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## Examining the Impact of Social Media Advertising on Consumer Buying Intentions and Buying Behavior for Home Appliances among Youth

Dr. Muhammad Rehan<sup>1</sup>, Dr. Arsha Saleem Meer<sup>2</sup> & Dr. Abdul Shakoor<sup>3</sup>

<sup>1</sup> (Corresponding Author) Assistant Professor, Media Science Department, Iqra University

Email: [muhammad.rehan@iqra.edu.pk](mailto:muhammad.rehan@iqra.edu.pk)

<sup>2</sup> Lecturer, Department of Mass Communication, Lahore College for Women University, Lahore

Email: [arsha.saleem@lcwu.edu.pk](mailto:arsha.saleem@lcwu.edu.pk)

<sup>3</sup> Assistant Professor, Department of Mass Communication, Lahore Leads University Lahore, Pakistan

Email: [dr.abdulshakoor@leads.edu.pk](mailto:dr.abdulshakoor@leads.edu.pk)

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### Abstract

*Social media has become a powerful tool for influencing consumer behavior, especially among youth, whose purchasing decisions are increasingly shaped by digital interactions. This study investigates the impact of social media advertising on youth consumer buying intentions and behaviors specifically for home appliances. The aim is to understand how social media advertising drives purchasing decisions in this high-involvement product category, using the Theory of Planned Behavior (TPB) as the guiding framework. A structured questionnaire was developed and administered to a sample of 240 young consumers, with responses analyzed using correlation and regression techniques to assess the strength of relationships between social media advertising and consumer intentions and behaviors. The results demonstrate a significant positive impact of social media advertising on both buying intentions and buying behaviors, supporting the effectiveness of targeted digital ads in influencing youth purchasing choices. Based on these findings, it is recommended that brands focus on interactive, visually appealing, and authentic content, including influencer partnerships, to enhance engagement. This approach could help maximize the effect of social media campaigns on youth consumers. The study's implications highlight the value of personalized and credible content to foster trust and conversion in high-value product markets. However, the study has limitations, including its focus on youth, reliance on self-reported data, and a cross-sectional design that doesn't capture long-term effects. In conclusion, social media advertising significantly affects youth purchasing decisions for home appliances, offering actionable insights for marketers targeting this demographic.*

### Keywords

Social Media Advertising, Consumer Buying Behavior, Consumer Buying Intention, Youth, Home Appliances, Theory of Planned Behavior

### Introduction

In the past few years, social media advertising has largely redefined the way consumers act and make their decisions when it comes to home appliances. Facebook, Instagram, and Twitter have been a known powerful tool for businesses to reach out to potential customers and have an impact on their buying intention and behaviour (Dwivedi et al., 2021). These platforms are interactive therefore, brands are able to converse with consumers in two ways resulting to a personalised shopping experience which traditional advertising channels tend to overlook. The shift towards online interactions and endorsements has significant implications on consumer psychology: much higher involvement purchases like home appliances, consumers look towards what other consumers are saying about products more and more (Hwang & Kim, 2022). Additionally, companies are able to use

social media advertising to target a specific group of people precisely and being able to have the ads match their users' tastes and the tendency to buy. Targeting at this level has a significant impact on the consumer decision making process as it limits the product informational space to those products that the user is more likely to buy (Khan et al., 2023).

The impact of social media on consumer buying intentions can be largely attributed to two major factors: that it has social influence and informational utility. Similarly, social influence in a product's value and reliability through likes, shares, and comments create trust and hence drive customers to complete the purchase (Gao et al., 2022). Purchases of home appliances are especially sensitive to social media peer recommendations and brand endorsements due to their significant financial burden and high functionality. In such a manner, social media platforms not only provide visibility, but also they also form a communal credibility conversation around your brand, which is directly linked to purchase intentions (Wang & Kim, 2022). Additionally, informational utility is essential as consumers now search for content that educates and equips them about the products' features, advantages relative to others, and customer reviews which are just the click away on social media (Lee & Lee, 2021). Through video demonstrations, user testimonials, and real-time customer feedback, social media advertising enables a highly informed purchase process that empowers consumers to make confident buying decisions.

