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IMPACT OF SOCIAL MEDIA FOOD ADS ON CONSUMER PURCHASE INTENTION

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ABSTRACT

Before the internet and other technological advancements, traditional advertising methods like television, magazines, newspapers, and pamphlets were utilized for informing the public about the product or brand. However, the internet and social media made it possible for people to easily know about a product and also raise consumer awareness. Like all other industries, the food industry has expanded significantly due to technological innovation. Social media was extremely important in the marketing of the food products. Marketers can quickly identify the consumers they are targeting and offer them products and services according to their preferences and needs. Social media platforms that use digital advertising draw consumers and encourage them to buy products. It serves as a two-way channel of communication between marketers and consumers. Although there are a variety of digital ads, in this study, we aimed to discover the impact of social media food ads on consumer purchase intention. Since many consumers are active on social media, marketers make use of this opportunity to promote their product in the social media platforms. A structured questionnaire is used in this study to collect data from consumers by using a descriptive methodology.

Keywords: Food ads, Social Media Platforms, Digital ads, Consumer perception

INTRODUCTION

Digital marketing has made it simple to advertise things to vast audiences of consumers. Companies use digital marketing to foster customer loyalty and establish an emotional connection. Digital advertising significantly influences consumers' intentions to buy products by increasing their exposure to, piquing their interest in, and inspiring a desire to do so (Benson, James Lyimo, and Hamza Sapi). Digital Marketing encompasses a wide range of strategies, including mobile marketing, influencer marketing, affiliate marketing, content marketing, and social media marketing. Promotion is an essential component of any organization, so businesses create a promotion mix and make every effort to make promotions at the appropriate time, location, and audience (Mohan Raj & Kalaivani, 2016). Therefore, this study focuses mainly on food product advertisements on social media. Everyone, from children to adults, uses social media sites like Twitter, Facebook, Instagram, and YouTube. As of 2019, 351.4 million people in India use social media (Pragati, 2022). These social media channels act as a bridge between the advertiser and the consumer. Constant interaction with consumers has become feasible because of this. 51% of customers use social media to learn about new food products. While traditional advertising does not persuade customers to purchase things, creative food advertisements on social media platforms do.

REVIEW OF LITERATURE

The researchers performed the survey to determine consumer propensity to buy food products based on Instagram food advertisements. Data from 180 Indonesian undergraduate students were gathered for the study's purpose. Consumers are more aroused and delighted by advertisements with appealing visual content, which further encourages them to buy the advertised goods (Sony Kusumasondjaja and Fandy Tjiptono 2019). Data from 2023 Spanish customers was gathered. The study's conclusions showed that the utility, entertainment value, and credibility of the material contributed to customers' positive attitudes (Pedro Cuesta Valino et al. 2020). The study was conducted in Malaysia with 415 respondents. The study revealed that food advertisements on social media are very informative, and personalization and electronic word of mouth had a stronger association with consumer trustworthiness (Shathesh Baskaran et al. 2021).

The researchers conducted a survey to determine whether social media ads affected consumers' purchasing decisions. Facebook and Instagram were the two social media platforms examined in this study. A systematic questionnaire was used to collect 385 responses. According to the researcher, digital advertising significantly influences consumer buying intentions by drawing their attention, stimulating interest, encouraging them to buy the products, and enabling businesses to customize their goods and services to meet consumer needs (Benson James Lyimo and Hamza Sapi 2022).

The goal of the study was to assess how YouTube commercials impacted consumers' desire to make a purchase. A total of 261 participants contributed to the study. It found that YouTube advertising value had a significant effect on consumers' purchase intentions (Dhiyaa Nadhifa Aziza 2018). The researcher also found that strong visuals increase purchase intention by affecting consumer perception and social media brand ambassadors (de Alencar et al. 2026). It showed that effective advertising promotes healthy food purchases, boosting social benefits among consumers and marketers (Zheng J et al. 2026).

OBJECTIVES

1. To find out the most frequently used social media platforms by the respondents.
2. To identify the factors influencing the consumer intention to purchase food products based on social media ads.
3. To analyze the impact of social media food ads on consumer purchase intention.

