

How Attentive are Consumers to Social Media Ads and Promotions - Famous vs. Non-Famous Brands.

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Abstract: This paper discusses an empirical research which was conducted to explore how attentive consumers are to advertisements and promotions on social media platforms, like Instagram, Facebook and so on. The research also envisaged to determine how the buying behavior changes in the context of social media and the constructs it encompasses. The differentiating factor has been the comparison of famous vs. non-famous brand advertisements and promotions, considering two types of cuisine restaurants of both the brands. This research is of great importance and relevance today because for a marketer, prioritizing in the context of social media and the usage of different social media platforms for advertising can prove to be a difficult task. The advertising cost of each media can be very high, and any inappropriate media strategies can be a costly decision. Thus, it is essential for managers to understand implications of various media advertisements and its impact on attentiveness of consumers and ultimately to their buying patterns.

The research comprises an empirical study, using a questionnaire as research instrument and an FGD. The analysis can help the brand managers of such restaurants to find the most suitable attributes while creating advertisements and promotions to gain the maximum attentiveness of its viewers. A major finding of the study is that for both famous and non-famous brands, consumer attentiveness is significantly impacted by social media advertisements & promotions.

Keywords: *Social media, Advertisements, Promotions, Consumer Attentiveness.*

Introduction

Companies spend huge sums of money each year on advertising and marketing and also to develop promotions that create a consumer's craving for products or services. In general, it is felt that there has always been a positive impact between the advertising & promotions with the way consumer's demand gets enhanced. This impact could be more accentuated if the advertisement and promotion are available in social media. Digitalization available today has led to changes in consumers' media habits. Hence, a deeper understanding of advertisements on different media platforms and its implications on consumer needs to be established.

Advertising & Promotion

Consequences of Advertisement and Promotion on Consumer purchase behavior

A research paper by (Asad, R. ,2018) states that the ads affect the intention and behavior formation of people significantly. It encourages consumers to make the buy. Furthermore, the

variety of advertising that cover brand, recognition, and product assessment have a significant impact on buying behavior and attitude. Advertisement and promotion tricks have a main effect on customer behavior and their purchase decisions.

The Interaction between Advertisement, Promotion and Consumer Behavior

The findings of the study by (Asad, R., 2018), It was discovered that there is a link between promotion, advertisement, and customer behavior. It is difficult for an organization to develop popularity and market its brand image if even one of the components is lacking. According to a research by (Yasory, T.H., Chaharsoughi, S.A., 2011), sales promotion has become an important marketing technique that has grown in importance over time. The purpose of a sales promotion is to have a straight impact on a firm's consumers' purchasing intention.

Online Advertising

Influence of online advertising on consumers

Since then, social media has altered traditional marketing communications, according to (CS, H., 2015). Consumers are gradually moving towards the social media for information rather than traditional or conventional media ways such as television and radio. Companies must thus develop successful online advertising strategies in order to profit on the present market segment by including effective elements in online advertising, particularly in social media. Although internet advertising is a powerful tool for reaching a bigger audience, it is critical that advertisers integrate features to maximize its effectiveness. Furthermore, the typical qualities of social media advertising that impact customers' buy intention include entertainment and credibility.

According to (Mishra, A., 2017), the higher the efficiency of online advertising, the more purchases will be made, and therefore the relationship between E-Commerce and advertisement will be stronger. As a result, advertising may be classified as a form of entertainment that is highly intensive, accessible, practical, and dependable, as well as generating its own credibility while being cost-effective and demonstrates trustworthiness by avoiding negativity that might irritate others.

Advertisements are influenced by a number of variables, including their placement and design. This paper is a first step toward a greater knowledge of Web advertising, offering a controlled study to isolate a range of characteristics and results, according to (Mccoy, S., Everard, A., Polak, P., F. Galleta, D., 2017). This type of understanding would construct researchers to design future experiments using different ad types and different positions on the page.

Social media advertisements and the most trending social platforms in today's world

Advertising is a form of promotional contact in which a non-personal, publicly funded communication is used to advertise or sell a product, service, or concept, service or idea. Nowadays the fastest and most effective ways to connect with people on anything is online social media. Users' information is analyzed by social networks in order to find highly relevant advertising based on interactions inside a platform. In a research paper, (M. Kaplan, A., and M.

Haenlein, 2010) described social media as a combination of World wide web apps that enables the development and web 2.0 technologies and facilitate the users to interact Produced Content.

The advertisements provide plenty of profitable opportunities and boost the digital marketing campaigns in numerous ways. It is a co - product of digital marketing in which advertisers execute paid and free marketing campaigns on social media platforms in order to reach their target demographic. There are several social media advertising choices. It's said that Digital engagement is largely dependent on the platforms (Facebook, Twitter, YouTube, LinkedIn, GoogleC, Snapchat, Instagram, and Pinterest) shows that different functionalities and unique characteristics of social media platforms translated into different consumer experiences (Voorveld, H., 2018).

Social Advertisements on Facebook

Facebook is the most used social networking platform in the world, with over a billion and trillion of users worldwide. It has the advantage of being very visible and allowing for customization based on population and particular target groups. A study focused on Consumer's attitude towards advertisements through social media with actual reference to Facebook. With the use of interviews, a convenient sampling survey was undertaken across 100 participants in Malappuram District (FGD). The study reveals that consumers had a positive attitude towards advertisements through Facebook (Sumathy & K.P, 2016).