Additionally, as consumers become more digitally savvy, the role of personalized advertising has gained prominence. Social media platforms employ advanced algorithms that track consumer preferences, browsing history, and online behavior to tailor advertisements that resonate on an individual level. This personalized approach has a pronounced impact on consumer buying behavior, as tailored ads are more likely to capture attention, drive engagement, and influence purchase decisions (Shin & Park, 2022). Research underscores that consumers who feel a personal connection with a brand due to targeted ads demonstrate higher loyalty and are more likely to make repeat purchases, particularly in the home appliance sector where brand trust is crucial (Park et al., 2023).

The dynamic interaction between consumers and brands on social media has introduced a paradigm shift, emphasizing the significance of digital advertising in shaping purchase decisions. While traditional advertising methods continue to hold some relevance, social media advertising has become increasingly instrumental in the home appliance industry by shaping not only the initial buying intention but also long-term consumer loyalty. As social media continues to evolve, so too will its impact on consumer buying behavior, making it an essential area of study for marketers and industry researchers alike.

### **Objectives**

Following objectives are formed to conduct the study:

1. To examine the significant impact of social media advertising on consumer buying intentions for home appliances
2. To examine the significant impact social media advertising on consumer buying behavior for home appliances

### **Research Gap**

While many aspects of social media advertising have already been explored in previous research, consumer buying intentions and behaviors in relation to home appliances has not been adequately explored specifically. While studies document that high involvement products, like home appliances, are severely under studied in terms of research delving into how social media can effectively shape consumer intention and drive purchase decisions. These durable goods are conspicuous, and therefore need to be examined carefully, and they must also account for factors like product reliability and energy efficiency, as well as brand reputation. In this context, this relatively unusual purchasing process poses as an intriguing question about the viability of social media advertising methods like endorsements from influential users, emotional appeals, and interactive content given two important factors: (1) their inherent ability to 'sell' high involvement products whose purchase decisions are essentially decision driven; and (2) the inherently rational need for informed consideration in the purchase (Motta et al., 2023).

Additionally, many of the current insights into the effect of social media advertising on long-term buying intention and eventual purchases for durable goods like home appliances have been missing. This study remarks that brand credibility, product specific reviews and user generated content play substantial role in altering decisions at purchase in this category, hinting that often-

applied techniques for social media advertising might require a tweaking to bring out actual purchase (Dwivedi & Kushwaha, 2023). Furthermore, while some studies have shown social media advertising increases purchase intentions through increasing consumer engagement, however, there is no evidence showing how effective these intentions translate to resulting purchases in home appliances (Raees et al., 2023).

It also sheds light on the way cultural and economic factors affect social media induced consumer behavior in emerging markets, an area that is incompletely researched in the home appliance sector. As an illustration, consumer buying behavior analysis in developing markets such as Nepal exemplifies its potentiality to mediate purchase intentions by way of social media advertising, while cross-market comparisons are scattered (Shrestha et al., 2023). Specifically, little attention has been paid to how regional differences in trust of social media influencers present, or levels of internet access may lead to different buying practices for more expensive items (Singh et al., 2023).

Moreover, the extended literature concurrent with it strengthens, the role of advertising relevance and interactivity in attracting consumer engagement, but the same phenomenon in maintaining long run brand loyalty for such durable products as home appliances is less explored. Yet research has primarily paid attention to short term purchase in a high investment product sector and it lacks a clear view of the way to tailor such strategies to create brand loyalty (Vo et al., 2023). This gap points to the need for targeted research focusing on the way in which social media advertising influences buying intentions as well as behavior in the context of the home appliance market. Filling these gaps should provide actionable insights to brands looking to make social media advertising more effective in this unique product category.

