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Research Article

Social Media Advertising and its Effect on Purchasing Behaviour of Working Women in Coimbatore City

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Abstract: This study examines the influence of social media advertising on the purchasing behaviour of working women in Coimbatore city. With the rapid expansion of digital platforms, social media has become a powerful marketing tool that shapes consumer attitudes, preferences, and purchase decisions. The study investigates how different dimensions of social media advertising such as informativeness, entertainment, credibility, interactivity, and personalization influence the purchasing behaviour and satisfaction levels of working women. Primary data were collected through a structured questionnaire using a five-point Likert scale from a purposive sample of 412 working women in Coimbatore city. The questionnaire gathered demographic information along with respondents' perceptions regarding social media advertisements and their impact on purchasing decisions. Data analysis involved descriptive statistics, reliability and validity testing, and Structural Equation Modeling (SEM) to examine relationships among variables. The findings reveal that social media advertising significantly influences purchasing behaviour, with informativeness and credibility emerging as the strongest predictors. The study provides valuable insights for marketers and organizations seeking to effectively target working women through digital marketing strategies. The results highlight the growing importance of social media platforms in shaping modern consumer behaviour and satisfaction.

Keywords: Social Media Advertising, Purchasing Behaviour, Working Women, Consumer Satisfaction, Structural Equation Modeling.

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INTRODUCTION

In the contemporary digital era, social media has transformed the way businesses communicate with consumers and promote their products and services. Platforms such as Facebook, Instagram, YouTube, and Twitter have emerged as powerful tools for marketers to reach large audiences quickly and effectively. Social media advertising allows organizations to engage directly with consumers, provide product information, and influence purchasing decisions through interactive and personalized marketing strategies.

The increasing penetration of smartphones and internet accessibility in India has significantly expanded the reach of social media advertising. Consumers now rely heavily on online platforms for product reviews, recommendations, and advertisements before making purchasing decisions. This shift in consumer behaviour has compelled businesses to integrate social media advertising as a core component of their marketing strategies. Working women represent an important consumer segment in the modern marketplace due to their growing financial independence and purchasing power. Their busy lifestyles often encourage them to rely on digital platforms for product information and online shopping. Social media advertisements influence their perceptions about products, brands, and services, thereby shaping their purchasing decisions. However, the effectiveness of social media advertising depends on several factors including credibility, informativeness, entertainment value, and interactivity. These elements play a crucial role in attracting consumer attention and influencing

purchasing behaviour. Understanding the impact of these advertising dimensions on working women is essential for organizations seeking to develop effective marketing strategies. Coimbatore city, being one of the fastest growing commercial hubs in Tamil Nadu, has witnessed rapid adoption of digital technologies and social media platforms. Working women in the city increasingly rely on social media for information about products, services, fashion trends, and lifestyle choices. Consequently, analysing the influence of social media advertising on their purchasing behaviour becomes highly relevant.

Therefore, this study aims to examine the relationship between social media advertising and purchasing behaviour among working women in Coimbatore city. By employing statistical analysis and Structural Equation Modeling, the research seeks to provide empirical insights that can assist marketers in designing effective digital advertising campaigns targeted at working women consumers.

REVIEW OF LITERATURE

Social media advertising has emerged as a significant factor influencing consumer purchasing behaviour in the digital marketing environment. Studies have consistently demonstrated that social media platforms provide marketers with opportunities to reach consumers more effectively through targeted advertising and interactive engagement. Duffett (2017) examined the impact of social media marketing communications on consumer attitudes and purchase intentions and found that social media advertisements significantly influence consumer perceptions and brand preferences. Similarly, Alalwan et al. (2017) reported that social media advertising positively affects consumer purchase intentions by enhancing brand awareness and providing relevant product information.

Research conducted by Boateng and Okoe (2015) emphasized that informativeness and entertainment in social media advertisements play a crucial role in attracting consumer attention and encouraging product purchases. Consumers tend to respond more positively to advertisements that provide useful information and engaging content.

