATEMENT

In the contemporary digital landscape, social media platforms have evolved beyond mere communication tools to become powerful marketing channels that enable brands to interact directly with consumers. Unlike traditional advertising media such as television, radio, or print, social media offers interactive, customizable, and real-time communication, providing businesses with new avenues for customer engagement. However, while the reach and affordability of social media advertising are undeniable, questions persist regarding its actual effectiveness in sustaining customer interest and influencing consumer behavior. Factors such as trust, content relevance, visual appeal, personalization, and platform preference play significant roles in determining customer engagement levels. Despite the growing body of research on digital marketing, there remains a gap in understanding the specific content formats, strategies, and engagement mechanisms that resonate most effectively.

III. LITERATURE REVIEW

This literature review consolidates insights from global and regional studies on the subject, focusing on the relationship between social media advertising and customer engagement. **Kaplan & Haenlein (2010)** were among the earliest scholars to formally define social media and its business applications. They categorized social media into content communities, social networking sites, blogs, and collaborative projects, each offering distinct avenues for advertising and marketing communication. Their study emphasized that businesses can use these platforms for interactive conversations

and relationship marketing, unlike the unidirectional nature of traditional media. **Mangold & Faulds (2009)** highlighted that social media functions not only as a traditional advertising channel but also as a platform where user-generated content (UGC) shapes customer perceptions. Their work suggested that online reviews, comments, and peer recommendations have a stronger influence on consumer behaviour than company-controlled messages, emphasizing the participatory nature of social media marketing. **De Vries, Gensler, and Leeflang (2012)** examined what makes certain brand posts popular on social media. Their empirical study found that posts containing images and videos received substantially higher engagement compared to text-only posts. The study demonstrated that vivid, multimedia-based posts evoke greater emotional responses and social interactions such as likes, comments, and shares. **Berger and Milkman (2012)** explored the concept of online content virality and identified that emotionally charged content — whether positive (humorous, inspiring) or negative (outrageous, controversial) — spreads faster and gains more attention. Their findings emphasize the need for marketers to create emotionally engaging advertisements to enhance customer interaction. **Ashley and Tuten (2015)** further asserted that entertainment-based and interactive content (like games, contests, and quizzes) generated higher engagement rates compared to purely informational or promotional posts. They suggested that modern consumers seek value-driven, immersive content experiences over traditional promotional messages. Visual storytelling is central to effective social media advertising. **Mir (2012)** demonstrated that viral video ads on social networking sites generate strong consumer responses due to their combination of visual, auditory, and emotional stimuli. His study suggested that audiovisual content captures consumer attention more effectively and is better retained in memory compared to static images or text. Additionally, **Lee and Hong (2016)** studied the effectiveness of image-based versus text-based ads and found that images accompanied by minimal, clear text outperform longer promotional captions in driving clicks and engagement. Their findings advocate for the strategic use of high-quality visuals in social media campaigns. The rise of influencer marketing has added a new dimension to social media advertising. **Chen and Lin (2019)** discovered that consumers perceive influencer-endorsed advertisements as more authentic and relatable than celebrity endorsements or traditional brand ads. Their research emphasized that influencer marketing leverages trust-based relationships between influencers and their followers, thereby enhancing engagement and conversion rates. **Djafarova and Trasimeno (2019)** also explored this phenomenon, particularly on Instagram. They observed that micro-influencers (with moderate follower bases) generate higher engagement rates than mega-celebrities due to their perceived accessibility and genuine endorsements. **Labrecque (2014)** argued that user-generated content (such as customer reviews, unboxing videos, and brand mentions) not only boosts engagement but also enhances brand credibility. His findings underline the importance of brands encouraging and amplifying consumer-generated content. Humour is a powerful engagement driver in digital advertising. **Berger and Milkman (2012)** identified humour-based content as one of the most effective types of emotionally arousing content that stimulates sharing and discussions. Social media advertisements that entertain tend to bypass consumer scepticism towards direct marketing. **Djafarova and Rushworth (2017)** added that perceived authenticity in advertising — whether through influencer marketing, cause marketing, or customer testimonials — increases credibility and engagement, especially among sceptical digital natives. The literature extensively demonstrates that customer engagement in social media advertising is influenced by multiple interlinked factors, including visual and emotional content, humour, influencer endorsements, platform-specific strategies, and advertising credibility. While social media provides unparalleled engagement opportunities through its interactive and participatory nature, challenges like ad fatigue

IV. OBJECTIVES FOR THE STUDY

1. To examine the impact of social media advertisements on customer engagement across various content formats such as informative, visual, video, and humor-based advertisements.
2. To identify the most preferred social media platforms and advertising content types that effectively influence customer purchase decisions.
3. To analyze customer perceptions, trust levels, and engagement behavior towards social media advertisements within the target demographic.

HYPOTHESIS

H₀ (Null Hypothesis):

There is no significant relationship between social media advertisements and customer engagement.

H₁ (Alternative Hypothesis):

There is a significant relationship between social media advertisements and customer engagement.

Supporting Sub-Hypotheses:

H₀₁:

There is no significant impact of informative content in social media advertisements on customer engagement.

