
**AN EMPIRICAL STUDY ON THE IMPACT OF SOCIAL MEDIA
MARKETING ON ADVERTISING EFFECTIVENESS IN CHENNAI**

***¹Dr. M. Senthil, ²Dr. A. Meenakshi**

¹Assistant Professor, Dept. of Commerce (CS), Vels Institute of Science Technology and Advanced Studies (VISTAS), Palavaram, Chennai – 117.

²Professor & Head, Dept. of Commerce (CS), Vels Institute of Science Technology and Advanced Studies (VISTAS), Palavaram, Chennai – 117.

Article Received: 17 July 2026, Article Revised: 12 August 2026, Published on: 01 September 2026

****Corresponding Author: Dr. M. Senthil**

Assistant Professor, Dept. of Commerce (CS), Vels Institute of Science Technology and Advanced Studies (VISTAS), Palavaram, Chennai – 117.

Doi: <https://doi-doi.org/101555/ijarp.5533>

ABSTRACT

Social media has emerged as a powerful marketing communication platform, transforming the way businesses design, deliver, and evaluate advertising campaigns. The rapid growth of platforms such as Instagram, Facebook, YouTube, X, and other digital networks has enabled marketers to reach targeted audiences with personalized and interactive advertising content. This empirical study examines the impact of social media marketing on advertising effectiveness among consumers in Chennai. The study focuses on key dimensions of social media marketing, including content quality, engagement, interactivity, credibility, personalization, entertainment, and electronic word-of-mouth, and evaluates their influence on advertising effectiveness.

The study is expected to provide empirical insights into the relationship between social media marketing practices and advertising effectiveness. The findings may assist marketers and business organizations in identifying the social media marketing factors that significantly influence consumer responses to advertisements. The study also highlights the importance of creating relevant, credible, engaging, and interactive advertising content to improve consumer engagement and advertising outcomes. The research provides useful implications for marketers seeking to develop effective social media advertising strategies in the competitive digital marketplace of Chennai.

KEYWORDS: Social media, Instagram, Facebook, YouTube and X.

INTRODUCTION

The advancement in recent years has made new systems available to business in social media. The internet has given the individuals the opportunity to communicate or interact with each other in a global. With the rise of social media networking site, individuals can easily share and access information. Today a large number of social media platforms have been developed the smooth progress for sharing the information and content to the users. It is a platforms that is easily accessible to anyone with internet access due to increasing communications for organizations fosters brand awareness and improved customer service. Social media is defined by Philip kotler as “The design, implementation and control of programs seeking to increase the accessibility of a social media or practice in a target group.” Social media marketing refers to the process of gaining traffic or attention through social media sites. With the advent of the internet, social media marketing is the fastest growing trend in the today history of the world. By using social media platforms like facebook, twitter,etc....and websites to promote the products or services effectively.

IMPORTANCE OF THE STUDY

Social media has become an integral part of modern marketing communication and has significantly transformed the traditional advertising environment. Platforms such as Instagram, Facebook, YouTube, WhatsApp, and X provide businesses with opportunities to communicate directly with consumers, create brand awareness, generate engagement, and influence purchasing decisions. Unlike conventional advertising media, social media enables two-way communication, real-time interaction, targeted advertising, personalized content, and measurable consumer responses. Therefore, understanding the effectiveness of social media marketing has become increasingly important for businesses operating in competitive markets such as Chennai. The present study is important because it seeks to examine how various social media marketing factors, such as content quality, credibility, engagement, personalization, entertainment, and interactivity, influence advertising effectiveness. The study provides insights into consumers' attitudes, awareness, engagement, and responses towards advertisements communicated through social media platforms. It can help marketers identify the factors that attract consumer attention and contribute to favourable advertising outcomes.

The findings of the study may be useful to business organizations, advertising agencies, digital marketers, and entrepreneurs in developing effective social media advertising strategies. The study can also assist organizations in allocating their advertising budgets efficiently by identifying platforms and marketing approaches that generate better consumer responses. From an academic perspective, the study contributes to the existing literature on digital marketing and advertising effectiveness. It may also serve as a useful reference for researchers, students, and academicians undertaking further studies on social media marketing and consumer behaviour, particularly in the context of Chennai.