### **Literature Review**

Social media advertising has proven to be a notably effective medium for influencing consumer buying intent, especially when purchasing home appliances. As platforms such as Facebook, Instagram, and YouTube have an overwhelming reach and presence, people are exposed to product promotions all the time. Regarding the informativeness and perceived relevance of the ad and engaging two-way interaction of social media, it has been found that social media advertising increases consumer engagement and awareness of the brand and initiates purchase intentions (Vo et al., 2023). A recent study has shown that emotional appeals and visually appealing content are used in social media advertisements to improve home appliance brand perception. For instance, emotional aspects in advertisements, such as humor and excitement, do have a tremendous effect on consumers' purchasing willingness since it somehow strengthens the emotional connection between the brand and the consumer (Kamran & Siddiqui, 2019). Additionally, advertising strategies tailored to local cultures and contexts, such as those highlighted in a study conducted in Vietnam, indicated that Facebook ads increase the intent to purchase home appliances (Vo et al, 2023).

Social media marketing has become increasingly used in helping consumers decide what to buy because of the credibility and convenience it provides. Social platforms are now the primary source for consumers to explore this product and validate their purchase decisions via reviews and testimonials that are easy to find on the same channels. For example, user generated content and influencer endorsement platforms are very successful since it creates trust and builds a community centered around the brand. These approaches allow consumers to move from a passive observing state to an observing state in which they are actively purchasing (Motta et al., 2023).

Nevertheless, the potential risks – excess or repetition of advertisements – are not without their criticism, some researchers warn. While frequent and consistent ads can reinforce brand recall, it isn't good for saturation, where it may create consumer fatigue or skepticism, which may decrease the outcome of these campaigns. Besides, individuals' trust to consumers may be influenced by concerns regarding privacy and data security, due to consumers growing concern about how their personal data is being used in targeted advertising (Singh, 2021).

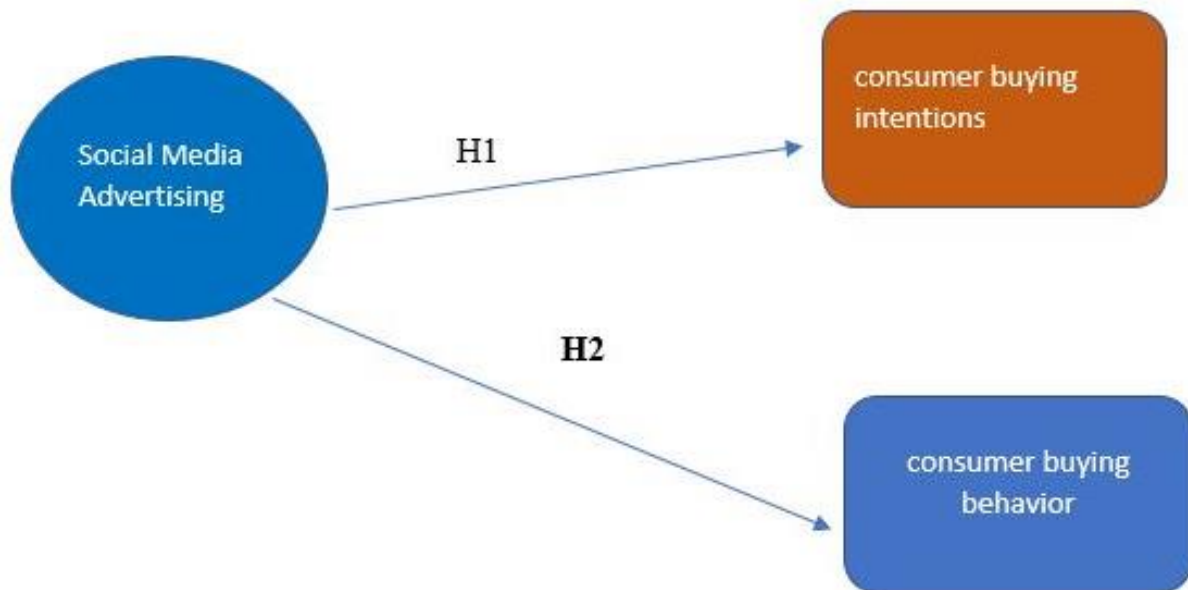
Overall, advertising on social media positively affects consumer buying behaviour with respect to home appliances, by accelerating brand awareness, positive emotional engagement and perceived trust. However, advertisers have to balance ad frequency and data privacy considerations to ensure that consumers are interested, and hopefully trusting, with advertising.