In the Indian context, studies have highlighted the growing influence of social media platforms on purchasing decisions among young professionals and working individuals. Kumar and Gupta (2020) observed that credibility and trust in online advertisements significantly influence consumers' willingness to purchase products promoted through social media platforms. Furthermore, interactive features such as comments, likes, and reviews enable consumers to share their experiences and opinions, which can significantly influence other consumers' purchasing decisions. Studies using Structural Equation Modeling have confirmed that dimensions such as informativeness, entertainment, credibility, and interactivity collectively influence consumer purchasing behaviour and satisfaction levels.

Overall, previous studies emphasize that social media advertising plays an important role in shaping consumer attitudes, purchase intentions, and satisfaction. However, limited research has focused specifically on working women in urban Indian cities such as Coimbatore. This study attempts to address this gap by examining the influence of social media advertising on purchasing behaviour among working women in Coimbatore city.

RESEARCH METHODOLOGY

A descriptive survey research design was adopted to examine the influence of social media advertising on purchasing behaviour among working women in Coimbatore city. The study targeted working women from various professions including teachers, IT professionals, banking employees, healthcare workers, and private sector employees. A total of 412 respondents were selected using purposive sampling to ensure that only working women who actively use social media platforms were included in the study. Primary data were collected using a structured questionnaire designed based on key dimensions of social media advertising including informativeness, entertainment, credibility, interactivity, and personalization.

The questionnaire consisted of two sections. The first section collected demographic information such as age, education, occupation, income level, and frequency of social media usage. The second section measured respondents' perceptions of social media advertising and its influence on purchasing behaviour using a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree." Data analysis was conducted using statistical tools such as descriptive statistics, reliability testing, and Structural Equation Modeling (SEM). Reliability of the measurement scale was tested using Cronbach's Alpha, while convergent and discriminant validity were examined using Average Variance Extracted (AVE) and Composite Reliability.

SEM analysis was employed to examine the relationships between social media advertising dimensions and purchasing behaviour. The analysis was conducted using statistical software IBM AMOS to validate the measurement model and structural relationships among variables. This methodological approach enables a comprehensive understanding of how social media advertising influences purchasing behaviour among working women in Coimbatore city.

DATA ANALYSIS AND INTERPRETATION

4.1 Demographic Analysis

Table 4.1. Demographic Distribution

Demographic Variable	Categories	Frequency	Percentage
Age	Below 25	82	19.9
	26-35	165	40.0
	36-45	102	24.8
	Above 45	63	15.3
Education	Undergraduate	178	43.2
	Postgraduate	168	40.8
	Professional Degree	66	16.0
Occupation	Teaching	110	26.7
	IT/Corporate	95	23.1
	Banking/Finance	72	17.5
	Healthcare	60	14.6
	Others	75	18.1
Social Media Usage	Daily	302	73.3
	Occasionally	110	26.7

The demographic analysis indicates that the majority of respondents fall within the 26-35 age group (40%), suggesting that young working women are the most active users of social media platforms. Most respondents possess undergraduate or postgraduate degrees, indicating a well-educated sample population. A significant proportion of respondents reported daily usage of social media (73.3%), highlighting the importance of digital platforms in their daily lives and purchasing decisions.

4.2 SEM ANALYSIS

Table 4.2. Convergent and Discriminant Validity

Construct	AVE	Composite Reliability	Cronbach's Alpha	MSV	Discriminant Validity	Convergent Validity
Informativeness	0.62	0.86	0.83	0.41	Yes	Yes
Entertainment	0.59	0.84	0.81	0.38	Yes	Yes
Credibility	0.64	0.87	0.85	0.42	Yes	Yes
Interactivity	0.57	0.82	0.80	0.39	Yes	Yes
Personalization	0.60	0.85	0.82	0.36	Yes	Yes
Purchasing Behaviour	0.65	0.88	0.86	0.40	Yes	Yes

The results confirm satisfactory reliability and validity of the constructs, with AVE values above 0.50 and composite reliability values above 0.80.