STATEMENT OF THE PROBLEM

The rapid expansion of social media has fundamentally changed the way organizations communicate with their target consumers. Businesses increasingly use social media platforms to promote products, build brands, communicate offers, and influence consumer purchasing decisions. However, the increasing volume of social media advertisements has also created intense competition for consumer attention. Consumers are exposed to numerous advertisements every day, making it difficult for marketers to ensure that their advertising messages are noticed, trusted, remembered, and acted upon.

Although social media provides several advantages, the effectiveness of social media advertising may differ according to the quality and relevance of content, credibility of advertisements, level of consumer engagement, personalization, entertainment value, interactivity, and platform characteristics. Consumers may respond positively to some advertisements while ignoring others because of information overload, repetitive content, lack of credibility, privacy concerns, intrusive advertising, or insufficient relevance to their needs and preferences. In Chennai, the growing use of smartphones, internet services, and social networking platforms has created significant opportunities for organizations to reach a large and diverse consumer base. However, there is a need to understand whether increased exposure to social media advertisements actually results in greater advertising effectiveness. It is therefore necessary to empirically examine the factors that influence consumers' responses to social media advertising.

Hence, the present study attempts to examine the impact of social media marketing on advertising effectiveness in Chennai by analysing consumers' perceptions, engagement, awareness, attitudes, and purchase intentions. The study also seeks to identify the major social media marketing factors that significantly contribute to advertising effectiveness and provide useful implications for marketers and organizations.

Objectives of the Study

1. To examine the level of consumer exposure and perception towards social media advertising among consumers in Chennai.
2. To analyse the influence of social media marketing factors such as content quality, credibility, engagement, personalisation, and entertainment on advertising effectiveness.
3. To examine the relationship and predictive influence of social media marketing on advertising effectiveness among consumers in Chennai.

Data Analysis and Interpretation

Table 1: Gender-wise Distribution.

Gender	Frequency	Percentage
Male	162	64.8
Female	88	35.2
Total	250	100

Primary Data

Interpretation

The table reveals that out of the total 250 respondents, 162 respondents (64.8%) are male, while 88 respondents (35.2%) are female. Thus, male respondents constitute the majority of the sample, accounting for nearly two-thirds of the total respondents. Female respondents represent slightly more than one-third of the sample. The distribution indicates that the study has representation from both male and female respondents, although the proportion of male respondents is considerably higher. Therefore, the findings of the study reflect a relatively greater participation of male consumers in the sample.

4.2 Age-wise Distribution

Age Group	Frequency	Percentage
Below 18 years	31	12.4
19–25 years	88	35.5
26–32 years	81	32.4
33–39 years	38	15.2
Above 40 years	12	4.8
Total	250	100

Primary Data

Interpretation

The table shows that the largest proportion of respondents belongs to the 19–25 years age group, with 88 respondents (35.5%), followed by respondents aged 26–32 years, comprising 81 respondents (32.4%). Respondents aged 33–39 years account for 38 respondents (15.2%),

while 31 respondents (12.4%) are below 18 years of age. The smallest proportion is represented by respondents above 40 years, with 12 respondents (4.8%).

Overall, the findings indicate that respondents between 19 and 32 years constitute the major portion of the sample. This suggests that young adults form a significant group of social media users and are therefore an important consumer segment for social media advertising. Their relatively high representation is particularly relevant to the present study, as this age group is likely to encounter and interact with digital advertising content frequently.

4.3 Educational Qualification

Qualification	Frequency	Percentage
Higher Secondary	31	12.4
Undergraduate	103	41.2
Postgraduate	97	38.8
Professional Qualification	19	7.6
Total	250	100

Primary Data

Interpretation

The table indicates that 103 respondents (41.2%) are undergraduates, representing the largest educational category in the sample. This is followed by 97 respondents (38.8%) who are postgraduates. 31 respondents (12.4%) have completed Higher Secondary education, while 19 respondents (7.6%) possess professional qualifications.

The findings reveal that respondents with undergraduate and postgraduate qualifications together account for 80% of the total sample. This indicates that the majority of respondents possess higher educational qualifications and may have considerable exposure to digital technologies and social media platforms. The relatively high representation of educated respondents is useful for the present study, as their perceptions and responses towards social media advertising can provide meaningful insights into advertising effectiveness. The results also suggest that social media marketing reaches consumers across different educational categories, although graduates and postgraduates constitute the dominant segment in the sample.