### **Theoretical Framework**

The Theory of Planned Behavior (TPB) is used in this study as the theoretical foundation to investigate the effect of social media advertising on intended buying behavior and adoption of home

appliances for youth. As reported by TPB, the attitude, subjective norms and perceived behavioral control are effective determinants in forming intention to perform a behaviour (Ajzen, 1991). For instance, the social media advertising affects youth attitudes towards home appliances, and then subjective norms of peers and influencers influence youth intentions to buy and their behavior. Furthermore, accessible and informative ad reinforce perceived behavioral control enhancing the likelihood of purchase action (Dwivedi & Kushwaha, 2023; Motta et al., 2023). This framework enables how social media advertising affects the buying intentions and behaviour of this demographic. On the basis of above literature and discussion, following hypotheses are formed:

- H1:** There is a significant impact of social media advertising on consumer buying intentions for home appliances in youth
- H2:** There is a significant impact social media advertising on consumer buying behavior for home appliances in youth



**Figure 1 : Research Model**

### Methodology

This study utilized the quantitative approach to collect the data and positivism philosophy has been followed. Targeted population is youth of southern Punjab from universities and colleges and other sources. Purposive sampling is used throughout the study to collect the data from those particularly who are the users of social media and watch social media ads that affect on their purchase intentions and behaviors for home appliances. Additionally, due to the cross-sectional design of study, data has been collected at one point of time. The study used a structured questionnaire based on a 5-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree” to measure social media advertising, consumer buying intention, and consumer buying behavior for home appliances among youth. Each variable was assessed through five items to ensure comprehensive coverage. Questions on social media advertising evaluated awareness and trust (Motta et al., 2023), while items for consumer buying intention assessed the influence of ads on purchase considerations (Dwivedi & Kushwaha, 2023). Finally, consumer buying behavior questions examined the impact of ad exposure on actual purchasing actions (Raees et al., 2023). Furthermore, Data has been analyzed through SPSS.

### Data Analysis

The demographic data reflects a diverse youth sample of 240 participants, with a slight male majority (55%). Most respondents are aged between 18-21 years (40%) and 22-25 years (35%), with 25% aged 26-30. Education levels show 55% are undergraduates, 25% hold graduate degrees, and 20% completed high school. Monthly income is varied, with 45% earning Rs25000-Rs30000, while 30% earn less than Rs25000. Half of the participants are students, with the rest evenly split between part-time and full-time employment. Social media usage is high, with 75% spending over two hours daily, indicating substantial online engagement within this demographic (See table 1).

**Table 1 : Demographic Characteristics**

Characteristic	Sub-Characteristic	Frequency	Percentage
		<b>240</b>	<b>100%</b>
<b>Gender</b>	Male	132	55.0%
	Female	108	45.0%
<b>Age Range</b>	Minimum Age	18	
	Maximum Age	30	
	Age 18-21	96	40.0%
	Age 22-25	84	35.0%
	Age 26-30	60	25.0%
<b>Education Level</b>	High School	48	20.0%
	Undergraduate	132	55.0%
	Graduate	60	25.0%
<b>Monthly Income</b>	Rs <25000	72	30.0%
	Rs 25000-30000	108	45.0%
	Rs31001-Rs35000	36	15.0%
	>RS35000	24	10.0%
<b>Employment Status</b>	Student	120	50.0%
	Employed Part-Time	60	25.0%
	Employed Full-Time	60	25.0%
<b>Social Media Usage</b>	Less than 2 hours/day	60	25.0%
	2-4 hours/day	108	45.0%
	More than 4 hours/day	72	30.0%

**Table 2: Reliability and Validity Analysis**

Measure	No. of Items	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
<b>Social Media Advertising</b>	5	0.89	0.90	0.65
<b>Consumer Buying Intention</b>	5	0.86	0.88	0.62
<b>Consumer Buying Behavior</b>	5	0.87	0.89	0.63