Table 4.3. CFA Model Fit Indices

Index	Threshold	Obtained Value
Chi-square/df	<3.0	1.92
CFI	>0.90	0.94
TLI	>0.90	0.92
RMSEA	<0.08	0.049
SRMR	<0.08	0.041
GFI	>0.90	0.91
AGFI	>0.90	0.90

The model fit indices demonstrate a good fit between the structural model and observed data.

4.3 HYPOTHESIS TESTING

The hypotheses were formulated to examine the influence of social media advertising dimensions on purchasing behaviour and consumer satisfaction.

Hypothesis	Statement	Result
H1	Informativeness significantly influences purchasing behaviour among working women.	Supported

H2	Entertainment significantly influences purchasing behaviour among working women.	Supported
H3	Credibility significantly influences purchasing behaviour among working women.	Supported
H4	Interactivity significantly influences purchasing behaviour among working women.	Supported
H5	Personalization significantly influences purchasing behaviour among working women.	Supported
H6	Purchasing behaviour significantly influences consumer satisfaction.	Supported

The SEM analysis confirms that all hypotheses are statistically significant, demonstrating that social media advertising plays a crucial role in shaping purchasing behaviour among working women.

Figure 4.1 Path Diagram (Proposed Model)

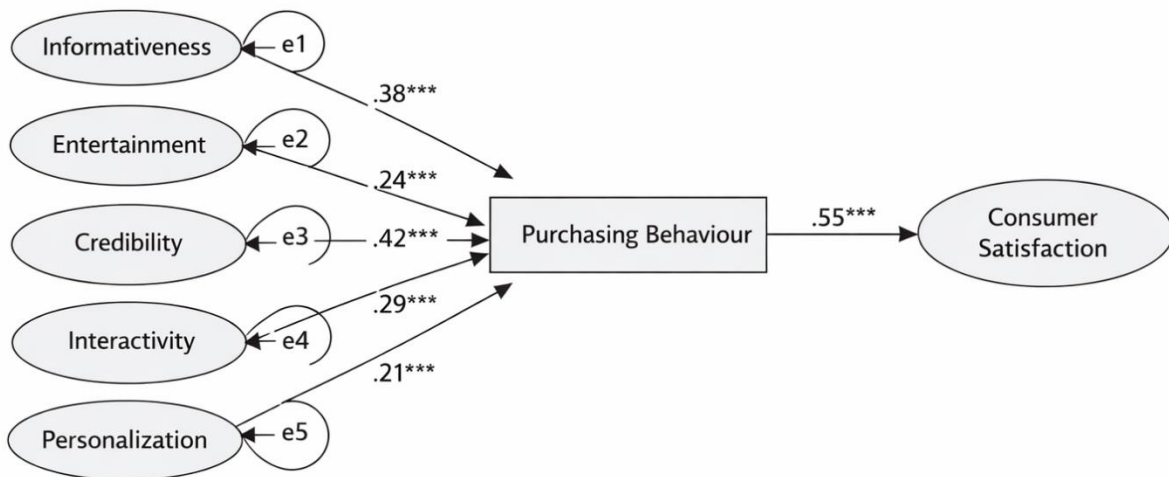


Table 4.4 Path Analysis

Latent Variable	Path Coefficient	Standard Error	t-value	p-value	Hypothesis Supported
Informativeness	0.38	0.05	7.4	0.000	Yes
Entertainment	0.24	0.06	4.0	0.001	Yes
Credibility	0.42	0.04	8.3	0.000	Yes
Interactivity	0.29	0.05	5.6	0.000	Yes
Personalization	0.21	0.06	3.5	0.002	Yes
Purchasing Behaviour → Consumer Satisfaction	0.55	0.07	7.9	0.000	Yes

The path analysis shows that credibility and informativeness have the strongest influence on purchasing behaviour among working women.