Social Advertisements on Instagram

Instagram is the most liked and trending app among the social media platforms today as users are more involved to watch a large quantity and variety of posts and stories in form of pictures. It's called to be an extremely visual media of advertisements. It focuses on exploring images and videos so that users can connect more towards the offers and discounts by looking into its real images. The type of social media interaction examined whether consumers watch, like and/or share advertisements on social media and assessed the differential motives behind each form of social media behavior (Burton J.,2016). Data was gathered from 417 Instagram users in Egypt using an online questionnaire. The findings show that customers' perceptions of Instagram's informational aspect, amusement, authenticity, and curiosity are all high (Gaber, H.,2019). A research evaluating the effect of past social-media participation with a Super Bowl commercial campaign on consumers' point in time affect traces and response ratings of television commercials. Affect traces with a greater peak, final instant, and linear trend, as well as better retrospective commercial and product assessments, are all advantages. "(Burton J.,2019)

Social ads on YouTube

Video marketing is the traditional advertising strategy process that ever exists. it connects with the audience via stories, plays, reviews. Researched to evaluate the effectiveness of online video advertising which focused on Malaysian consumers' perspective towards advertisements on YouTube. An empirical study was done involving a survey on 160 sample size. The dataset went for a statistical analysis, i.e., structural equation modelling SEM. All the findings revealed that features of online advertising generate positive influence on buying intentions (Khong, K.,

2010). According to (Foong Ern Cher, M., Arumugam, V., 2019), Only consumers' engagement has a vital role in influencing the effectiveness of online advertising. It articulates that advertising in YouTube is different from other social media sites. Therefore, there should be a different way of approaching the consumers through YouTube advertisements.

Social Advertisements via electronic/digital word of Mouth

Yet, despite the fact that electronic word of mouth (eWOM) is a global consumer habit with widely acknowledged consequences on a company's bottom line, it remains an over-labeled and practical notion. The researchers identified three phases in the eWOM phase: eWOM creation, eWOM engagement, and eWOM evaluation. Method for multi comprehensive evaluation of 1050 research journals on eWOM released between 1996 and 2019, synthesize important research insights and suggest a research roadmap. (Rosario, A., Valck, K., Sotgiu, F., 2019)

Social media advertisements and its impact on consumer's buying behavior

Different consumers have different buying behavior with respect to quality of goods and products. Better understanding of customer purchasing behavior, as said, is a beneficial addition to the nation's economic position. Here's where advertising comes into play. Marketing & Advertising focus to change or affect the consumer purchasing behavior, so that the consumer prefers buying the product of a firm he/she is well aware of services. Reporting on many developments in internet advertising is also necessary, since marketing strategies have become a threat for classical ads, as various internet apps and social networks make it easier to travel to content with just one touch than some other media advertising. (A. Mishra, 2017). A study concludes that social networks have affected the behavior of customers and now there is a two-way communication, where customers are less tolerant towards bad service or overpricing; they do not consider themselves future buyers or high-end buyers of a company; and finally, they like to try new products without seeing them. The results of an automated questionnaire study conducted among Istanbul-based consumers revealed a feeble relationship between online advertising and consumer need identification, no relationship with online shopping, a strong relationship with considering potential, and a moderate relationship for both purchase decision and post-purchase behavior, because those stages constitute the five-step need-to-recognize model in customer purchasing behavior. (A. Ertemel, 2016)

How advertisements and promotions work in food industry via social media influence

As social media continues to break all dimensional boundaries and connect people together and has revolutionized the way people interact and socialize with each other. Businesses and entrepreneurs as well have taken advantage of these online platforms to grow and expand their businesses particularly in the restaurant (Food) industry. The purpose of this study was to assess the impact of different social media channels used to market food. The study claims that advertisements, blogs, and promotions on Facebook, Twitter, Instagram, and other social media sites have affected the decision of the customers to purchase. The replies of 100 convenience sampled individuals were studied using statistical research methodologies. Using descriptive and inferential statistics, the link between the various categories of internet shoppers classified as initiators, expressers, and informers; networkers and communicators; and spectators and

observers was explained. Focused on the consumers found in different restaurants and the results of the study revealed that watchers and listeners through the use of social media platforms affected online social interaction. Online integration has an impact on purchasing intent and is impacted by social networking sites and duration of use. The food business needs more marketers and influencers who can relate to creators, monitors, and watchers. The study added to the various sorts of studies in the areas of consumer behavior and social media impacts that have still to be explored, mainly in marketing and advertising in food industry (Bianca M. Arceo, A., Ray C. Cumahig, I., B. De Mesa, M., Jessica V. Buenaventura, M., T. Tenerife, J., 2018).

Brand equity, brand image and consumer buying behavior

Brand equity

Customer's feeling and perception of a particular brand, while brand value is the financial importance of a brand. Brand image is among the most essential components of brand equity, and it is critical for marketers to influence the consumer's views and attitudes of a brand, paint a positive picture of the brand in the consumer's mind, and promote the related to consumer buying behavior for that particular brand, in order to build brand equity by boosting revenue and maximizing market share. (Zhang, Y., 2015).

Social media marketing, brand image and consumer behavior

The world is changing, both the marketers and consumers are more relied on online media, than ever before. Digital marketing is being used to target the potential customers through different types of online media, such as social networks, online forums, etc. Facebook, Twitter, Instagram, LinkedIn, and other social networking websites and applications are fine examples of social media. Social media marketing helps the consumers become familiar with brands, and are more influenced by the online framing effect of advertisements if they are already familiar with the brand of the product (Chen, Y., Chang, S., 2016). There is a positive effect of brand image on customer loyalty and satisfaction, but it not only directly impacts the customers directly, but also influences them through other common factors (Zhang, Y., 2015). The safest strategy of advertising is the subtle placement of ads, in case the target customer is already familiar with a particular brand (Verhellen, Y., Dens, N., De Pelsmacker, P., 2016). Social media marketing has its own importance among different companies as it allows to interact with the target customers frequently, thus, increasing the brand loyalty (Ziyadin, S., Doszhan, R., Borodin, A., Omarova, A., Ilyas, A., 2019). According to (Balakrishnan, B., Irwan Dahnil, M., Jiunn Yi, W., 2014), digital advertising communications, especially E-WOM, Online Societies, and Online Advertising, are significant in enhancing marketing activities through corporate online networking sites.

