



GUJARAT TECHNOLOGICAL UNIVERSITY

(Established by Government of Gujarat under Gujarat Act No. : 20 of 2007)

ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી

(ગુજરાત સરકારના ગુજરાત અધિનિયમ ક્રમાંક : ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

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Abstract of the Thesis



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Faculty: **Management**

Title of the Thesis: **Impact and Effectiveness of Social Media**

Advertisements on Working Class Buying Behaviour

Abstract

Research Problem

The rapid growth of social media and affordable mobile internet has transformed advertising and consumer decision-making in developing economies, yet working-class individuals in India — a demographically significant segment — remain underrepresented in advertising effectiveness research. This study addresses that gap by examining how social media advertising influences working-class buying behaviour in Gujarat, India, through five objectives: analysing advertising exposure's influence on Perceived Advertising Value; examining social media usage's link with Trustworthiness; assessing Perceived Value's mediating role between Advertising Effectiveness and Buying Behaviour; testing whether Trustworthiness moderates the Perceived Value–Buying Behaviour relationship; and exploring demographic differences across age, gender, income, education, and occupation.

Methodology

A descriptive-analytical, cross-sectional design was used. Data were collected from 754 working-class social media users across Gujarat via a structured questionnaire and non-probability convenience sampling, with reliability and validity confirmed through standard assessments. Hypotheses were tested using non-parametric statistical techniques, mediation analysis, and moderation analysis.



Outcome of the Research

Seven of eleven null hypotheses were rejected. Advertising exposure significantly enhanced Perceived Advertising Value, while social media usage showed an even stronger link with Trustworthiness. Advertising Effectiveness directly influenced Purchase Intention without requiring Perceived Value as a mediator, and Trustworthiness — though a strong independent predictor — did not moderate the Perceived Value–Purchase Intention relationship, supporting an additive rather than interactive trust-value model. Significant demographic differences emerged across age, education, income, and occupation, but not gender. Informativeness and Entertainment were the most valued advertising dimensions, while Privacy Intrusion and Language Inconvenience were primary irritants.

Application

Theoretically, the study extends Ducoffe's (1996) Advertising Value Model by identifying a direct advertising-response mechanism and offers the first comprehensive empirical framework for working-class digital consumer research in India. Managerially, it guides marketers to prioritize informative, entertaining content, adopt multi-platform strategies, build trust through transparency, and localize content in Gujarati and Hindi.

This PhD Thesis will help in

This thesis is useful across three key dimensions. **Academically**, it fills a genuine literature gap and provides a replicable framework that future researchers can extend to other underrepresented consumer segments, regions, or emerging economies. **Commercially**, marketers and advertisers gain a data-backed playbook for engaging working-class consumers — informing content design, platform strategy, language localization, and audience targeting (mid-income and self-employed segments), directly improving campaign ROI in Tier-2/Tier-3 Indian markets. **Societally**, by flagging privacy intrusion as a key consumer irritant, the study supports data-protection awareness and digital literacy initiatives, helping protect economically vulnerable groups as India's digital economy expands.

Keywords: Social Media Advertising, Working-Class Consumers, Buying Behaviour, Perceived Advertising Value, Trustworthiness, Purchase Intention, Gujarat, India



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List of Publication(s):

1. Gevariya, R., & Shah, A. (2023). Social Media's Influence on Purchase Intention: The Roles of Community and Trust. *Educational Administration: Theory and Practice*, 29(3), 1536–1541. DOI: 10.53555/kuey.v29i3.10145 (Scopus Indexed)
2. Gevariya, R., & Shah, A. (2025). Optimizing Social Media Advertising: A Systematic Review and Future Directions. *International Journal of Research and Analytical Reviews (IJRAR)*, 12(2), 445–450. E-ISSN: 2348-1269, P-ISSN: 2349-5138.