A COMPARATIVE STUDY OF ANALYSING CONSUMER BEHAVIOUR ON IDENTIFYING ADVERTISEMENT TRUSTWORTHINESS BETWEEN SOCIAL MEDIA PLATFORMS AND TV CHANNELS IN THE POONAMALLEE REGION

Mr. M. Yokesh[1], III yr B.Com G, Saveetha College of Liberal Arts and Sciences, SIMATS, www.yokeshm1009.sclas@saveetha.com

Dinesh.R [2], II yr B.Com G, Saveetha College of Liberal Arts and Sciences, SIMATS, dineshr1009.sclas@saveetha.com

Dr.L.N.Jayanthi[3] Research Guide, Department of Commerce General,Saveetha College of Liberal Arts and Sciences, SIMATS, djayanthibabu@gmail.com

Abstract

Aim: - The efficiency of social media platforms and Avadi TV stations in rapidly reaching the target population during product debuts is compared in this study. It seeks to determine the most effective media, assess its benefits and drawbacks, and offer recommendations to marketers on how to optimize product launch strategies in Avadi. **Materials and methods: -** This study, conducted at Saveetha University, aimed to compare the reliability of TV channel and social media advertisements in the Padi region. A sample size of 384 was determined using a sample calculator, with 192 respondents for each group (TV watchers and social media users). Google Forms were used to collect data, which was then analysed using Microsoft Excel and SPSS software. **Conclusion** According to the survey's findings, social media advertisements have a greater impact on consumers' decisions to buy, even if TV advertisements are seen as more reliable and trustworthy. The vast majority of respondents acknowledged that advertisements on social media have a greater impact on their decisions to buy than advertisements on television. This implies that social media's interactive features and capacity for tailored advertising are very successful in increasing customer engagement and conversion. As a result, companies should use TV advertisements to increase brand awareness and credibility while also giving social media advertising top priority as a crucial medium for influencing consumer decisions.

Introduction

Social media platforms are apps and sites that let users create, circulate, and engage with information, other users, and content. Examples of platforms that help in community building, networking, and communication are Facebook, Instagram, Twitter, YouTube, and TikTok. TV channels are networks that deliver audio and video material to viewers via a variety of media, including digital, internet streaming, and television. News, entertainment, sports,

education, and kid-friendly programs are just a few of the many types of content they provide. Traditional broadcast television, cable or satellite TV, and internet streaming services like YouTube TV, and Netflix are all ways to watch TV channels. TV channels have changed to offer on-demand programming, interactive features, and customized viewing experiences as a result of the development of digital technology. All things considered, TV networks continue to be a well-liked global source of information, entertainment, and education.This study examines the differences in consumers' perceptions of the reliability of TV and social media marketing.Unnava, Vasu, and Ashwin Aravindakshan. "How does consumer engagement evolve when brands post across multiple social media?" *Journal of the Academy of Marketing Science* 49, no. 5 (2021): 864-881. It examines how customers behave and feel about advertisements on both platforms in an effort to determine which is more reliable and why. Because it helps businesses and advertisers understand how consumers perceive the trustworthiness of advertisements across many channels, this study is essential in today's environment. Given the popularity of social media and digital advertising, companies must understand which channels work best for establishing credibility with their target market, which in turn affects consumer decisions and promotes company expansion in the poonamallee region. (Landa, Robin. *Advertising by design: generating and designing creative ideas across media*. John Wiley & Sons, 2021.) This study makes use of a number of tools, such as statistical analysis software (e.g., SPSS), survey software (e.g., Google Forms), and social media analytics tools (e.g., Hootsuite Insights, Facebook Insights), (Puthussery, Antony. "Digital marketing: an overview." (2020). to examine consumer behaviour and find reliable ads on TV channels and social media platforms. (Quesenberry, Keith A. *Social media strategy: Marketing, advertising, and public relations in the consumer revolution*. Rowman & Littlefield, 2020.)

Total no of articles presented related to this topic for past 5 years in website are 24674 google scholar the total no of articles is 17000 and in web of sciences the total no of articles are 7674(Ge, Jiaoju, Yuepeng Sui, Xiaofeng Zhou, and Guoxin Li. "Effect of short video ads on sales through social media: the role of advertisement content generators." *International Journal of Advertising* 40, no. 6 (2021): 870-896,) (.Kelley, Larry D., Kim Bartel Sheehan, Lisa Dobias, David E. Koranda, and Donald W. Jugenheimer. *Advertising media planning: a brand management approach*. Routledge, 2022.), (Chinchanachokchai, Sydney, and Federico de Gregorio. "A consumer socialization approach to understanding advertising avoidance on social media." *Journal of Business Research* 110 (2020): 474-483.,) (Fowler, Erika Franklin, Michael Franz, and Travis Ridout. *Political advertising in the United States*. Routledge, 2021) Limited and best article according to my opinion is(Lee, Heejun, and Chang-Hoan Cho. "Digital advertising: present and future prospects." *International Journal of Advertising* 39, no. 3 (2020): 332-341.)