Famous vs. non famous brands, and endorsement by celebrity or non-celebrity, and Impact on consumers

A famous brand would mostly prefer endorsement by a celebrity, while the non-famous ones will not, which is not always true and sometimes, famous brands might also not prefer a celebrity endorsement, which catches the attention of the customer easily, and helps increase awareness

about the brand and its products. Whatever the celebrity talks about the brand, has an enduring effect on the customer's mind. A brand which is being endorsed by a celebrity, has a positive effect on the customers, and is considered as more trustworthy and acceptable, and customers prefer these brands over the ones not being endorsed by the celebrities. If the brand is not endorsed by a celebrity, but the advertisement is such that it affects the emotional sentiments of customers, they will prefer this particular brand. The advertisements believability and the knowledge displayed and expertise about the product, has a greater influence on customers in case of non-celebrity endorsement, especially in case of FMCG products. A lot of other factors influence the final buying behavior of the customers, such as age, profession, gender, etc. Some prefer to make a cost-effective decision, irrespective of the person endorsing the brand, while some prefer to buy based on the celebrities' influence of the brand (Kaushik, T., Baliyan, R., 2017).

Developing the Conceptual Framework

The basic objective of this research was to determine the relationship between consumer attentiveness and social media advertisements & promotions for two separate contexts comprising famous and non-famous brands. Basically, to determine how the premium brand image is affecting consumer's purchasing decision over the non-famous ventures' attractive offerings during the time of special sales, affecting customer's behavior of purchasing from the various websites. The research has targeted the Food and Restaurant industry as a domain point throughout the study. Also, lastly what factors/ attributes are most important or have the major impact on the customer behavior of e-commerce purchase, in the research context. is a point of analysis through this study? From literature reviews available in the published research, it is observed that the factors affecting Consumer attentiveness, in the context of social media, could be:

- Social Media Advertisements
- Social Media Promotions
- Loyalty
- Trust
- Service
- Quality
- Reviews/E-WOM
- Brand Equity
- Offers and Discounts

These variables were considered as predictor variables in the research models, with the dependent variable being Consumer attentiveness.

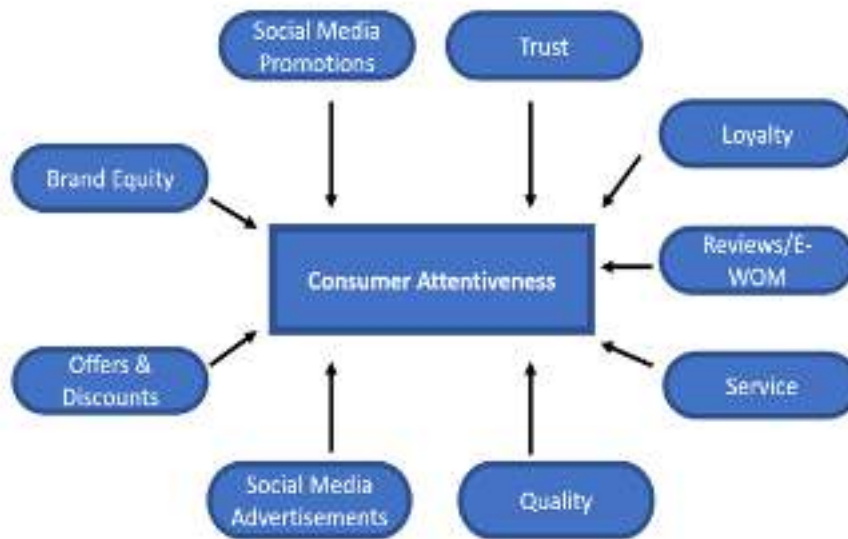


Figure 1: Conceptual Framework

Figure 1: Structural representation of all the independent and dependent variables

Research Methodology

In the research the focus was on the factors affecting the attentiveness of consumers on advertisements and promotions on social media platforms, like Instagram, Facebook, etc., the differentiating factor being the famous vs. non-famous brand advertisements and promotions. Two types of cuisine restaurants of both the famous and non-famous brands were chosen for comparison, to explore how the individuals are getting influenced by the famous or the non-famous (local) brands strategies of advertising and promotion.

Sampling Frame

The sampling frame was the population of the target population, i.e., people in the age bracket of 20-35 years, who love eating at the restaurants in tier 1 and 2 cities,

The data collection and its analysis were performed out in two parts or phases which are

(a) Qualitative Research: Focus Group Discussions

(b) Quantitative Research, Analytical Modeling, Linear Regression and Reliability Analysis on data collected with a survey questionnaire adopting non probability sampling.

Qualitative Research: Focus Group Discussions

For our qualitative research, we conducted FGDs, to discover the different attributes that attract the consumers towards social media advertisements.

We opted for FGDs as a part of our qualitative research because of the following reasons:

1. Since our topic is not a sensitive one, people would not be skeptical about sharing their thoughts in front of the other members of the group
2. Since masses use social media, FGD would help us to capture more between-group heterogeneity and within-group homogeneity, in our qualitative research
3. To capture more distinguishable variables through the free flow of ideas, different perspectives were needed in our qualitative research

FGDs were conducted among different social media users who have used or are using more than one social media websites.

We conducted two FGDs, to maintain heterogeneity between groups and homogeneity within groups. One FGD consisted of people aged between 20-30, and the other consisted of people within the age bracket of 31-40, both of which were active social media users of at least one platform. The first group was comparatively more active on social media and paid more attention to the ads and promotions on the website or application. They were also more conscious of the customer reviews and kept themselves updated with the latest offers and discounts from the ads and promotions. The participants in this group were not very brand-conscious and liked to explore, even with the not-so-famous brands and the new and local ones. While this group was more attentive to the ads, they were not very health conscious and primarily cared about the taste of the food, whereas the other group preferred healthier food choices for themselves and their families. The two groups agreed on the fact that service was of utmost importance, along with the quality of the food, along with loyalty, trust and reliability.