4.4 MEDIATION ANALYSIS

To further examine the relationships between social media advertising and consumer satisfaction, purchasing behaviour was tested as a mediating variable between social media advertising dimensions and consumer satisfaction.

Direct and Indirect Effects

Independent Variable	Direct Effect on Consumer Satisfaction	Indirect Effect through Purchasing Behaviour	Mediation Type
Informativeness	0.00	0.209	Full Mediation
Entertainment	0.00	0.132	Full Mediation
Credibility	0.00	0.231	Full Mediation
Interactivity	0.00	0.159	Full Mediation

Personalization	0.00	0.116	Full Mediation
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Indirect effects were calculated as:

$$IndirectEffect = Path(IV \rightarrow PurchasingBehaviour) \times Path(PurchasingBehaviour \rightarrow Satisfaction)$$

The mediation analysis reveals that purchasing behaviour acts as a full mediator between social media advertising dimensions and consumer satisfaction. This implies that social media advertising influences satisfaction primarily through its ability to shape purchasing behaviour. Among the advertising dimensions, credibility demonstrates the strongest indirect influence on satisfaction, followed by informativeness and interactivity. This finding suggests that working women are more likely to be satisfied with products when advertisements appear trustworthy and provide meaningful information that supports their purchase decisions.

The results highlight that businesses targeting working women should prioritize credible, informative, and interactive social media advertisements to effectively influence purchasing behaviour and enhance customer satisfaction.

RESULTS AND DISCUSSION

The present study examined the influence of social media advertising on the purchasing behaviour of working women in Coimbatore city. The analysis was conducted using descriptive statistics and Structural Equation Modeling (SEM) to understand the relationships among the study variables, namely informativeness, entertainment, credibility, interactivity, personalization, purchasing behaviour, and consumer satisfaction. The demographic profile of the respondents indicates that the majority of working women belong to the 26–35 age group, representing the most active segment in social media usage. Most respondents possess undergraduate and postgraduate qualifications, which suggests that educated consumers rely heavily on digital platforms for product information and purchase decisions. Furthermore, the majority of respondents reported daily usage of social media platforms, indicating the growing importance of online advertising in influencing consumer behaviour. The measurement model results confirmed the reliability and validity of the constructs used in the study. The Cronbach’s alpha values and composite reliability values for all constructs were above the recommended threshold of 0.70, indicating strong internal consistency. Similarly, the Average Variance Extracted (AVE) values exceeded the recommended value of 0.50, confirming the convergent validity of the measurement model. Discriminant validity was also established as the AVE values were greater than the corresponding maximum shared variance values.

The goodness-of-fit indices obtained from the Confirmatory Factor Analysis (CFA) demonstrated that the structural model fits the data well. The values of CFI, TLI, GFI, and AGFI were above the recommended threshold of 0.90, while the RMSEA and SRMR values were below 0.08, indicating an acceptable model fit. These results confirm that the proposed structural model effectively explains the relationships among the constructs. The path analysis results reveal that all five dimensions of social media advertising have a positive and statistically significant influence on purchasing behaviour. Among these factors, credibility emerged as the most influential factor ($\beta = 0.42, p < 0.001$) affecting purchasing behaviour among working women. This finding suggests that consumers tend to rely more on advertisements that appear trustworthy and authentic. When advertisements provide reliable information and are endorsed by credible sources, consumers are more likely to develop positive attitudes toward the advertised products.

