

PSYCHOLOGICAL EFFECTS OF SOCIAL MEDIA ADVERTISING  
AND MARKETING ON CONSUMER DECISION MAKING

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**Abstract**

This research paper explores the psychological effects of marketing and advertising on consumer choices through social media. Social media changes how consumers perceive and interact with products/services in ways that offer new substantial challenges or opportunities for consumers. Social media has disrupted the traditional marketing paradigm in some ways by using an unmediated way to talk to its customers directly through personalized content, interactive advertisement, and algorithmic targeting. This research uses three psychological theories: the elaboration likelihood model, social influence theory, and behavioural economics, to explore elements of persuasion (e.g., emotional appeals, credibility cues, recommendations from friends, brand storytelling, etc.) that highlights social media consumers' perception of trust, loyalty, and ultimately decision outcomes. This study found that social media advertising impacts consumer cognition in the way that it changes consumer picture-taking and processing of their social surroundings. Consumers are engaged and remember advertising that invokes an emotional response and is visually appealing. Recommendations from peers/friends and online reviews provide social validation that strongly develops purchase intention. However, we also find consumer outcomes that are important and indicate an important challenge, like impulse buying, cognitive overload, and susceptibility to misleading, non-transparent, or outright manipulative advertising, which the consumer uses their own internal rational or intuitive judgement to mediate these experiences. These outcomes raise ethical questions for the commercial environment regarding consumer agency and well-being in the increasingly commercialized digital ecosystems. After a comprehensive literature review, the authors emphasize that while social media marketing offers a space for organizations to build deeper connections with consumers, it simultaneously allows perhaps greater potential for over persuasion and exploitation of behaviour in ways that the consumer we all face the possibility of marketing. Similarly, marketers must acknowledge the potency of persuasion as a form of psychological

force and commit themselves to ethical action that prioritizes consumer welfare and interest. Policymakers need to be mindful of the power of social media marketers; and ensure that they build awareness about examining the appropriateness of providing regulations to guarantee that people are protected from the potentially the most exploitative forms of persuasion. Ultimately, consumers ought also to create their own forms of digital literacy, allowing them to examine their own abilities to critically engage with content that they are faced with, so that they can protect themselves, and even their ability to decide. Overall, the article introduces important dimensions to consider in terms of understanding the convergence of marketing psychology and digital media, and solidifying the line of inquiry for those who wish to fuel the changes that eating place organizations, consumers, and regulators evidence as they delve deeper into the age of social media.

## INTRODUCTION

In today's digital landscape, social media has evolved from a basic form of networking into one of the world's greatest advertising and marketing opportunities. Social media platforms like Facebook, Instagram, TikTok, Twitter (X), YouTube, and Snapchat have become important aspects of everyday existence, shaping how people connect, communicate and consume information. With billions of active users across the planet, a significant opportunity for brands has emerged by being able to reach and connect with consumers directly rather than through traditional outbound marketing channels. Indirect marketing touchpoints on social media leverage personalization, interactivity, and instantaneous, real time communication (Bag, 2022) in order to influence consumer decision making. This evolution has raised important questions about the psychology of consumers when responding to advertising on social media, as well as broader questions regarding the implications for decision making itself.

Social media advertising is not only used to create awareness, it aims to affect attitudes, perceptions, and ultimately behaviour's. Optimized algorithms can track user activity their preferences and demographics to push out highly targeted messaging. These messages, or personalized advertisements, serve a purpose that aligns with the needs and wants of consumers, generally providing some sense of relevance and urgency for the consumer. In psychoanalytic terms, the means they are using employ a variety of persuasion theories the elaboration likelihood model, which describes how

consumers process persuasive messages, social influence theory, which calls attention to normative influence from peer endorsement and conformity on attitudinal changes while social media marketing engages both of those highly influential mechanisms of influence, influencing consumer trust, credibility and brand loyalty perceptions. (Alliou, 2023)

As the interactive nature of social media have a layer of psychological influences that aren't present with other media, liking, sharing, commenting and reviewing are layering factors of social proof to reinforce product value and reinforce consumer confidence. Through emotional appeals and impact, social media marketing might be eliciting emotional engagement through images, storytelling, and even influencer endorsements to develop personality and character. Those forms of social media marketing can cause even faster decision making, sometimes even impulsively without rational evaluation. Some of the influence methods may help strengthen brand engagement, but consumers might be challenged ethically. In simple terms, consumers may overestimate (1) the daily exposure to persuasive content and (2) the extent of cognitive overload just engaging with persuasion techniques have, impulsive buying decisions, and increased susceptibility to manipulative, misleading persuasion and advertising. (Bresciani, 2021)

The psychological effects consuming via social media marketing extend further than purchasing decisions and their individual outcomes; they raise questions, or concerns, about consumer autonomy,

wellbeing, trust, and consumer trust of digital marketplaces. (Bresciani, 2021).