HYPOTHESIS

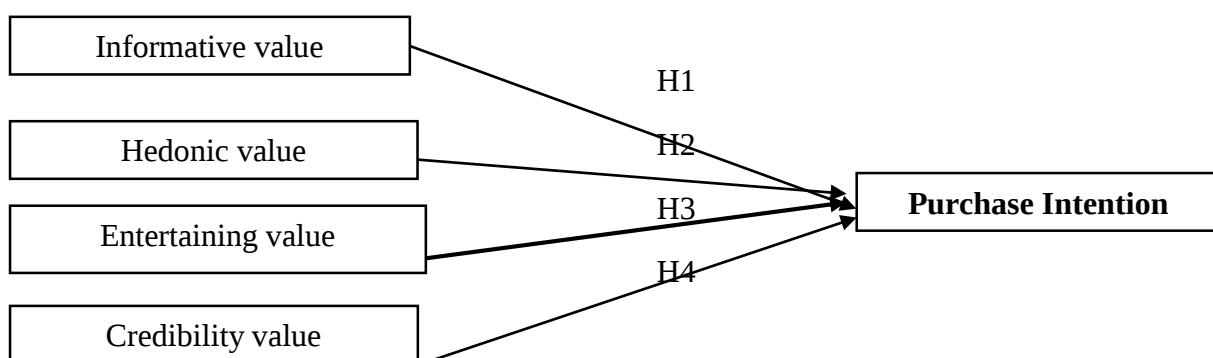
H1: Informative value of Food ads in social media has a positive impact on consumer purchase intention

H2: Hedonic value of Food ads in social media has a positive impact on consumer purchase intention

H3: Entertaining value of Food ads on social media has a positive impact on consumer purchase intention

H4: The credibility value of Food ads in social media has a positive impact on consumer purchase intention

CONCEPTUAL FRAMEWORK



The consumer's intention to buy food products was influenced by a variety of social media advertising elements. However, only four of these variables were used. This study takes into account elements like informative value, hedonic value, entertainment value, and credibility value.

RESEARCH METHODOLOGY: The research was carried out based on both Primary and Secondary data. The study is descriptive research, and the data were collected from 125 respondents in Chennai using the convenience sampling method.

DATA ANALYSIS AND INTERPRETATION

Table 1. Frequently Used Social Media Platforms

Social Media Platforms	Frequency	Percentage
Instagram	47	37.6
You Tube	45	36.0
Facebook	27	21.6
Twitter	5	4.0
others	1	0.8
Total	125	100

The above table 1 shows that the respondents use Instagram regularly because of the instant posts, stories, and numerous food advertisements that are posted on this platform. YouTube, Facebook, and Twitter are the next-most used platforms. This enabled marketers to determine how consumers use social media, and they can also tailor their advertising to suit the preferences of the consumers.

Table 2. Reliability Test

Cronbach's Alpha	N of Items
0.788	20

In this study, the reliability statistics for 20 items was 0.788 as shown in Table 2. High reliability indicates that these items are mostly suitable for analysis.

Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.745
Bartlett's Test of Sphericity Approx. Chi-Square	1026.55
Df	210
Sig	.000

Table 3 shows the KMO measure of sampling adequacy was 0.745 and Bartlett's test showed a significance of 0.000. Therefore, factor analysis could be applied to 20 variables measuring the consumer intention to purchase based on food advertisement on social media platforms.

Table 4. Factors influencing the consumer purchase intention based on Social media Food Ads

Factors influencing the consumer in purchase intention	1	2	3	4	5
Informative value	0.823				
IV1					
IV2	0.768				
IV3	0.665				
IV4	0.651				
IV5	0.588				
IV6	0.509				
Hedonic value		0.862			
HV1					
HV2		0.846			
HV3		0.811			
HV4		0.808			
Entertaining value			0.775		
EV1					
EV2			0.747		
EV3			0.656		
Credibility value				0.780	
CV1					
CV2				0.648	
CV3				0.617	
CV4				0.494	
Purchase intention					0.659
PI1					
PI2					0.583
PI3					0.575
Eigen Value	5.212	2.922	2.001	1.416	1.095
Proportion of Variance	15.109	13.513	11.735	11.176	8.079

Extraction Method: Simple Component Analysis

Rotation Method: Varimax with Kaiser Normalisation

Rotation converged in 6 iterations

Table 4 shows the extraction of all 20 variables and these are loaded on **“Four” factors**. These four factors are named and variables are included in each factor.

Multiple Regression Analysis: Multiple Regression Analysis was conducted to assess the impact of social media ads on consumer purchase intention of food products. Informative value, Hedonic value, Entertaining value, Credibility value acted as an independent variables and purchase intention acted as a dependent variable.

Table 5: Regression Model: Impact of Social media food ads on Consumer purchase intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.688 ^a	.474	.456	1.63855

a. Predictors: (Constant), TOTAL_CV, TOTAL_HED, TOTAL_INF, TOTAL_ENT

The above table shows the model overview of Impact of social media food ads on consumer purchase intention. The modified R square value displays the percentage of the variations explained by factors of

social media ads on consumer purchase intention. The modified R square value is 0.474, which shows that social media ads accounts for 47.4% on consumer purchase intention of Food products.