In the second FGD, it was evident that the participants did not pay a lot of attention to social media promotions and advertisements. They were more health-conscious and the taste was second in their preference, first being quality and healthy food choices. They did not pay very much attention to eWOM and the customer reviews on social media but were aware of them. They were not very price-conscious and were not up-to-date with the latest offers and discounts. They preferred selected brands over the not-so-famous ones, however, they did not restrict themselves to those brands. As with the first group, the participants in this group felt that service, trust, loyalty and reliability were also major factors in selecting a restaurant.

Both groups agreed on the following points

They consider the following attributes to be equally important

1. Service
2. Trust

3. Loyalty
4. Reliability
5. Quality

They were both open to trying out the food from not-so-famous brands, as long as the above attributes were present.

Questions asked in the FGD

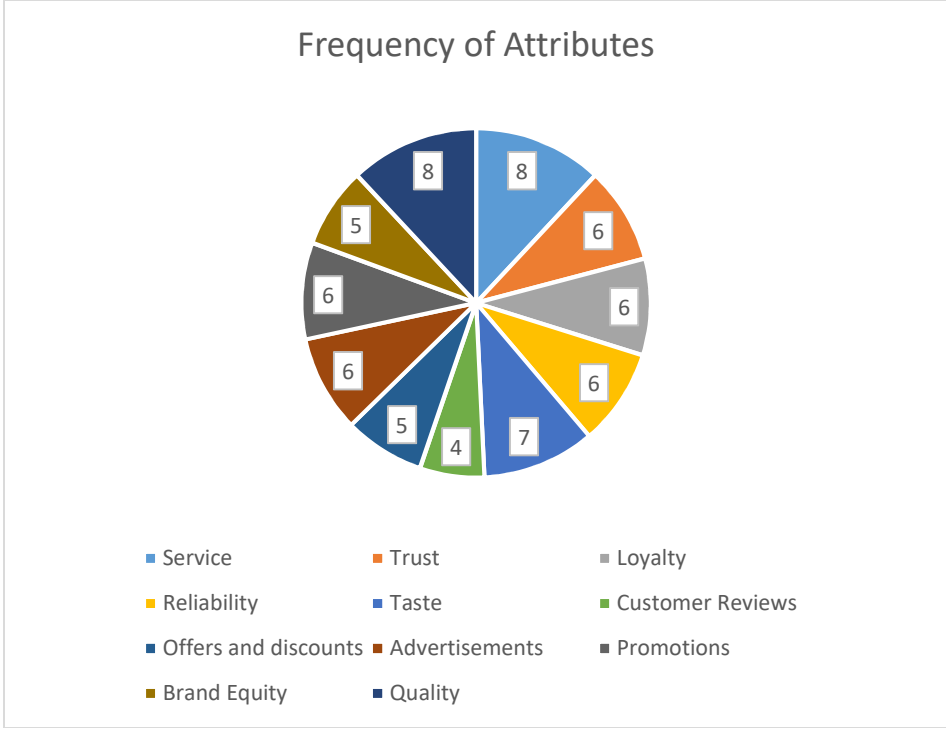
1. What platforms of social media you generally rely for advertisements?
2. Are you a traditional store buyer person or an online buyer person?
3. How much comfortable are you to choose non famous brand over famous brands
4. Are you brand specific or price specific?
5. Would you prefer non famous brands if offers and discounts are given?
6. How likely you give importance to service of the restaurant?
7. How much do you rely on online customer reviews?
8. What are the most important factors while buying food online?

One FGD consisted of people aged between 20-30, and the other consisted of people within the age bracket of 31-40, both of which were active social media users of at least one platform.

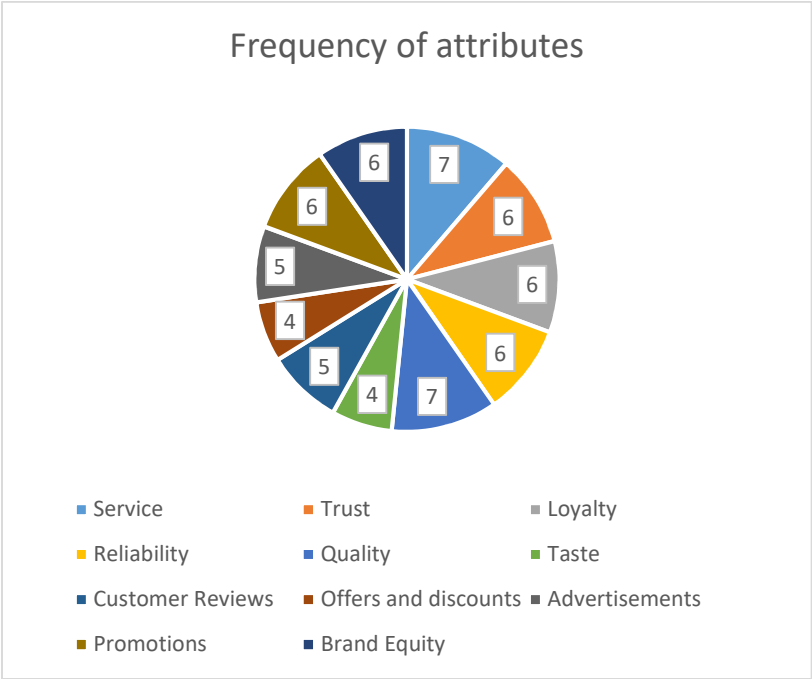
Attributes that matter for the people present in the FGD:

1. Advertisements
2. Promotions
3. Brand equity
4. Offers and discounts
5. Taste and Quality
6. Customer Reviews
7. Service
8. Loyalty, Trust and Reliability

Group 1 consisted of the people within the age bracket of 20-30 years for which 8 people were present in the FGD. The results for frequencies on different attributes are given below:



Group 2 consists of the people within the age bracket of 31-40 for which 7 people were present in the FGD. The frequencies against the different attributes are as follows.



