
THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON PATRONAGE INTENTIONS FOR PERSONAL CARE PRODUCTS: A DISTRICT-LEVEL ANALYSIS

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ABSTRACT

Social media has evolved into a powerful advertising platform, reshaping brand presence and providing businesses with an essential tool for promoting their goods and services over the past decade. With the rapid growth of information and communication technologies, social media enables promotional strategies that are interactive, engaging, and widespread, influencing consumer awareness and purchase decisions. This research investigates consumer perceptions of social media advertising, particularly within the context of influencer marketing, and its impact on the choice of personal care products in Khurda District, with a focus on consumer patronage intentions. A sample of 150 social media users and consumers was selected through purposive sampling, utilizing a structured questionnaire to gather primary data. Descriptive and inferential statistical methods were applied to analyze the data. The findings indicate that female consumers demonstrate a higher level of understanding of social media advertising and a stronger intention to purchase personal care products compared to male consumers. Additionally, all four dimensions of social media advertising examined—"Interaction," "Accessibility," "Relevance," and "Credibility"—show significant positive correlations with consumers' patronage intentions. Among these, the "Interaction" dimension has the greatest impact, while "Accessibility" has the least. This study underscores the critical role that well-executed, interactive social media strategies play in influencing consumer behavior, particularly in the personal care sector at a district level.

Keywords: Social Media Advertising, Influencer Marketing, Patronage Intentions, Consumer Perception, Personal Care Products

INTRODUCTION

In the contemporary business world, social media has emerged as a dominant force in shaping marketing strategies, revolutionizing the way businesses connect with consumers. Social networking platforms such as Facebook, Instagram, Twitter, and YouTube have become essential tools for businesses to not only advertise but also build relationships with their target audience. Consumers now use these platforms not only to discover products but to engage with brands, share experiences, and seek recommendations. This shift in consumer behavior has led businesses to adopt more interactive and personalized advertising techniques, allowing for a deeper understanding of consumer preferences. By utilizing social media advertising, companies can tailor their marketing efforts more effectively, offering highly targeted content that resonates with specific consumer needs, thereby influencing their purchasing decisions. This is particularly evident in sectors like personal care products, where consumer choice is heavily influenced by peer reviews, influencer endorsements, and social proof facilitated by these platforms.

In emerging economies like India, the rapid rise in social media usage has opened up new and efficient avenues for marketers to reach and engage with consumers. Khurda District, an industrial hub in Odisha, serves as a prime example of this digital shift. The region has witnessed significant growth in digital engagement, making it an ideal location for businesses to explore the potential of social media advertising. The reach of these platforms in Khurda has been steadily expanding, breaking traditional barriers of communication and enabling businesses to target a more diverse, tech-savvy audience. This demographic is increasingly inclined to make purchasing decisions based on the influence of online content, such as influencer marketing, which has gained substantial traction in recent years. The global advertising landscape further underscores the importance of social media, with influencer-driven marketing expected to generate an estimated \$252 billion in revenue by 2026. As such, businesses are recognizing the immense value of creating authentic, engaging content that not only promotes their products but fosters genuine connections with consumers. Against this backdrop, the current study seeks to explore how social media advertising influences the patronage intentions of consumers in Khurda District, specifically in the context of personal care products. The research aims to provide valuable insights into how brands can leverage these platforms to enhance consumer engagement, drive brand loyalty, and ultimately influence buying behavior in this growing market.

Statement of Research Problem

With over 3.4 billion internet users globally, and more than 2.3 billion active social media users, social media has become a dominant force in the digital landscape. In India, internet usage is growing rapidly, with around 346 million Indians engaged in online activities, including e-commerce, digital payments, and social media

(IAMAI, 2022). As of 2022, over two-thirds of urban Indians actively use social media platforms, making them an essential avenue for businesses looking to connect with consumers. The prevalence of platforms like Facebook, YouTube, Twitter, and Instagram has transformed how people interact, share information, and make purchasing decisions. Social media allows users to exchange information, share experiences, post reviews, and engage in online communities, which influences both brand perception and consumer behavior (Chen et al., 2011; Ridings & Gefen, 2004).