Table 6: ANOVA – Impact of Social media food ads on consumer purchase intention

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	289.849	4	72.462	26.989	.000 ^b
	Residual	322.183	120	2.685		
	Total	612.032	124			

a. Dependent Variable: TOTAL_PI

b. Predictors: (Constant), TOTAL_CV, TOTAL_HED, TOTAL_INF, TOTAL_ENT

Table 6 shows the results of ANOVA. Since F value is 26.989, p value is $0.000 < 0.01$, it shows that the model is significant at 1% level.

Table 7. Regression coefficient of variables in the Multiple Regression Analysis

Variables	Unstandardized Co-efficient (B)	SE of B	Standardized Co-efficient (Beta)	t value	P value
Constant	0.522	1.292	-	0.404	0.687
IV (X1)	0.172	0.038	0.349	4.482	0.000**
HV (X2)	0.004	0.036	0.007	0.098	0.922
EV (X3)	0.088	0.086	0.079	1.013	0.000**
CV (X4)	0.374	0.072	0.408	5.204	0.000**

Note: ** Denotes significant at 1% level

Table 8. Hypothesis Framework

Hypothesis	Regression Path	Effect Type	Remarks
H1	IV -> PI	Direct effect	Supported
H2	HV -> PI	Direct effect	Not supported
H3	EV -> PI	Direct effect	Supported
H4	CV -> PI	Direct effect	Supported

The multiple regression equation is

$$Y = 0.522 + 0.172 X1 + 0.004 X2 + 0.088 X3 + 0.374 X4.$$

H1: Informative value of Food ads in social media has a positive impact on consumer purchase intention: The hypothesis was tested by using regression analysis. The coefficient of X1 is 0.172. The result revealed that the informative value of social media food ads has a positive influence on consumer intention to purchase. Since the value is less than 0.001, we accept hypothesis 1.

H2: Hedonic value of Food ads in social media has a positive impact on consumer purchase intention: The coefficient of X2 is 0.004, which indicates the partial effect of Hedonic value of Food ads in social media, leading consumers to purchase by keeping other variables constant. Since the value is not less than 0.01, we reject hypothesis 2. Therefore, the hedonic value of food ads in social media does not have a positive impact on consumer purchase intention.

H3: Entertaining value of Food ads in social media has a positive impact on consumer purchase intention: The coefficient of X3 is 0.088, which indicates that the partial effect of the entertaining value of Food ads in social media leads consumers to purchase by keeping other variables constant. Since the value is less than 0.01, we accept hypothesis 3. Therefore, the entertaining value of food ads on social media has a positive impact on consumer purchase intention.

H4: Credibility value of Food ads in social media has a positive impact on consumer purchase intention: The coefficient of X4 is 0.374, which indicates the partial effect of credibility value of Food ads in social media, leading consumers to purchase by keeping other variables constant. Since the value

is less than 0.01, we accept hypothesis 4. Therefore, the credibility value of food ads in social media has a positive impact on consumer purchase intention.

RESULTS

The findings of the study revealed that the informative value of food advertisements helps in creating awareness among consumers. People tend to believe statistics and numbers; this form of advertising is quite enticing among consumers (Send pulse). The amount of information contained in the advertisement played a significant role in influencing the consumer to purchase food products (Avery M. Abernethy and George R. Franke). Regarding Hedonic value, the social media food ads do not create a positive influence among consumers to purchase the product. It reveals that social media ads do not create any pleasure among consumers. Sometimes, too many ads on social media platforms create irritation (Greyser). Regarding Entertaining value, the social media food ads create a positive impact on consumer intention to purchase. Funny and entertaining advertisements have a greater effect in attracting consumers (Thales Teixeira et al.). Regarding credibility value, social media food ads create a positive impact on consumers to purchase the product. This indicates that consumers trust the social media advertisements.

SUGGESTIONS

Businesses need to pay close attention to how social media advertisements influence customer purchasing behaviour. To reach a big audience at the lowest possible cost, marketers must wisely select their marketing strategy. Numerous users will be drawn to creative adverts with high-quality material on social media platforms.

CONCLUSION

In the current environment, social media is used by people of all ages; advertisers must work hard to draw in consumers of all ages. Credibility of the advertisement, the entertainment factor, and the information they get from social media advertisements play a significant role in influencing the consumer to purchase the product. After the presentation of an advertisement on social media platforms, it is the duty of marketers to measure the effectiveness of the advertisement. When it comes to food products, some people would be highly concerned about the quality of the product, including the components and preservatives. Relatively few customers will be willing to experiment with new products. As a result, each person's purchasing behaviour is different. Consequently, social media marketing aids in attracting a large audience of customers.

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