H₁₁:

Informative content in social media advertisements has a significant impact on customer engagement.

H₀₂:

There is no significant relationship between visual appeal in social media advertisements and customer engagement.

H₁₂:

Visual appeal in social media advertisements significantly influences customer engagement.

H₀₃:

Video advertisements on social media do not significantly affect customer engagement.

H₁₃:

Video advertisements on social media significantly affect customer engagement.

H₀₄:

There is no significant impact of humor-based social media content on customer engagement.

H₁₄:

Humor-based social media content has a significant impact on customer engagement.

1. **H₀₅:**

There is no significant influence of social media advertisements on customers' purchase decisions.

H₁₅:

Social media advertisements have a significant influence on customers' purchase decisions.

V. METHODOLOGY

The study utilizes a mixed-methods approach, combining both qualitative and quantitative data. A structured questionnaire was distributed to 110 consumers across different age groups and income levels

Data were analyzed using percentage analysis to understand patterns in consumer behavior and brand engagement.

TABLE 2.1.1 SHOWING GENDER WISE CLASSIFICATION OF THE RESPONDENTS

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	53	48.2
Female	57	51.8
TOTAL	110	100

SOURCE: PRIMARY DATA

INTERPRETATION:

The above table shows that 48.2% of respondents are Male, and 51.8% of respondents are female.

TABLE 2.1.2 SHOWING AGE WISE CLASSIFICATION OF THE RESPONDENTS

AGE	NO. OF RESPONDENTS	PERCENTAGE
Below 18	24	21.8
18-24	30	27.3
25-34	24	21.8
35-44	10	9.1
Above 45	22	20
TOTAL	110	100

SOURCE: PRIMARY DATA

INTERPRETATION:

Most of the people who answered the survey are young, especially those aged 18 to 24, making up the largest group (27.3%). People under 18 and those aged 25 to 34 also responded in good numbers (21.8% each). Very few people aged 35 to 44 took part in the survey (only 9.1%). There is a fair number of older adults (above 45), making up 20% of the total. Overall, younger age groups (under 35) are more represented in this survey than older ones.

TABLE 2.1.3 SHOWING EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
Student	39	35.5
Employed	18	16.4
Self-employed	21	19.1
Unemployed	32	29.1
TOTAL	110	100

SOURCE: PRIMARY DATA

INTERPRETATION:

The above table shows that majority 57.5% of the respondents are undergraduate, 25% of the respondents are Diploma, 12.5% of the respondents are postgraduate, and 5% of the respondents are schooling

TABLE 2.1.4 SHOWING INTERACTION ON THE SOCIAL MEDIA ADVERTISEMENTS

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
Yes	55	50.5
No	54	49.5
TOTAL	110	100

SOURCE: PRIMARY DATA

INTERPRETATION:

The number of people who answered "Yes" and "No" is almost the same.55 people (50.5%) said Yes54 people (49.5%) said No This shows that opinions are almost evenly split, with just a slight majority saying Yes.

TABLE 2.1.5 SHOWING TRUST ON IMPACT OF SOCIAL MEDIA

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
Strongly trust	22	20
Slightly trust	27	24.5
Neutral	25	22.7
Slightly reduced trust	22	20
Strongly reduced trust	14	12.7
TOTAL	110	100

SOURCE: PRIMARY DATA

INTERPRETATION:

The respondents have **mixed feelings** about their trust based on work experience. **Most people (24.5%)** said they **slightly trust** based on their experience. **22.7%** feel **neutral**, meaning they are neither trusting nor distrusting. **20%** of respondents said they **strongly trust**, while another **20%** said their trust is **slightly reduced**. A smaller group, **12.7%**, said their trust is **strongly reduced**. This shows that while many still have **some level of trust**, a noticeable portion has **lost trust**, and some are **undecided**.

VI. SUGGESTIONS

Brands should focus on creating content that delivers value through useful information, creative storytelling, and high-quality visuals to captivate audiences and sustain their attention. Given the popularity of video ads and humor-centric content, businesses should diversify their advertising mix to include reels, memes, short videos, and light-hearted campaigns to enhance engagement. Since engagement preferences differ across platforms, businesses must tailor their content strategy based on each platform's unique characteristics and audience behavior patterns. To address moderate trust levels and potential ad fatigue, brands should adopt transparent communication, authentic storytelling, and socially responsible messaging. Incorporating interactive elements like polls, quizzes, contests, and influencer Q & As can encourage two-way interactions, increasing brand recall and loyalty. While personalized advertising is effective, marketers must ensure they respect consumer privacy preferences and avoid intrusive data practices to maintain trust.

VII. CONCLUSION

The study concludes that social media advertising plays a pivotal role in customer engagement and purchase decisions, especially through informative, visually appealing, and humor-based content. However, challenges like distrust, ad fatigue, and mixed opinions on personalization persist.

To maintain effectiveness, advertisers must continuously adapt to platform trends, audience preferences, and balance personalization with privacy sensitivity. Strategic use of video and interactive content, alongside trust-building initiatives, will enhance both engagement rates and conversion outcomes in an increasingly competitive digital environment.

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