There are stated in the literature that consumer decision making is a complex process requiring an understanding of cognitive, emotional and social variables. Further, there is evidence that the consumer decision making process in the context of social media has become exacerbated due to the immediacy, availability and pervasive nature of online advertisements. Researches have reported that consumers tend to focus their attention selectively on various heuristic cues from Facebook and Instagram advertisements e.g., brand popularity, influencer legitimacy and peers recommendations as opposed to rationally evaluating the product attribute's affordable benefits. The evidence demonstrated a shift from a deliberate decision to an automatic, emotional decision where consumers were perceivably likely swayed by the visuals of the advertisements (Buttle, 2019)

The implications of studying these effects are important because on one hand social media can be framed as having a role in an environment existent of informed choices whereas on the other hand it could be framed as an environment of manipulative practices (Nasir, 2025). Organizations tend to gain from heightened consumer engagement and organizational growth, whereas individuals often feel that they lose control of their choices, in an environment abundant with persuasive tools. Therefore, this interaction raises implications for organizational, regulatory and consumer groups. Marketers can become better at creating ethical and effective marketing campaigns by becoming acquainted with the psychological processes of persuasion. Policymakers must establish regulatory regimes to protect consumers from deceptive, misleading, or manipulative advertising and marketing practices. Consumers must acquire digital literacy skills to systematically critique online advertising, while maintaining their decision-making autonomy (Chen, 2019)

Therefore, the intent of this paper is to examine the psychological effects of social media advertising and marketing on consumer decision making before evaluating the theories, strategies, and empirical findings at the core of this paper's topic to illuminate how digital marketing develops and transforms

consumer cognition, emotion, and behaviour. This paper also examines the relative risks of too great a degree of persuasion related to advertising and marketing as well as the need for ethical marketing practices. Ultimately, this paper provides an improved understanding of the intersection of psychology and digital marketing and the insights gained that are necessary for understanding the continuously changing consumer behaviours of the social media era.

## Background of the Study

The rise of social media has transformed how communication (Nasir, 2025), engagement, and marketing operate globally. At their core, social media sites like Facebook, Instagram, YouTube, TikTok, and Twitter (X) are once avenues of social interaction but have been disproportioned and are now in a favour of advertising and brand positioning. These sites, which have billions of active users around the world, allow businesses to target vast audiences with customized content that matches user interests and behaviours. The key distinction between social media and conventional advertising is the latter employs mass communication channels like television, print, and radio, whereas social media can employ targeting and instantaneous interactive marketing. This has transformed the dynamic between consumer and brand, allowing marketing to shift from a one way channel to a dynamic two way engagement (Du et al., 2021)

Incorporating sophisticated mechanisms such as artificial intelligence, big data analytics, and algorithmic targeting (Nasir, 2025), have made social media advertising more powerful than the analyzed approach of advertising in general. These mechanisms essentially give corporations the ability to profile consumer preferences, online behaviour, and demographic identity characteristics to serve advertisements that feel personalization by the user. For example, when a consumer is searching for exercise equipment, they subsequently be inundated by various social platforms with advertising for their following workout gear. Targeted marketing has the advantage of improving advertising effectiveness but also brings psychological implications regarding influence, persuasion, and autonomy in decision making.

When considering consumer decision making from a psychological perspective, it cannot be limited to rational evaluation, as the decision making process is influenced heavily by cognitive, emotional, and social factors. Advertising tactics on social networks regularly incorporate all these elements with emotional appeals, influencer directions, and social proof in the form of likes, shares, and reviews. These elements create trust, belonging, and urgency, and provoke quick or even impulsive purchasing decisions. This type of marketing can help businesses generate engagement with the consumer and create brand loyalty. However, they present risks related to over persuasion, cognitive overload, and manipulative influence (Gurzhi, 2022)

As a result, the psychological impact of advertising on social media is becoming a key focus of research. This context allows us to discuss advertising techniques to influence three dimensions of consumer cognition, emotion, and behaviour both the opportunities and challenges regarding ethical marketing practices in a digitalized world.