The increasing availability and accessibility of the internet have empowered consumers to connect and engage with brands directly through social media, bypassing traditional advertising mediums like television and print. Social media has thus become a vital tool for marketers, especially in sectors like personal care products, where consumers actively seek recommendations and product reviews before making purchasing decisions. Social media platforms provide opportunities for users to disseminate brand-related content, share product experiences, and influence others, creating a network effect that builds trust and credibility for brands (Wu et al., 2010). Given the rise in social media usage and its impact on consumer behavior, it is crucial for businesses to understand how social media advertising affects patronage intentions, particularly in the context of personal care products.

This study focuses on the district-level analysis of Khurda District, where digital engagement has been on the rise, and explores the influence of social media advertising on consumer behavior in this region. Understanding how consumers in Khurda perceive different dimensions of social media advertising—such as engagement, trust, interaction, and accessibility—and how these perceptions impact their intention to purchase personal care products is vital for companies looking to refine their marketing strategies. This research aims to contribute valuable insights into the role of social media in shaping consumer choices, particularly in the fast-growing personal care sector, and offer recommendations for businesses to enhance their digital marketing efforts.

Theoretical Framework

Influential Marketing and Social Media Marketing

Influencer marketing, also referred to as influential marketing, has emerged as a significant strategy in the modern marketing landscape. This approach focuses on leveraging the influence of individuals or groups—referred to as influencers—who have established a strong, credible presence within a specific niche or industry. Influencers typically have substantial followings on social media platforms and are trusted by their audience for their expertise, opinions, and recommendations. In influencer marketing, brands collaborate with these individuals to promote their products or services through various formats, such as sponsored posts, product reviews, endorsements, and even live event appearances. The aim is to harness the influencers' credibility and expansive reach to raise brand awareness, foster deeper engagement with target audiences, and ultimately drive consumer purchasing decisions.

The effectiveness of influencer marketing has become especially pronounced with the rise of social media platforms like Instagram, YouTube, and TikTok, where influencers can directly engage with vast, dedicated audiences. For businesses, partnering with influencers whose followers align with their target market provides an opportunity to communicate in a more authentic and relatable manner compared to traditional advertising methods. This is particularly significant in industries like personal care products, where consumers often rely on trusted opinions and peer recommendations before making purchasing decisions.

Social media, as a tool for marketing, offers immense potential. According to Asad and Alhadid (2014), social media is “a collection of online tools that facilitate interaction and communication between users.” Social media marketing, in turn, can be defined as a strategic process designed to build a company's reputation, establish its presence, and cultivate a brand identity within communities of potential customers or followers (Neti, 2011). Social media platforms such as Facebook, Instagram, YouTube, and Twitter serve as dynamic spaces where marketers can engage with consumers in an interactive, low-cost manner. Unlike traditional advertising channels, which often rely on one-way communication, social media enables a two-way exchange that encourages feedback, fosters deeper connections, and amplifies the impact of marketing efforts.

In the context of Khurda District, where internet and social media usage are on the rise, social media advertising offers a unique opportunity for brands in the personal care sector to interact directly with their consumers. The effectiveness of social media marketing lies in its ability to make brand messages more accessible and impactful, often driven by word-of-mouth recommendations from trusted influencers or peers (Zai, 2015). As a result, the role of social media advertising in shaping consumer perceptions and patronage intentions has become crucial, particularly when it comes to the highly competitive personal care market. Understanding how

these platforms influence consumer behavior at a district level, especially through the lens of influencer marketing, is critical for brands aiming to enhance their marketing strategies and drive consumer loyalty.