Quantitative Research, Analytical Modeling

For this quantitative research the research instrument was a detailed questionnaire assessing responses on indicator variables, questionnaire items, under the constructs:

- Social Media Advertisements
- Social Media Promotions
- Informativeness
- Loyalty
- Trust
- Service
- Quality
- Reviews/E-WOM
- Brand Equity
- Offers and Discounts

Data collection plan involved survey by distribution of questionnaires to the participant group.

Food Industry: Pizza

Famous Brand: Dominos/Pizza Hut

Non-Famous Brand: Fiery Pizza

Targeted Population: Young Adults aged between 20 to 30 years

Pilot Survey: A pilot survey consisting of the questionnaire defined for the construct was planned is conducted for a small sample group of 50 in order to measure the participants understanding.

Sample Size= 50

Proposed MOE for sample size =50 is 15%

Actual survey for the actual survey the sample size was 150, with MOE < 10 %

The margin of error was small, < 10 %

Non-Probability sampling

This sampling procedure has been chosen as to collect primary data from the participants and also because of the unavailability of ready data.

Convenience sampling method

To acquire data as the participants were chosen from the researcher's circle in the form of family, friends and acquaintances.

Data Collection Method

Method of Data Collection We utilized an online survey with questions on a 5-point Likert scale as our data gathering approach. It was a non-probability sampling situation. Sample Size - A total of 150 people were included in the final sample.

Sample Size – The final sample size was of 150 respondents

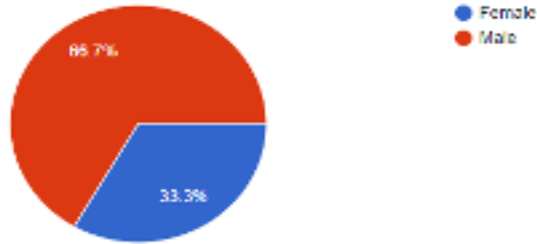
Data Analysis

Demographic Details

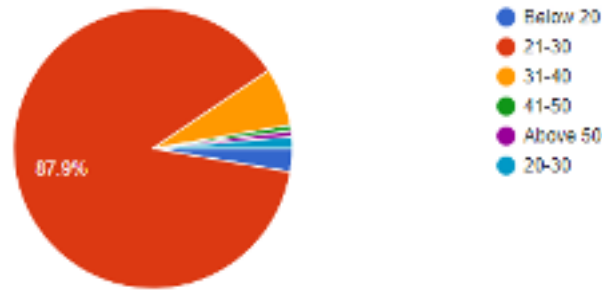
Gender: About 66.7% of the total responses are Male and 33.3% are females. So, majority of respondents are male in our survey.

Gender

150 responses



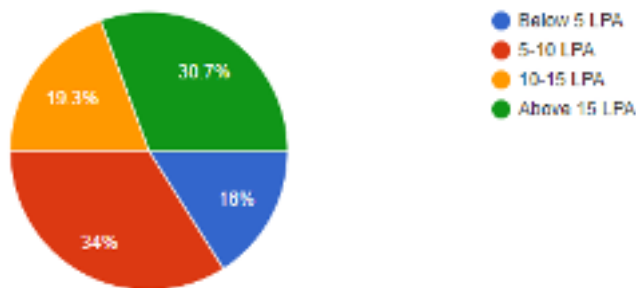
Age: In our Survey the target population is set to be 21 to 30 years who are young adults and are more likely to opt for pizza than the other age groups. So, 87.9 % falls into 21-30 age group.



Average Household Income: In our survey average income of respondents are distributed in a scattered way and are heterogenous in nature. Majorly respondents fall in 5-10 LPA i.e., 34%.

Average Household Income

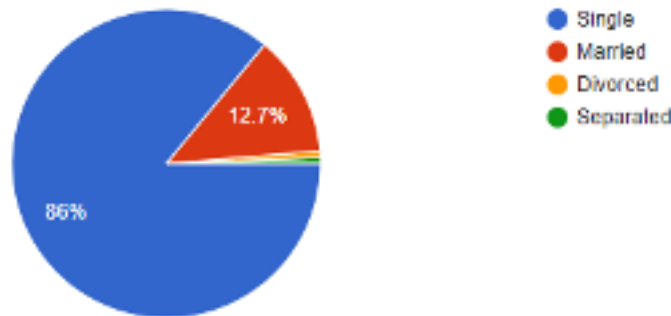
150 responses



Marital Status: Most of them are single which is 86% as married and family people won't go for outside food and would prefer home cooked food there is just 12.7% respondents who are married and participated in survey

Marital Status

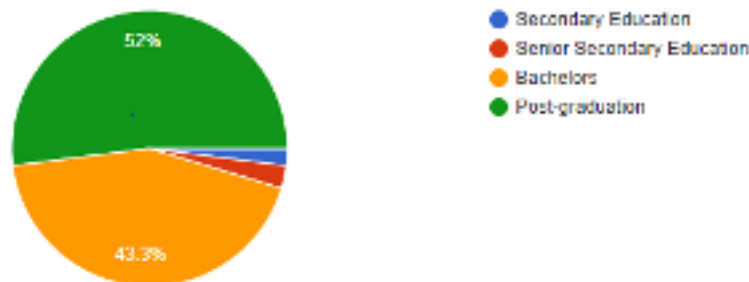
150 responses



Education Level: About 52% of respondents has the highest qualification which is Post graduation followed by 43.3% of respondents are Bachelors in our survey.

Education Level

150 responses



Descriptive Statistics

Variables	Mean	Standard Deviation	Standard Error
Social Ads	3.10	0.97	0.08
Informativeness	3.61	0.98	0.08
Offers	3.92	0.91	0.07

Trust	2.90	0.91	0.07
Loyalty	3.08	0.94	0.08
Brand Equity	3.72	0.70	0.06
Social Promotions	3.32	0.80	0.07
Quality	3.76	0.83	0.07
Service	3.53	0.67	0.05
Review	3.72	0.79	0.06
Customer Attentiveness	2.83	0.84	0.07

Results

Cronbach's Alpha.

