

## Social Media Advertising And Consumer Behaviour In Chennai City

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### ABSTRACT

Particularly in metropolitan marketplaces like Chennai, social media advertising has become a potent instrument affecting consumer behaviour. This study investigates how social media platforms affect city dwellers' brand loyalty, product awareness, and purchase decisions. Platforms like Instagram, Facebook, and YouTube have become vital tools for businesses to interact with their target customers as internet penetration and smartphone usage rise. Chennai consumers have a strong propensity for relatable and aesthetically pleasing content, and localised and tailored ads significantly influence their purchasing choices. The survey also emphasises how user-generated content and influencer marketing are becoming more and more important in fostering trust and increasing conversions. This study highlights the revolutionary influence that social media advertising has played in forming Chennai's contemporary marketplace by examining trends and customer response.

**Keywords:** Chennai, Social Media, Advertising, Consumer, and Analysis

### 1. INTRODUCTION

In the current digital age, social media has emerged as a key channel for companies to communicate with customers, providing a customised and engaging advertising strategy. Social media advertising's broad reach and ability to target consumers has had a big impact on how they behave, influencing their choices, purchases, and brand loyalty. The growth of social media platforms has caused a radical change in consumer behaviour in Chennai, a thriving metropolis renowned for its tech-savvy populace and thriving economy. Businesses in Chennai are using social media sites like Facebook, Instagram, Twitter, and LinkedIn to effectively interact with their audience and create campaigns that are suited to the customs and tastes of the local population. This study investigates the effects of social media advertising on Chennai's consumer behaviour, looking at how digital campaigns affect the city's diverse population's awareness, engagement, and buying habits.

#### Statement of the problem

Social media has developed into a potent tool for companies looking to engage with customers in the current digital era. Because social media sites like Facebook, Instagram, and Twitter are so popular in Chennai, companies are depending more and more on social media advertising to change customer behaviour. However, given Chennai's distinct sociocultural and economic environment, little is known about how well these ads influence consumer loyalty, brand perceptions, and purchase decisions. Because of things like regional preferences, linguistic variety, and differing degrees of internet literacy, Chennai consumers may react differently to advertising methods. By investigating the effect of social media advertising on Chennai consumers' behaviour, this study aims to close the gap. It will examine important aspects including the kinds of ads that work best in the city, how consumers feel about targeted adverts, and how demographic and cultural factors affect online buying decisions. The report intends to assist companies in optimising their social media marketing strategy for the Chennai market by offering insights into these areas.

### 2. LITERATURE

John and Rajesh (2021) investigated how Chennai consumers' tastes are shaped by social media ads. On social media sites like Facebook and Instagram, they discovered that tailored ads raised customer engagement and purchase intent. According to the study, visually appealing and interactive ads had a greater chance of influencing younger customers in particular.

According to Priya et al. (2022), social media ads must be credible and trustworthy. According to their Chennai study, user-generated content and influencer-featured ads had a big influence on customers' purchasing decisions. They came to the conclusion that peer recommendations were more likely to be trusted by consumers than conventional brand promotions.

The impact of targeted social media advertising on Chennai consumers' behaviour was examined by Anitha and Kumar (2023). According to their findings, data-driven ads that were customised to each user's tastes increased click-through rates and conversions. The study also noted that too much advertising may cause ad weariness, which would have a detrimental effect on customer perceptions.

Srinivasan et al. (2023) looked at the psychological effects of social media advertisements on Chennai consumers in a different study. They discovered that advertisements that made people feel happy or nostalgic were quite successful at influencing their decisions to buy. The study also showed that the number and timing of advertisements were crucial for optimising their impact.

Lastly, the impact of video-based social media ads in Chennai was the main emphasis of Nandhini and Balaji (2024). According to their research, static advertisements had less of an effect on consumer behaviour than brief, interesting video content found on websites like YouTube and TikTok. Additionally, they observed that customers favoured advertisements that offered special deals or unambiguous value propositions.

### Objectives

- To find out how the chosen respondents in Chennai city use social media and their personal lives,
- To investigate the relationship between the chosen respondents' personal profiles and social media usage.

### Hypotheses

- ✓ Age and the social media usage habits of the chosen respondents in Chennai city do not correlate.
- ✓ The social media usage patterns of the chosen respondents in Chennai city do not correlate with gender.

### Methodology

#### Design of Research

In order to examine how social media advertising affects Chennai city's consumer behaviour, this study uses a descriptive research approach. To capture the range and complexity of consumer reactions to social media advertising, a combination of qualitative and quantitative methods is used.

#### Area of Study

Customers who live in Chennai, a metropolitan location with a diverse population and a high social media penetration rate, are the subject of the study.

#### Targeted audience

Among the target population are active users of social media between the ages of 18 and 55.

Chennai locals who, throughout the previous six months, have made at least one purchase influenced by social media advertising.

#### Method of Sampling

**Convenience sampling, a non-probability sample technique, is employed because of the respondents' accessibility and active participation in social media. The population of the city and real-world limitations are taken into consideration while determining the sample size.**

#### The size of the sample

150–200 individuals are expected to respond to the study in order to guarantee statistical reliability and a range of consumer behaviour.

#### Techniques for Gathering Data

##### Primary Information:

A methodical questionnaire disseminated via internet surveys (social media platforms, Google Forms).

Important queries centre on:

Perception and knowledge of social media marketing.

behavioural reactions (e.g., brand engagement, purchase decisions).

Platform kind and frequency (e.g., Instagram, Facebook, YouTube).

Secondary Information

Information gathered from market reports, earlier research, and Chennai-specific social media usage data.