The reliability and validity analysis confirms strong internal consistency and construct validity across all measures. Cronbach's Alpha values for Social Media Advertising ( $\alpha = 0.89$ ), Consumer Buying Intention ( $\alpha = 0.86$ ), and Consumer Buying Behavior ( $\alpha = 0.87$ ) exceed the acceptable threshold of 0.70, indicating reliable constructs (Nunnally & Bernstein, 1994). Composite Reliability (CR) values for all constructs are above 0.80, satisfying reliability criteria, and Average Variance Extracted (AVE) values surpass the 0.50 threshold, confirming convergent validity (Fornell & Larcker, 1981). These findings imply that the measures for social media advertising, buying intention, and buying behavior are both valid and reliable for analyzing the proposed hypotheses (see table 2).

**Table 3: Correlation Matrix**

Variables	Social Advertising	Media	Consumer Intention	Buying	Consumer Buying Behavior
<b>Social Media Advertising</b>	1		0.65**		0.68**
<b>Consumer Buying Intention</b>	0.65**		1		0.70**
<b>Consumer Buying Behavior</b>	0.68**		0.70**		1

Note:  $p < 0.01$  indicates statistical significance.

**Table 4: Regression Analysis**

Model	Independent Variable	Dependent Variable	$\beta$ (Standardized Coeff.)	t-value	p-value	R <sup>2</sup>
Model 1	Social Advertising	Media Consumer Buying Intention	0.65	8.94	< 0.01	0.42
Model 2	Social Advertising	Media Consumer Buying Behavior	0.68	9.45	< 0.01	0.46

The correlation table shows a strong positive relationship between social media advertising and both dependent variables, consumer buying intention ( $r = 0.65$ ) and consumer buying behavior ( $r = 0.68$ ), which are statistically significant. This indicates that as social media advertising increases, so do the buying intentions and behaviors among youth for home appliances (See table 3).

The regression analysis supports the hypotheses 1 and 2 that social media advertising significantly impacts on both consumer buying intention ( $\beta = 0.65$ ,  $p < 0.01$ ) and consumer buying behavior ( $\beta = 0.68$ ,  $p < 0.01$ ). Moderate  $R^2$  values are found for both models, suggesting that social media advertising explains 42% of the variance in buying intentions and 46% for variance within buying behavior. This shows how social media advertising has a great deal of effect on young people's decision of how to spend on home appliances. (See table 4)

### **Recommendations**

In order to make more out of social media advertising on the decision on how to purchase home appliances by youth, the brands should develop engaging and interactive content that matches the particular needs of the youth. Subjective norms can be amplified through use of targeted ads and influencer partnerships because consumers often use peer or influencer recommendations. Brands should also use user generated content as it builds trust and authenticity and strengthens favorable brand attitudes (Chaffey and Ellis-Chadwick, 2020). The findings of the study also set bench mark for future researchers to conduct other studies on the same or with different variables with different population or with different methodology.

### **Implications**

These findings have clear implications for marketers targeting younger audiences in high involvement product categories like home appliances. By opting for a personalized and engaging content, which matches with consumer values and preferences, brands can improve engagement and enhance conversion rate. Additionally, this study highlights the importance of merging emotionally and informative content in social media ads to increase confidence of consumers, specifically in high investment product segments (Kotler & Keller, 2021).

### **Limitations**

This study has several limitations. It limits generalizability of findings to other age groups for whom social media advertising for home appliances might affect differently. Furthermore, the study being cross sectional limits our ability to observe the long-term effect of social media advertising to consumer behavior. Another limitation is that it uses self-reported data, which may or may not be free of social desirability bias and consequently the truthfulness of the responses. Finally, the study focuses on general social media advertising, without considering the differences in platform, which can provide different effects on consumers' intentions and behaviors.

### **Conclusion**

This study confirms the significant impact of social media advertising on both the buying intentions and behaviors of youth for home appliances. By leveraging strategies that enhance consumer engagement and address key behavioral drivers like perceived behavioral control, brands can effectively use social media to drive sales in this demographic. Future research could further explore how specific ad elements contribute to sustained consumer loyalty.

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