'This is a measure of internal consistency for a construct, that is, how closely related is a set of items which belong to a group. It is regarded as a scale dependability indicator.... Cronbach's alpha rises conjointly with the average inter-item correlation (holding the number of items constant).

In the analytical modeling the research used causal models, logistic regression and linear regression, where the nine constructs were considered as predictor variables and consumer attentiveness was the dependent variable. In order to use these nice constructs, the Cronbach alpha measures needed to be ascertained.

Cronbach's alpha values

Constructs	Cronbach's alpha
Social Media advertisements	0.816
Informativeness	0.72
Offers	0.701
Trust	0.759
Loyalty	0.821
Quality	0.855
Service	0.798
Social promotions	0.644
Brand Equity	0.606
Reviews	0.749

Results from Multiple Linear Regression

Summary of Results

The data related to all the independent variables were reliable and the Cronbach Alpha obtained was in the acceptable region i.e., greater than 0.6.

Detailed Results

Multiple regression on entire sample including responses from Famous and Non famous brands.

Upon running the linear regression using consumer attentiveness as dependent variable and 10 predictor variables the following result was obtained:

Regression Statistics								
Multiple R	0.879199							
R Square	0.769105							
Adjusted R Square	0.747033							
Standard Error	0.803076							
Observations	149							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	10	6.630004	0.663000	11.90089	0.00110			
Residual	139	5.676706	0.408403					
Total	149	12.306710						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 90%	Upper 90%
Intercept	1.007346	0.437917	2.299283	0.023251	0.130529	1.827189	0.330529	1.827189
Adsvavg	0.507091	0.075307	6.718253	6.11E-10	0.357967	0.656215	0.357967	0.656215
Offers Avg	0.115897	0.079029	1.466083	0.04387	-0.00176	0.233579	-0.00176	0.233579
Loyalty Average	0.148134	0.075619	1.958793	0.052198	-0.00943	0.299657	-0.00943	0.299657
Service Avg	0.117829	0.073542	1.599670	0.059572	-0.02819	0.299653	-0.02819	0.299653
Social promo average	-0.20272	0.102280	-1.97717	0.049701	-0.30942	-0.09602	-0.30942	-0.09602
Reviews Avg	0.002853	0.0906	0.031285	0.372325	-0.17657	0.181636	-0.17657	0.181636
BE Average	-0.14272	0.081003	-1.63956	0.104733	-0.31979	0.034299	-0.31979	0.034299
Info avg	0.035806	0.078309	0.457286	0.649171	-0.11077	0.199657	-0.11077	0.199657
Quality average	-0.01003	0.078685	-0.128571	0.899108	-0.17655	0.155703	-0.17655	0.155703
Trust Average	0.037651	0.078827	0.478982	0.634138	-0.13525	0.188530	-0.13525	0.188530

Thus the regression equation was:

$$\text{Consumer attentiveness} = 1.0073 + .501 * \text{Adsvavg} + .116 * \text{Offersavg} + .148 * \text{Loyalty Avg} + .113 * \text{Service avg} - .20 * \text{SocialPromo Avg} + .0025 * \text{Reviews avg} - .143 * \text{BE Avg} + .036 * \text{Info avg} - .02 * \text{quality avg} + .037 * \text{Trust Avg}.$$

Using the significance tests for individual predictor variables, the non-significant variables, having p-value > .05, were dropped from the regression equation, following the drop-down analysis. The significance threshold was found to be 5%. The end outcome was as follows:

Regression Statistics	
Multiple R	0.65088
R Square	0.429921
Adjusted R Square	0.414194
Standard Error	0.642081
Observations	150

ANOVA					
	df	SS	MS	F	Significance F
Regression	4	45.16002	11.2915	27.33769	6.2E-17
Residual	145	59.89058	0.413039		
Total	149	105.0506			

	Coefficients	Standard Err	t Stat	P value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.837948	0.309918	2.703761	0.007679	0.225403	1.450489	0.225403	1.450489
Adsavg	0.517000	0.007937	7.618881	3.02E-12	0.383331	0.651382	0.383331	0.651382
Offers Avg	0.116114	0.008098	1.981557	0.04842	0.000299	0.23193	0.000299	0.23193
Loyalty Average	0.155192	0.008453	2.294485	0.026981	0.017921	0.292463	0.017921	0.292463
Social promo average	-0.16271	0.079351	-2.05048	0.042118	0.31954	0.00587	0.31954	0.00587

Thus, the final regression equation with all significant predictor variables, was:

$$\text{Consumer Attentiveness} = .8379 + .5176 * \text{Adsavg} + .116 * \text{Offers Avg} + .155 * \text{Loyalty Avg} - .16271 * \text{Social promo avg.}$$

This Regression analysis was carried out over the entire sample comprising famous as well as non-famous brands. The R-Square value observed from the Overall Regression Analysis is 0.429 which represents that 42.9 % of the explained variation over the total variation. This value shows a good statistic value for a human behavioural topic which normally tends to be low.

The regression analysis for the overall sample was statistically acceptable with four significant predictor variables, as may be observed above.

All the same, the overall sample is not homogeneous because it contained responses from both famous brands users and non-famous brand consumers. Hence the research considered the two kinds of responses separately and ran separate analysis for them.

Linear Regression Analysis for Famous brands.

The output obtained from the first run:

ANOVA						
	df	SS	MS	F	Significance F	
Regression	1	33.12249	33.12249	73.8115	3.70E-14	
Residual	120	53.84931	0.448744			
Total	121	86.9718				

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%
Intercept	1.178410011	0.197343	5.971381	2.50E-08	0.78768	1.56914
Advertising	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Brand	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Price	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Quality	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Service	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Trust	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Value	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Quality	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Service	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Trust	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Value	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Quality	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Service	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Trust	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999
Value	0.000100001	0.000100001	1.000000	0.318306	-0.000199999	0.000299999

This Second the regression analysis was carried out on the data pertaining to Famous brands. The R-Square value observed from the Regression Analysis for Famous Brands is 0.421 which represents that 42.1 % of the explained variation over the total variation. This value shows a good statistic value for a human behavioral topic which normally tends to be low.