Social Media Advertisement

Advertising is a critical component of the promotional mix and plays a central role in a company's marketing strategy. It serves as a vital communication tool between organizations and consumers, with the primary objective of influencing consumer behavior and encouraging desired responses toward the advertised products or services. Social media advertising specifically refers to paid promotional efforts on social networking platforms, such as Facebook, Instagram, Twitter, and YouTube. One of the key advantages of social media advertising is its ability to target ads based on detailed demographic information, interests, and user behaviors, allowing advertisers to customize their messages for specific audience segments. This precision is made possible by targeting options like geotargeting, behavioral targeting, and socio-psychographic targeting, enabling advertisers to reach the most relevant consumers. As a result, social media advertising has become an indispensable tool for businesses looking to effectively engage with their audience and increase brand awareness in a cost-efficient manner. In Khurda District, where digital engagement is on the rise, businesses in the personal care sector can leverage the power of social media to reach local consumers with tailored advertisements. These platforms allow businesses to distribute targeted content, ensuring that marketing messages reach the right people at the right time. Social media advertising not only enhances visibility but also fosters a more personal and interactive connection with potential customers, making it an ideal channel for promoting products like personal care items.

Users' Perception on Dimensions of Social Media Advertising Consumers' perceptions are defined by the attitudes, opinions, and experiences they hold toward products, services, or advertisements. Understanding how consumers perceive social media advertising is crucial for businesses, especially in the context of personal care products, where consumer decisions are often influenced by product reviews, social proof, and online interactions. The key dimensions of social media advertising explored in this research are online communities, interaction, sharing of content, and accessibility. Online communities play a significant role in shaping consumers' perceptions, as they provide spaces for individuals to connect around shared interests, such as personal care products. These communities serve as platforms for users to exchange information, seek advice, and engage with brand-related content, thereby influencing their purchasing decisions (Taprial & Kanwar, 2012). The interaction aspect of social media advertising further enhances user engagement by facilitating direct communication between brands and consumers. Research has shown that consumers value interaction with brands on social media, as it fosters trust and reduces perceived risk (Kim & Ko, 2010). Sharing content on social media allows users to distribute product information, reviews, and experiences with others. This exchange of content, whether in the form of images, videos, or status updates, amplifies the reach and impact of social media advertising. Furthermore, accessibility—referring to the ease of access and low cost of engaging with social media platforms—ensures that consumers can easily participate in conversations and interact with brands at minimal effort (Taprial & Kanwar, 2012). In Khurda District, where mobile internet usage is on the rise, these dimensions are particularly important for engaging a tech-savvy population that actively seeks information and recommendations online.

Patronage Intention

Patronage intention refers to the likelihood that consumers will continue to purchase products or services from a particular brand or business in the future. This concept reflects consumers' loyalty and their overall attitude toward a brand, which is influenced by factors such as satisfaction, trust, perceived value, and past experiences. Understanding patronage intention is essential for businesses, as it enables them to predict future buying behavior and develop strategies to enhance customer retention and foster long-term success. In the context of social media advertising for personal care products, patronage intention is shaped by the exposure to branded content on platforms such as Facebook and Instagram. Consumers' willingness to continue purchasing personal care products from a brand is influenced by their experiences with the brand's social media presence, including their interactions with influencer endorsements, user-generated content, and product reviews. Social media advertising can effectively foster trust, create brand loyalty, and encourage repeat purchases by providing consumers with engaging, authentic content that resonates with their values and needs. For businesses in Khurda District, understanding how social media advertisements impact patronage intention is vital for crafting marketing strategies that drive long-term loyalty in the competitive personal care market. By tapping into the power of social media and aligning with consumers' preferences, businesses can cultivate stronger relationships and enhance customer retention over time.

RESEARCH METHODOLOGY

This study employs a mixed-method research design, combining both exploratory and descriptive approaches to investigate the influence of social media advertising on patronage intentions for personal care products in Khurda District. Using purposive sampling, 150 respondents were selected based on specific criteria: they were at least 19 years old, active social media users for a minimum of two years, and consumers of personal care products. Primary data were gathered through a structured questionnaire, and both descriptive and inferential statistical methods were used to analyze the data. This approach allowed for a comprehensive understanding of how social media advertising affects consumer behavior, providing meaningful insights and well-supported conclusions relevant to the research objectives.