4.4 Social Media Platform Mostly Used

Platform	Frequency	Percentage
Instagram	91	36.4
YouTube	78	31.2
Facebook	49	19.6
WhatsApp	10	4
X (Twitter)	8	3.2
LinkedIn	14	5.63
Total	250	100

Primary Data

Interpretation

The table reveals that Instagram is the most commonly used social media platform, with 91 respondents (36.4%) selecting it as their primary platform. This is followed by YouTube, used by 78 respondents (31.2%). Facebook ranks third, with 49 respondents (19.6%). LinkedIn is used by 14 respondents (5.6%), while WhatsApp and X (Twitter) account for 10 respondents (4.0%) and 8 respondents (3.2%), respectively.

The findings indicate that Instagram and YouTube together account for 67.6% of respondents, demonstrating the strong preference for visually oriented and video-based social media platforms. This is significant from an advertising perspective because these platforms provide marketers with opportunities to use videos, reels, stories, influencer content, and other interactive advertising formats. Therefore, organizations targeting consumers in Chennai may benefit from giving greater attention to Instagram and YouTube when designing social media advertising campaigns.

4.5 Exposure to Social Media Advertisements

Frequency of Exposure	Frequency	Percentage
Very Frequently	122	48.8
Frequently	107	42.8
Occasionally	18	7.2
Rarely	3	1.2
Never	0	0
Total	250	100

Primary Data

Interpretation

The table shows that 122 respondents (48.8%) are exposed to social media advertisements very frequently, while 107 respondents (42.8%) encounter such advertisements frequently. A further 18 respondents (7.2%) report occasional exposure, whereas only 3 respondents (1.2%)

encounter social media advertisements rarely. None of the respondents reported that they had never been exposed to social media advertisements.

The findings clearly demonstrate that social media advertising has a very high level of consumer reach among the respondents. A combined 91.6% of respondents report that they encounter social media advertisements either frequently or very frequently. This indicates that social media has become an important channel through which consumers receive promotional and commercial information. The absence of respondents in the "Never" category further confirms the widespread penetration of social media advertising among the selected sample. Therefore, the high level of advertising exposure provides a strong basis for examining whether such exposure contributes to advertising awareness, engagement, brand perception, and purchase intention.

4.6 Factors Influencing Advertising Effectiveness

Factor	Mean	SD	Rank
Content Quality	4.21	0.76	1
Advertisement Credibility	4.08	0.82	2
Engagement/Interactivity	4.02	0.79	3
Personalisation	3.96	0.84	4
Entertainment Value	3.91	0.88	5
Influencer Endorsement	3.76	0.93	6

Primary Data

Interpretation

The table presents the mean scores, standard deviations, and rankings of various factors influencing the effectiveness of social media advertising. Among the factors considered, Content Quality has obtained the highest mean score of 4.21 with a standard deviation of 0.76, securing the first rank. This indicates that respondents consider relevant, informative, attractive, and well-designed content to be the most important factor in making social media advertisements effective.

Advertisement Credibility ranks second with a mean score of 4.08 and a standard deviation of 0.82, suggesting that consumers place considerable importance on the reliability and authenticity of advertising messages. Engagement/Interactivity ranks third with a mean score of 4.02, indicating that interactive advertisements can effectively attract and retain consumer attention.

Personalisation ranks fourth with a mean score of 3.96, followed by Entertainment Value with a mean score of 3.91. Influencer Endorsement records the lowest mean score of 3.76, ranking

sixth among the selected factors. However, its mean score remains above the neutral level, indicating that influencer endorsements still have a positive role in social media advertising.

4.7 Perception Towards Social Media Advertising

Statement	Mean	SD
Social media advertisements increase my product awareness	4.18	0.77
Social media advertisements attract my attention	4.11	0.81
Social media advertisements provide useful information	4.06	0.79
Social media advertisements influence my brand preference	3.94	0.86
Social media advertisements encourage me to consider purchasing	3.88	0.91
Social media advertising is more engaging than traditional advertising	4.02	0.84

Interpretation

The table indicates that respondents generally have a positive perception towards social media advertising, as reflected by the overall mean score of 4.03 with a standard deviation of 0.83. Among the statements, “Social media advertisements increase my product awareness” records the highest mean score of 4.18 and a standard deviation of 0.77. This indicates that respondents strongly agree that social media advertisements are effective in creating awareness about products and services. The statement “Social media advertisements attract my attention” ranks second with a mean score of 4.11, demonstrating the ability of social media advertisements to capture consumer attention. This is followed by “Social media advertisements provide useful information”, which records a mean score of 4.06. The statement “Social media advertising is more engaging than traditional advertising” obtains a mean score of 4.02, indicating a favourable perception of the interactive nature of social media advertising. Brand preference records a mean score of 3.94, while purchase consideration has the lowest mean score.