Limited comparative studies, reliance on quantitative data, focus on younger demographics, insufficient investigation of influencer marketing and user-generated content, and a lack of cultural and regional insights are some of the gaps in the current research on analysing consumer behaviour and reliable advertisements between social media and TV channels in poonamallee region. The department has given us advice on how to prepare the research article, examine SPSS software, and fix mistakes. This type of direction enables us to complete the content accurately and on schedule. To find out which medium is more trusted

by customers in the Poonamallee region, this study compares and analyses consumer behaviour in identifying reliable advertisements across social media platforms and TV channels.

Key words: - consumer behaviour, social media marketing, TV advertisement, reliability, digital advertisement, influencer marketing

Materials And Methods

This study, which was carried out at the Saveetha College of Liberal Arts and Sciences at Saveetha University, used a combination of techniques to examine consumer behaviour in order to compare the reliability of advertisements on TV channels and social media platforms in the Padi region. Since this study is focused on the marketing domain, ethical approval is not necessary. The two groups under comparison in this study are TV channels and social media platforms Because of the large population in the Padi region, a sample calculator is used, and the estimated sample size for this study is 384**.**

Since gathering public reviews is a key component of this study, Google Forms is essential. For group 1 (social media users), a sample size of 192 is prepared, and Google Forms are made and distributed to respondents who are the best candidates for these structured questionnaires in order to get precise and lucid answers. A total of 192 people make up the sample size for group 2 (TV watchers), and Google Forms are made and distributed to respondents who find television commercials credible.

In order to build up the test, useful information is gathered from the general public using Google Forms, Microsoft Excel, and SPSS software. and the test process involved classifying the answers and arranging them for the comparative study of the two media, namely TV channels and social media sites. Optimized for mobile devices Multiple-choice questions, such as those about customer engagement, preference influence, and trustworthiness, are collected using Google Forms.

Statistical Analysis

The statistical analysis is conducted by SPSS (IBM version 27), utilizing sample tests such as independent sample t-tests, chi-squares, and correlations These methods are essential for determining the consumer behaviour that dictates which medium—such as TV channels or social media platforms—provides a trustworthy advertisement. In addition to the chi-square test, which allows for the determination of which factors influence consumer preferences, the independent sample test is used to investigate the advertisement's trustworthiness. Additionally, correlation is used to determine consumer engagement by comparing the two media, such as TV channels and social media platforms. P-values and the statistical result provide insight into the significance of these analyses.

Result

Table.1 provides more evidence for this by describing, using the independent sample T test, TV ads provide higher credibility and trustworthiness than social media promotions, the t value is 0.91 and the significant value of p=0.852(<0.005)

Table.2 clarifies the result of chi-square test on social media ads influence me to purchase product compare to TV ads, with a significant value of p=0.713(<0.005)

Table.3 clarifies the result of correlation on the interactive nature of social media enhance customer engagement more than TV ads, with a significant value of p= 0.582(<0.005)

Figure.1 shows these different graphically as a bar graph with a 95%confident interval level and the simple mean of age on count of TV ads provide higher credibility and trustworthiness than social media promotions, along with a ±2 standard deviation.

Figure.2 shows these different graphically as a bar graph with a 95%confident interval level and the simple mean of occupation on count of social media ads influence me to purchase product compare to TV ads, along with a ±2 standard deviation.

Figure.3 shows these different graphically as a bar graph with a 95%confident interval level and the simple mean of age on count of the interactive nature of social media enhance customer engagement more than TV ads, along with a ±2 standard deviation.

Discussion

Table.1 Independent sample T test result shows a major age - TV ads provide higher credibility and trustworthiness than social media promotions. Since the p-value (0.928) is greater than 0.05, we fail to reject the null hypothesis. This means there is no statistically significant difference in the average age between the two groups. This illustrates how age affect the TV ads provide higher credibility and trustworthiness than social media promotions

Table.2 chi-square test result shows a major occupation- social media ads influence me to purchase product compare to TV ads. since the p-value (.713) is greater than 0.05. We fail to reject the null hypothesis. There is no statistically significant linear association between the two ordinal variables. This illustrates how occupation affect the social media ads influence me to purchase product compare to TV ads

Table.3 correlation test result shows a major age- the interactive nature of social media enhances customer engagement more than TV ads. Since the p-value (.582) is greater than 0.05 (the typical significance level), we fail to reject the null hypothesis. This means there is no statistically significant linear relationship between "Age" and "- the interactive nature of social media enhance customer engagement more than TV ads ". This illustrates how age affect the interactive nature of social media enhances customer engagement more than TV ads

Limitation

There are various restrictions on this study. It is restricted geographically to the Poonamallee area, which might not be typical of the total population. Additionally, the sample size can be small, which would limit how broadly the results can be applied. The validity of the results may also be impacted by respondent bias and the limits of social media platforms. The study might overlook other TV channels and social media sites in Favor of concentrating just on a few. The accuracy and dependability of the study may also be impacted by constraints on data collecting, cultural and demographic constraints, and time constraints.