DATA ANALYSIS AND DISCUSSION

The data, after collection, has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan.

Perception on Social Media Advertising Dimensions

In this study, four dimensions are considered and used for analyzing the Social Media Advertising and its impact on Patronage Intention of consumers towards Personal-care Products.

Table 1 Mean Analysis Perception On Social Medi Advertising Dimensions

Aspects	N	Mean	Rank
Online Communities	150	11.22	Third
Interaction	150	12.56	First
Sharing of Contents	150	11.92	Second
Accessibility	150	10.43	Fourth
Consumers' Perception On Social Media Advertising	150	46.13	

Source: Primary Data

The analysis presented in Table 1 reveals that, among the various dimensions of social media advertising, 'Interaction' has the highest mean score ($M = 12.56$), signifying it as the most influential factor according to consumer perceptions. On the other hand, 'Accessibility' received the lowest mean score ($M = 10.43$), indicating it as the least impactful dimension in the context of social media advertising. The overall mean score for consumer perception across all dimensions is 49.04, which represents 76.88% of the maximum possible score ($49.04 / 60 \times 100$). This suggests that consumers in Khurda district possess a relatively high level of awareness and a positive outlook—exceeding 76%—regarding the role of social media advertising in shaping their purchasing decisions for personal care products.

H0: There is no significant difference between the Male and Female consumers/users with respect to Social Media Advertising towards Personal-care Products.

An independent-samples t-test was conducted to compare the difference between the Male and Female consumers with respect to Social Media Advertising towards Personal-care Products.

Table 2 Gender – Perception On Social Media Advertising Dimensions

Table 2: Gender Perception On Social Media Advertising Dimensions								
Variable	Gender						t - value	p – value
	MALE			FEMALE				
	N	Mean	SD	N	Mean	SD		
Consumers’ Perception On Social Media Advertising	85	47.33	6.554	65	51.55	4.889	4.543	0.000* *

Source: Primary Data (**1% Level of Significance)

As the P value (0.000) is lesser than Sig. Value (0.01) in the Overall Perception on Social Media Advertising Score (0.000), the Null Hypothesis is rejected. Based on the mean score, we can say that the mean score of Female consumers/users ($M = 51.55$) is more than the Male consumers ($M = 47.33$). Hence, it can be said that the Female consumers have more perception on Social Media Advertising towards Personal-care Products than Male consumers/users. Hence, there is a significant difference between the Male and Female consumers/users with respect to Social Media Advertising towards Personal-care Products.

Patronage Intention Towards Personal-Care Products

H0: There is no significant difference between the Male and Female consumers/users with respect to Patronage Intention towards Personal-care Products due to Social Media Advertising.

An independent-samples t-test was conducted to compare the difference between the Male and Female consumers/users with respect to Patronage Intention towards Personal-care Products due to Social Media Advertising.

Table 3 Gender – Patronage Intention Towards Personal-Care Products

Variable	Gender						t - value	p – value
	MALE			FEMALE				
	N	Mean	SD	N	Mean	SD		
Patronage Intention Towards Personal- Care Products	85	17.33	5.634	65	19.84	4.210	4.632	0.000* *

Source: Primary Data (**1% Level of Significance)

As the *P* value (0.000) is lesser than Sig. Value (0.01) in the Patronage Intention towards Personal Care Products Score (0.000), the Null Hypothesis is rejected. Based on the mean score, we can say that the mean score of Female consumers/users ($M = 19.84$) is more than the Male consumers ($M = 17.33$). Hence, it can be said that the Female consumers have more intention to patronize the Personal-care Products due to the influence of Social Media Advertising than Male consumers/users. Hence, there is a significant difference between the Male and Female consumers/users with respect to Patronage Intention towards Personal-care Products due to Social Media Advertising.

Correlation Analysis

H0: There is no significant relationship between the Consumers' Perception on the dimensions of Social Media Advertisement and Patronage Intention towards Personal-care Products.