4.8 Reliability Analysis

A reliability test can be conducted using Cronbach's Alpha.

Variable	No. of Items	Cronbach's Alpha
Content Quality	5	0.842
Credibility	5	0.817
Engagement	5	0.856
Personalisation	5	0.801
Advertising Effectiveness	6	0.889
Overall Scale	26	0.903

Interpretation

The overall Cronbach's Alpha value of 0.903 indicates a high level of internal consistency

among the items used in the questionnaire. Therefore, the measurement scale can be considered reliable.

4.9 Correlation Analysis

Relationship between Social Media Marketing Factors and Advertising Effectiveness.

Variables	Correlation (r)	Sig.
Content Quality ↔ Advertising Effectiveness	0.682**	0.000
Credibility ↔ Advertising Effectiveness	0.641**	0.000
Engagement ↔ Advertising Effectiveness	0.704**	0.000
Personalisation ↔ Advertising Effectiveness	0.617**	0.000
Entertainment ↔ Advertising Effectiveness	0.583**	0.000

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

Interpretation

The results indicate positive and statistically significant relationships between all the selected social media marketing factors and advertising effectiveness.

The strongest relationship is between Engagement and Advertising Effectiveness ($r = 0.704$), followed by Content Quality ($r = 0.682$). Therefore, greater consumer engagement and better-quality content are associated with higher advertising effectiveness.

4.11 Regression Coefficients

Independent Variable	Beta	t-value	Sig.
Content Quality	0.286	5.91	0.000
Credibility	0.214	4.42	0.000
Engagement	0.321	6.74	0.000
Personalisation	0.176	3.68	0.000
Entertainment	0.119	2.51	0.013

Interpretation

All five independent variables have a statistically significant positive influence on advertising effectiveness.

Engagement ($\beta = 0.321$) has the strongest influence, followed by Content Quality ($\beta = 0.286$) and Credibility ($\beta = 0.214$).

Thus, the results suggest that marketers should focus particularly on interactive and engaging social media advertisements.

CONCLUSION

The study concludes that social media has become an important medium for advertising and consumer communication in Chennai. The findings indicate that a large majority of

respondents are frequently exposed to social media advertisements, with Instagram and YouTube being the most preferred platforms. Younger and educated consumers form a significant portion of the sample, highlighting their importance as a target market for digital advertising. The study suggests that effective content, engagement, credibility, and personalization can improve advertising outcomes. Therefore, organizations should adopt innovative, interactive, and consumer-oriented social media marketing strategies to enhance advertising effectiveness and strengthen consumer engagement.

REFERENCES

1. Aaker, D. A., & Myers, J. G. (1982). *Advertising Management*. Prentice Hall.
2. Armstrong, G., & Kotler, P. (2018). *Principles of Marketing* (17th ed.). Pearson.
3. Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th ed.). McGraw-Hill.
4. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice* (7th ed.). Pearson.
5. De Vries, L., Gensler, S., & Leeftang, P. S. H. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26(2), 83–91.
6. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.
7. Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55.
8. Evans, D. (2012). *Social Media Marketing: An Hour a Day* (2nd ed.). Wiley.
9. Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841.
10. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.

11. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brands. *Journal of Business Research*, 65(10), 1480–1486.
12. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
13. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
14. Nielsen. (2015). *Global Trust in Advertising: Winning Strategies for an Evolving Media Landscape*. Nielsen Company.
15. Okazaki, S., & Taylor, C. R. (2013). Social media and international advertising: Theoretical challenges and future directions. *International Marketing Review*, 30(1), 56–71.
16. Ryan, D. (2016). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* (4th ed.). Kogan Page.
17. Schivinski, B., & Dąbrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214.
18. Tuten, T. L., & Solomon, M. R. (2023). *Social Media Marketing* (4th ed.). SAGE Publications.
19. Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38–54.
20. Zeng, F., Huang, L., & Dou, W. (2009). Social factors in user perceptions and responses to advertising in online social networking communities. *Journal of Interactive Advertising*, 10(1), 1–13.