Thereafter, the p-value for each predictor variable was examined. The predictor variable with highest p-value was dropped, another regression run again and the process continued, following the drop-down analysis, once again. The level of significance was 5 %

The final result is;

Regression Statistics	
Multiple R	0.617123765
R Square	0.380841742
Adjusted R Square	0.37568209
Standard Error	0.66988376
Observations	122

ANOVA					
	df	SS	MS	F	Significance F
Regression	1	33.12249	33.12249	73.8115	3.70E-14
Residual	120	53.84931	0.448744		
Total	121	86.9718			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%
Intercept	1.178410011	0.197343	5.971381	2.50E-08	0.78768

Hence the final regression equation for **famous** brands was:

Consumer attentiveness = 1.1784 + 0.5221*Adsavg.
--

Linear Regression Analysis for Non- Famous Brands

As part of separate analysis of Non- Famous Brands to see what actually drives consumer attentiveness, the regression was run with the Consumer attentiveness as dependent variable and the 10 constructs, provided earlier, as predictor variables. The initial run:

Regression Statistics									
Multiple R	0.8638	R Square	0.746	Adjusted R Square	0.731	F	104.88	Significance F	3.70E-14
Standard Error	0.1784	Observations	20						
ANOVA									
	df	SS	MS	F	Significance F				
Regression	10	0.40178	0.040178	104.88	3.70E-14				
Residual	9	0.05221	0.005801						
Total	19	0.45399							
Coefficients	Standard Error	t Stat	P-value	Lower Bound	Upper Bound	Lower Bound	Upper Bound	Lower Bound	Upper Bound
Intercept	0.1784	10.48	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001
Attitude	0.0001	10.48	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001
Behavior	0.0001	10.48	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001
Demographics	0.0001	10.48	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001
Engagement	0.0001	10.48	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001
Feedback	0.0001	10.48	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001
Frequency	0.0001	10.48	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001
Quality	0.0001	10.48	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001
Quantity	0.0001	10.48	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001
Value	0.0001	10.48	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001
Website	0.0001	10.48	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001

The third, regression analysis was carried out on data pertaining to non-famous brands. The R-Square value observed from the Regression Analysis for Non-Famous Brands is 0.746 which represents that 74.6 % of the explained variation over the total variation. This value shows a good statistic value for a human behavioral topic which normally tends to be low.

Thereafter, the p-value for each predictor variable was examined. The predictor variable with highest p-value was dropped, another regression run again and the process continued, following the drop-down analysis, once again. The final output was:

Regression Statistics		ANOVA		Coefficients		t-Statistic		p-Value		Standardized Coefficients	
R Square		0.4964		Intercept		-0.2988		0.0000		0.0000	
Adjusted R Square		0.4789		Adsavg		0.4964		0.0000		0.4964	
F-Statistic		10.2553		OffersAvg		0.2553		0.0000		0.2553	
Significance F		0.0000		LoyaltyAvg		0.2832		0.0000		0.2832	
Durbin-Watson		1.9351		SocialPromoavg		0.3451		0.0000		0.3451	
Probability < F >		0.0000		ServiceAvg		0.2684		0.0000		0.2684	
Probability < T >		0.0000									
Probability < F >		0.0000									
Probability < T >		0.0000									
Probability < F >		0.0000									
Probability < T >		0.0000									
Probability < F >		0.0000									
Probability < T >		0.0000									
Probability < F >		0.0000									
Probability < T >		0.0000									

Thus Consumer attentiveness for Non famous brands.

$$\text{Consumer attentiveness} = -.2988 + 0.4964 * \text{Adsavg} + 0.2553 * \text{OffersAvg} + 0.2832 * \text{LoyaltyAvg} - 0.3451 * \text{SocialPromoavg} + 0.2684 * \text{ServiceAvg}$$

Managerial Comparison between Famous and Non-Famous Brands

The objective of this research was to analyze the customer perception towards Pizza (fast food chain). People buy fast food because it is easy to prepare and heavily promoted and it is the most favorite to the youths. Thus, the research has been split into two segments such as famous brands and non-famous brands. After the collection of survey results and in-depth analysis of the data below are the inferences from the results obtained.

Summary of Results

Famous Brands	Dependent Variable: Consumer attentiveness	Significant Predictor Variable: Social media advertisements
Non famous Brands	Dependent Variable: Consumer attentiveness	Significant Predictor Variables: Social media advertisements, Offers, Loyalty, Service, Social Promotions.

Famous Brands

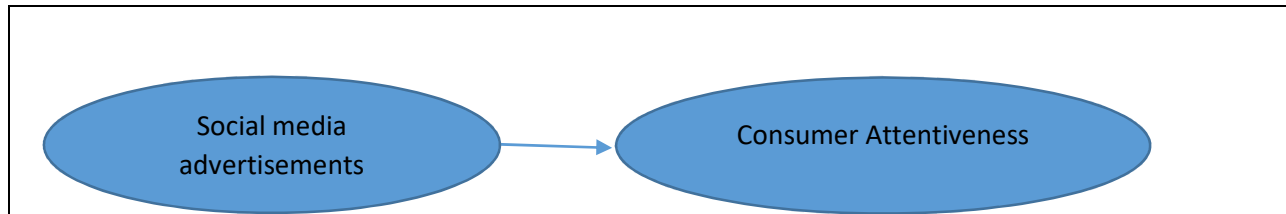


Figure 2: Significant predictor variables affecting consumer attentiveness in case of Famous brands