Future Scope

This subject has a broad and exciting future. Future studies can investigate consumer behaviour in other places by extending the geographic scope outside the Poonamallee region. For a more thorough understanding, the study can also be repeated across several demographics, including age, income, and education. In order to present a comprehensive picture of consumer behaviour, the study can also include other media outlets including influencer marketing, podcasts, and radio. To investigate how consumer behaviour evolves over time, longitudinal studies can also be carried out. Additionally, the results of the study can be utilized to create consumer-resonant advertising campaigns and targeted marketing strategies.

Tables And Figures

Table.1   **INDEPENDENT SAMPLE TEST**

	Equal variances assumed	Equal variances not assumed
Sig	0.852	
T	0.091	0.091
Sig.(2-tailed)	0.928	0.928
Mean different	0.21	0.21
Std error difference	0.236	0.237

Table.2   **CHI-SQUARE**

	Value	Df	Asymptotic Significance (2-sided)
Pearson chi-square	18.981²	16	0.270
Likelihood ratio	19.527	16	0.242
Linear-by-Linear Association	0.135	1	0.713
N of valid cases	140		

Table.3   **CORRELATION**

		Age	The interactive nature of social media enhances customer engagement more than TV ads
Age	Pearson correlation	1	0.047
	Sig(2-tailed)		0.582
	Sum of squares and Cross-products	187.543	8.171
	covariance	1.349	0.059
	N	140	140
The interactive nature of social media enhances customer engagement more than TV ads	Pearson correlation	0.047	1
	Sig(2-tailed)	0.582	
	Sum of squares and Cross-products	8.171	161.686
	covariance	0.059	1.163
	N	140	140

Figure.1
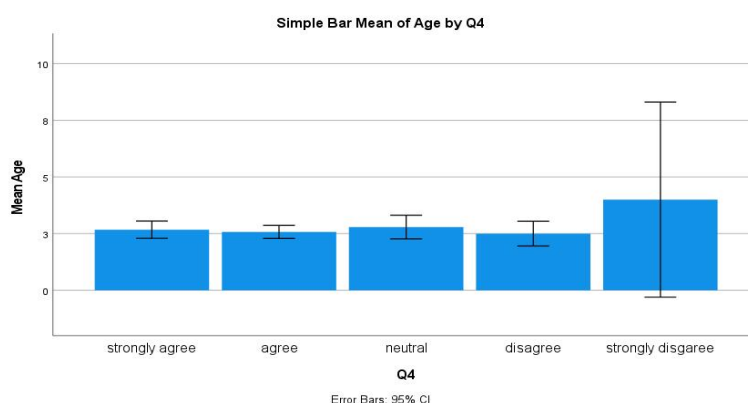

Simple Bar Mean of Age by Q3

Figure.2

Simple Bar Mean of Occupation by Q6
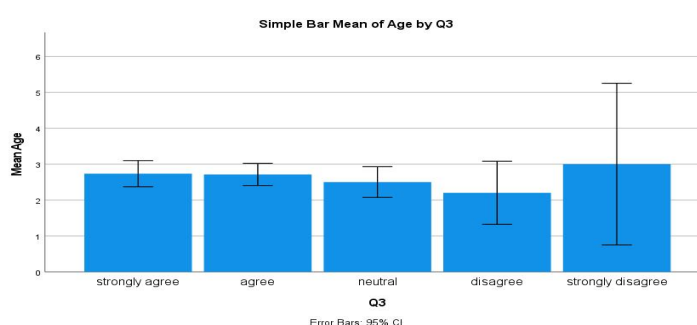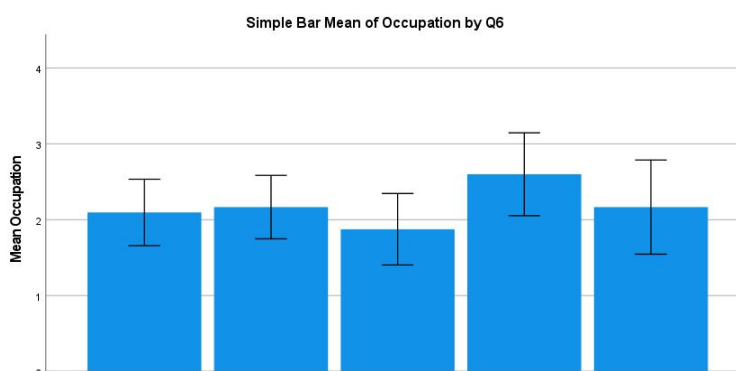
Figure.3

Conclusion

According to the survey's findings, social media advertisements have a greater impact on consumers' decisions to buy, even if TV advertisements are seen as more reliable and trustworthy. The vast majority of respondents acknowledged that advertisements on social media have a greater impact on their decisions to buy than advertisements on television. This implies that social media's interactive features and capacity for tailored advertising are very successful in increasing customer engagement and conversion. As a result, companies should use TV advertisements to increase brand awareness and credibility while also giving social media advertising top priority as a crucial medium for influencing consumer decisions.

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