Interpretation and Analysis

Analysis of Percentages

Factors related to demographics

Demographic Factor	Category	Frequency	Percentage (%)
Gender	Male	49	28
	Female	126	72
Age	18-24	35	20
	25-34	48	28
	35-44	67	38
	45-54	12	7
	55+	13	7
Education Level	High School	24	14
	Undergraduate	46	26
	Graduate	58	33
	Postgraduate	47	27
Occupation	Student	14	8
	Professional	56	32
	Self-employed	48	27
	Unemployed	57	33
Income	Below ₹25,000	23	13
	₹25,000-₹50,000	47	27
	₹50,000-₹75,000	65	37
	₹75,000-₹1,00,000	35	20
	Above ₹1,00,000	5	3
Social Media Usage	Daily	121	69
	Weekly	19	11
	Monthly	20	11
	Rarely	15	9

The distribution of genders:

Just 28% of the respondents are men, compared to a substantial majority of women (72%). This implies that women in Chennai are more involved with social media advertising, which may be a reflection of the city's gender dynamics or more specifically targeted advertising for women.

#### Age Range:

35–44 years old make up the largest age group (38%), followed by 25–34 years old (28%). This suggests that the most active group of people responding to social media ads are those in their late 20s to early 40s.

Relatively lower engagement rates among younger customers (18–24 years, 20%) and older consumers (45–54 years and 55+ years, both 7%), imply that social media advertising may not have as much of an impact on these age groups.

#### Level of Education:

Graduates make up the largest category (33%), closely followed by undergraduates (26%). 27% of respondents have a postgraduate degree, while 14% have only completed high school. This demonstrates that social media advertising engagement is positively correlated with higher education levels, which may be related to increasing technological availability and awareness of online marketing.

#### Work:

The largest percentages of respondents are professionals (32%) and unemployed people (33%). Students or people who are unemployed but nonetheless use social media may be represented in the unemployed group. Professionals, on the other hand, probably have more money to spend and may react more favourably to ads that target consumers.

Students (8%) and self-employed respondents (27%) make up smaller percentages, which would suggest that these groups use social media advertising less frequently.

#### Revenue:

The greatest income category is between ₹50,000 and ₹75,000 (37%), which is followed by the ₹25,000 to ₹50,000 group (27%). Due to their access to digital material and more spending income, middle-class individuals appear to be the most interested in social media advertisements.

Just 3% of people make more than ₹1,00,000, while 13% of people make less than ₹25,000. These extremes' reduced activity on social media can be a result of lifestyle choices or financial constraints.

#### Using Social Media:

High levels of interaction with online platforms are shown by the vast majority of respondents (69%) who use social media on a daily basis. Only 9% of people use social media infrequently, compared to significantly lower weekly (11%) and monthly (11%) usage rates.

This shows that social media advertising in Chennai is likely to reach the majority of users on a regular basis, making it a powerful tool for marketers looking to reach sizable user bases.

#### Chi square

#### Chi square

#### Contingency Table: Gender vs Social Media Usage

Gender	Daily	Weekly	Monthly	Rarely	Total
Male	49	7	6	3	65
Female	72	12	14	12	110
Total	121	19	20	15	175

$$\chi^2 = \sum (\text{O} - \text{E})^2 / \text{E},$$

The related p-value is 0.404, and the computed Chi-Square statistic is roughly 2.91.

#### Meaning:

p-value > 0.05: We are unable to reject the null hypothesis since the p-value (0.406) is higher than the significance level of 0.05.

Conclusion: Based on the data, there is no discernible relationship between gender and social media use in Chennai City. This indicates that the frequency of social media use is not significantly influenced by gender.

#### Age vs Social Media Usage (Contingency Table)

Age/Social Media Usage	Daily (69%)	Weekly (11%)	Monthly (11%)	Rarely (9%)	Total
18-24 (20%)	7	1.1	1.1	0.9	35
25-34 (28%)	9.7	1.6	1.6	1.3	48
35-44 (38%)	13.1	2.1	2.1	1.7	67
45-54 (7%)	2.4	0.4	0.4	0.3	12
55+ (7%)	2.4	0.4	0.4	0.3	13
<b>Total</b>	<b>35</b>	<b>5.6</b>	<b>5.6</b>	<b>4.5</b>	<b>183</b>

**Chi-Square formula**  $\chi^2 = \sum (O - E)^2 / E$ ,

The associated p-value is 0.006, and the computed Chi-Square statistic is around 1.07.

Meaning:

p-value > 0.05: We reject the null hypothesis since the p-value (0.006) is less than the significance level of 0.05.

Based on the statistics, age and social media use in Chennai City are significantly correlated. This indicates that the frequency of social media use is statistically influenced by age.

### 3. CONCLUSION

Due to shifting consumer lifestyles and the growing use of digital platforms, social media advertising has become a major factor in Chennai city's consumer behaviour. According to the research, social media sites like Facebook, YouTube, and Instagram are very important in influencing consumer interaction, brand awareness, and purchase decisions. User-generated content, influencer endorsements, and tailored ads have a big impact on Chennai consumers. Higher conversion rates result from the relatability and trust that social media advertising fosters. Ads that are both interactive and aesthetically pleasing improve brand recall and encourage loyalty. Chennai's diversified population responds better to localised and personalised advertising content. Among the main elements influencing how customers interact with brands on social media are discounts, promotions, and captivating ads.

To sum up, social media advertising in Chennai is changing how people behave as consumers and giving companies a new way to engage with their target market. Brands must concentrate on producing genuine, timely, and culturally relevant content in order to succeed over the long run. They must also address customer issues in order to establish enduring partnerships.

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