Non-Famous Brands

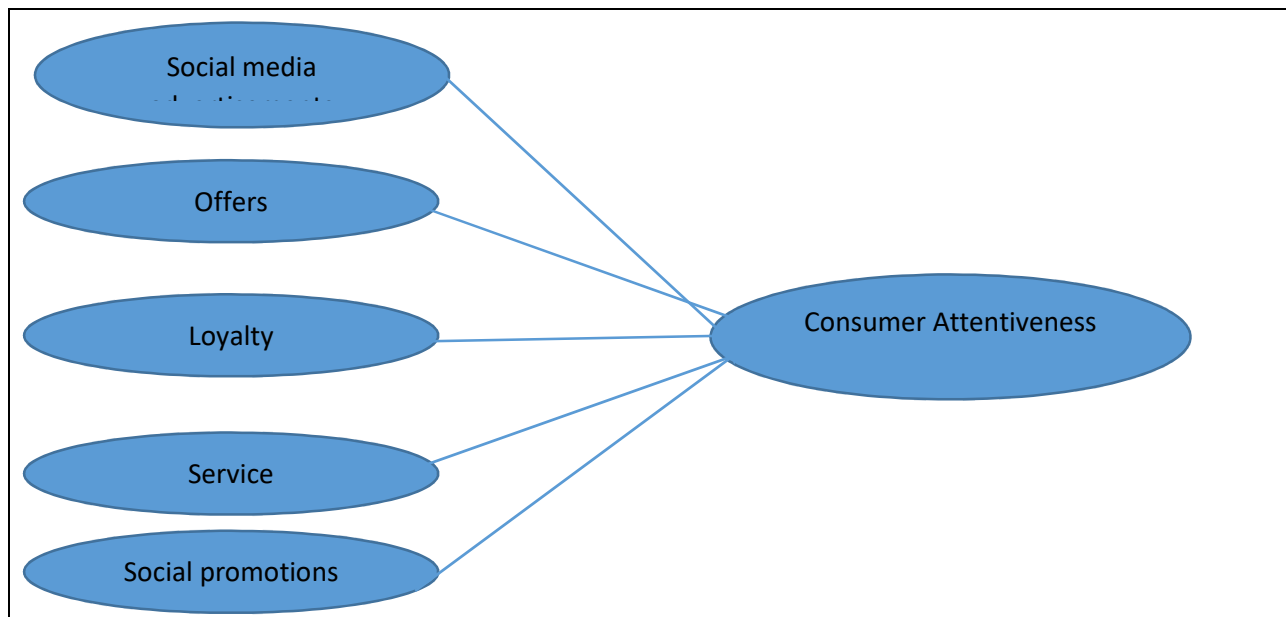


Figure 3: Significant predictor variables affecting consumer attentiveness in case of non-Famous brands

Discussion on Famous Brands

- From the survey and the linear regression results it is proved that social media advertisements play a vital role in attentiveness of the customers towards famous brands
- We would recommend famous brands to spend more on social media ads and promotions since young adults form a major chunk of our customer base; it implies that there is high scope through digital online promotions.
- Most of the respondents weren't concerned about the quality of the product and reason could be they have taken quality for granted since the product is from a famous brand.
- Reviews are also not considered to be that significant due to the brand image and its reputation so customers are not concerned about the ratings.

- Most of the respondents weren't concerned about the informativeness as people are well aware of the premiere brands and its outlets.
- It is proved that trust and loyalty are somehow significant factors as customers are loyal towards the brand and trust the brand equity

Discussion on Non famous Brands

- From the survey and the linear regression results it is proved that social media advertisements, Offers, Loyalty, Service, Social Promotions plays a vital role in attentiveness of the customers towards Non famous brands
- We would recommend Non famous brands to spend more on social media ads, promotions plus in loyalty programs for the targeted customers, facilities to ensure seamless service towards the customers and attractive offers and discounts to retain the customers.
- Most of the respondents weren't concerned about the informativeness as people get influenced more from word of mouth and electronic WOM too when it's about non famous brands
- Brand equity and trust on the brand image plays an ambiguous factor in new budding ventures and non-famous brands as customers rely more offers and discounts rather than brand image.
- As our targeted customers are young adults and mostly not earning so ads and promotions attract the customer base with offers and good service, it implies that there is high scope for new budding firms to get established if they focus on the above significant factors.

Conclusion

As social media continues to tear down geographical barriers and bring people together, it has changed how people communicate and socialize. The study's goal was to see how consumers' attention to ads on social media affected their attitudes, behaviors, and purchase intentions and to assess this vigilance from the perspective of the consumer's purchase decision-making process and their attitudes about well-known and lesser-known Offers brands. The study's sample group consists of 100 respondents who are students at various institutions and are between the ages of 20 and 30.

The participants were given the questionnaire, and the information gathered from their responses was evaluated and interpreted. The relevance of social media and ads was once again underlined as a result of the findings. In general, results of the research show that consumers attentiveness about social media advertisements are effective and are well categorized by famous brand's social media Advertisements and non-famous brand's Offers, Loyalty, Social Promotion, Services and Social media Advertisements. The empirical study's findings are provided in the below.

In view of the hypothesis, Advertisements, Promotions, Brand equity, and discounts, Taste and Quality, Customer Reviews, Service, Loyalty, Trust and Reliability and good for economy factors have a positive effect on the attitude towards social media advertisement s. The way you feel about ads has a favorable impact on your behavior and purchasing intent, and your behavior has a positive impact on your purchase intent. While the dependability element has no influence on attitude, it is determined that value corruption has a negative impact on attitude.

As a result, students adopt positive attitudes toward social media advertisements, offers, and loyalty that present up-to-date, timely, and easily accessible information, have entertaining content, trust their customer base, and provide them with access to a variety of product options and price comparison tools. Similarly, advertising that promote bad ideals in society cause people to have unpleasant feelings. On the other side, it was discovered that while brand equity and social media ads had no effect on participating students' opinions, they do have an impact on their purchase intent. Finally, it was discovered that participating students' favorable views about social media advertising had an impact on their behaviour and purchase intentions, and that their positive actions have a positive impact on their purchasing intentions as well. The study is restricted to the questions in the questionnaire and the responses of the survey respondents. The conclusions and generalizations derived from the data are only valid within the studied demographic sample.

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