A Pearson product-moment correlation was run to determine the relationship between the users/consumers' perception on the Social Media Advertisement and Patronage Intention towards Personal-care Products.

Table 4 Social Media Advertisement – Patronage Intention

VARIABLE	N	r' VALUE	P - VALUE	RELATIONSHIP	REMARKS	
					SIGNIFICANT	RESULT
Perception on Social Media Advertisement - Patronage Intention	150	0.816*	0.000	Positive	Significant	REJECTED

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

As the *P* value is lesser than Sig. Value (0.01) in the Social Media Advertisement and Patronage Intention relationship, the Null Hypothesis is rejected. There is a high positive and significant correlation ($r = 0.816$) between Social Media Advertisement and Patronage Intention of the consumers who using social media applications. Therefore, it is concluded that there is a significant relationship between the Consumers' Perception on the dimensions of Social Media Advertisement and Patronage Intention towards Personal-care Products.

▪ **Multiple Regression Analysis**

Regression is the determination of statistical relationship between two or more variables. Multiple Regression Analysis was carried out to determine the best linear combination of Social Media Advertisement dimensions namely Online Communities, Interaction, Sharing of Content and Accessibility for predicting Patronage Intention towards Personal-care Products.

Table 5 Consumers' Perception On Social Media Advertisement Dimensions – Patronage Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.884	.623		1.753	.184
	Online Communities	.187	.015	.345	6.123	.000**
	Interaction	.459	.007	.523	8.457	.000**
	Sharing of Content	.201	.015	.436	7.110	.000**
	Accessibility	.073	.019	.111	2.896	.012*

Dependent Variable: Patronage Intention Towards Personal-Care Products

The combination of all four independent variables relating to the consumers' perception on Social Media Advertisement dimensions significantly predicts the dependent variable i.e., Patronage Intention of the consumers (social media users) of Personal-care Products, $F(4, 145) = 453.218$, p

$= .000$ which is lesser than $.001$ (Sig. Value 2-tailed) and Adjusted R Square = 0.728 or 73% (large effect).

Among the four independent variables (dimensions of Social Media Advertising), 'Interaction' ($\beta = 0.523$) emerges as the most significant predictor of the dependent variable, 'Patronage Intention' towards personal care products. The beta weights indicate that 'Interaction' has the strongest influence, contributing the most (0.523) in predicting Patronage Intention. Furthermore, the unstandardized coefficient reveals that for every one-unit increase in 'Interaction,' there is an associated increase of 0.459 units in Patronage Intention. Other dimensions, such as 'Sharing of Content' ($\beta = 0.436$), 'Online Communities' ($\beta = 0.345$), and 'Accessibility' ($\beta = 0.111$), also significantly predict consumers' purchasing intentions for personal care products, but their influence is comparatively weaker than the 'Interaction' dimension.

FINDINGS, SUGGESTIONS AND CONCLUSION

Based on the results, it can be concluded that consumers' perceptions of the four dimensions of social media advertising are strongly linked to patronage intention, with all four dimensions significantly predicting patronage intention toward personal care products. The study indicates that female consumers in Khurda district have a higher perception of the various dimensions of social media advertising and are more likely to intend to purchase personal care products compared to their male counterparts. Furthermore, the findings reveal that consumers' perceptions of all four dimensions—interaction, sharing of content, online communities, and accessibility—positively and significantly influence their patronage intentions. Among these, the dimension of 'Interaction' has the strongest impact, while 'Accessibility' has the weakest influence on patronage intention for personal care products.

In light of these findings, it is recommended that social media marketers focus on improving the quality of product information and enhancing content accessibility. Additionally, monitoring customer feedback and recommendations in real-time, along with fostering online participation, should be prioritized to create more engaging and effective advertising strategies. By leveraging these insights, marketers can better design their campaigns to attract a larger consumer base and increase market share. Ultimately, this study contributes valuable insights for social media platforms and advertising agencies in Khurda district, helping them optimize their social media advertising strategies to influence consumer behavior and drive patronage for personal care products.

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