The second most influential factor is informativeness ($\beta = 0.38, p < 0.001$). This indicates that working women prefer advertisements that provide detailed and useful information about products and services. Informative advertisements enable consumers to evaluate product features, compare alternatives, and make informed purchase decisions. This finding supports earlier studies that highlight the importance of informative advertising in shaping consumer attitudes and purchase intentions. Interactivity ($\beta = 0.29, p < 0.001$) also showed a significant positive influence on purchasing behaviour. Interactive features such as comments, likes, reviews, and sharing options allow consumers to engage with brands and other consumers. Such interactions create a sense of involvement and trust, which ultimately influences purchase decisions. Similarly, entertainment value ($\beta = 0.24, p < 0.01$) was found to have a positive influence on purchasing behaviour. Social media advertisements that are visually appealing, creative, and engaging tend to attract consumer attention and enhance brand recall. Entertaining advertisements create a positive emotional response among consumers, which can influence their purchasing decisions. The analysis further revealed that personalization ($\beta = 0.21, p < 0.01$) has a significant influence on purchasing behaviour. Personalized advertisements that are tailored to consumers’ interests, preferences, and browsing behaviour can effectively capture attention and improve the relevance of advertisements. This finding indicates that targeted advertising strategies play an important role in influencing consumer behaviour in digital environments. The structural model also confirmed that purchasing behaviour has a strong positive influence on consumer satisfaction ($\beta = 0.55, p < 0.001$). This suggests that when consumers make purchase decisions based on social media advertisements and their expectations are fulfilled, they experience higher levels of satisfaction. Satisfied consumers are more likely to develop positive attitudes toward brands and may engage in repeat purchases and positive word-of-mouth communication.

The mediation analysis results indicate that purchasing behaviour acts as a mediating variable between social media

advertising dimensions and consumer satisfaction. This implies that social media advertisements do not directly influence satisfaction; rather, they shape purchasing behaviour, which subsequently determines consumer satisfaction levels. In other words, effective social media advertising encourages consumers to purchase products, and their satisfaction depends on the outcomes of those purchase decisions. Overall, the results of the study highlight the growing importance of social media advertising as a powerful marketing tool that significantly influences purchasing behaviour among working women. The findings suggest that businesses should focus on developing advertisements that are credible, informative, interactive, entertaining, and personalized to effectively attract and engage consumers.

From a managerial perspective, the study emphasizes that marketers targeting working women in urban areas like Coimbatore should prioritize building trust and credibility in advertisements, providing useful product information, and designing engaging and personalized advertising content. By adopting these strategies, organizations can enhance consumer engagement, influence purchasing behaviour, and ultimately improve customer satisfaction.

CONCLUSION

The present study examined the influence of social media advertising on the purchasing behaviour of working women in Coimbatore city. With the rapid growth of digital technology and widespread use of social networking platforms, social media has become an important channel for marketers to reach and influence consumers. The findings of this study highlight that social media advertisements significantly affect the purchasing behaviour and satisfaction levels of working women. The results of the Structural Equation Modeling analysis confirmed that the key dimensions of social media advertising namely informativeness, entertainment, credibility, interactivity, and personalization have a positive and significant influence on purchasing behaviour. Among these factors, credibility and informativeness emerged as the most influential determinants, indicating that working women prefer advertisements that provide reliable information and trustworthy content. Interactive and entertaining advertisements were also found to play an important role in attracting consumer attention and encouraging engagement with brands. The study further revealed that purchasing behaviour has a strong positive impact on consumer satisfaction. This indicates that when working women make purchase decisions based on social media advertisements and the products meet their expectations, they experience higher levels of satisfaction. The mediation analysis also demonstrated that purchasing behaviour acts as a key mechanism through which social media advertising influences consumer satisfaction.

Overall, the findings of this research emphasize the growing importance of social media advertising in shaping consumer decision-making processes in the digital era. Businesses and marketers targeting working women should focus on creating credible, informative, and engaging advertising content that aligns with consumer preferences and needs. By adopting effective digital marketing strategies, organizations can enhance customer engagement, influence purchasing behaviour, and improve overall consumer satisfaction. In conclusion, social media advertising has emerged as a powerful marketing tool that significantly influences the purchasing decisions of working women in Coimbatore city. The insights derived from this study can assist marketers and organizations in designing more effective social media marketing campaigns that contribute to improved consumer satisfaction and long-term brand loyalty.

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