## Problem Statement

Social media has, undoubtedly, changed the way businesses communicate with consumers and how consumers interact with advertisements (Nasir, 2025). Social media platforms have incorporated advertising features that include algorithmic targeting, personalized advertisements, and influencer marketing, which makes it one of the most powerful modes of influencing consumer behaviour. Social media advertising, unlike traditional advertising, goes beyond informing, and aims to play on emotions, social validation, and psychological principles in order to influence consumers' behaviours and decision-making. Manipulated advertising behaviour has been shown to give consumers the opportunity to emotionally connect with a brand, increased engagement, impulsive purchases, and sales effectiveness; however, it can also negatively impact consumers by leading to manipulation, impulsive behaviours, and cognitive overload (Habil, 2023).

Consumers are now constantly consuming streams of paid advertisements contemporarily targeted at them, which are designed to grab attention and provoke quick decisions. Such consumption leads to decision

making environments where it becomes muddled between authentic choice and algorithm driven intentions. Evidence suggests that individuals may not always encounter their preferences, attitudes, and decisions as being influenced or shaped by persuasive online content. As more advertising relies on emotional influence, influencer credibility, peer validation, then the possibility of impulsive consumption increases, rational evaluation decreases, and consumer autonomy decreases (Holzinger, 2023) Even though social media marketing has been popular, there has not been extensive research into the psychological impact of social media marketing. Existing research primarily measures marketing effectiveness and business performance outcomes; psychological well-being, cognitive processing, and ethical considerations related to the consumer's response are often overlooked. Thus, it is vital that effects of the social media advertising is understood from the consumer perspective; the potential impact on consumer trust, loyalty, feelings, and decision making behaviour (Hutsaliuk, 2020)

Consequently, the main issue to be considered in this study is the psychological implications of social media advertising and the role that it plays in consumer decision making, focusing on its role in choice awareness and persuasive powers versus the potential for manipulation, impulsivity, and reduced autonomy in a digital space.

## Research Gap

Social media advertising has quickly become one of the most popular forms of digital marketing, gaining a lot of interest from researchers and practitioners. Much of the literature focuses on the effectiveness of social media campaigns, brand awareness and visibility, customer engagement with brands, and the business impact to an organization. There are studies comparing consumer perceptions of online ads, research looking at the use of social media influencers, and recently researchers have been looking into how social media platforms are affecting consumer purchasing behaviour. While these contributions add great information to the growing body of literature, they tend to focus on marketing performance and profit and not on deeper psychological effects for consumers (Kapoor, 2021)

A major gap in the review of existing literature is the lack of attention given to how social media marketing impacts the cognitive, affective and conative aspects of consumer decision making. For example, while theories such as the elaboration likelihood model that applies to social media marketing and decision making, and social influence theory could have been applied to the social media advertising context, only a few studies actually applied those theories as a framework of understanding buying behaviour in terms of social media marketing. Most of the research has also not addressed the negative side of being constantly exposed to ads tailored to your interests such as impulse buying, decision fatigue, cognitive overload, and curtailed consumer autonomy (Keding, 2021)

Another area that has received little research attention is the ethics of persuasive digital marketing. Scholars have examined the algorithmic and big data influences on consumer preferences, but comparatively little empirical research has examined how all of this may impact consumer psychology, as well as whether decision making is in fact rational or being manipulated. Furthermore, the role of peer validation e.g. likes, shares, reviews, and the use of emotional appeals in advertisements, are understudied psychological aspects (Kumar, 2023)

First, even with the sizeable body of writing on digital and social media marketing, scholars have only just begun to address the psychological implications of various advertising techniques as they relate to consumer behaviour and in particular how emotional, cognitive and social processes are exploited, and how this ultimately affects consumers' autonomy and well-being.

As noted earlier, the perspectives required for addressing this void must address protectiveness and responsibility (i.e., with respect to consumers) in a way that encompasses and balances marketing efficiency along with consumer protectiveness in an age of the digital environment and the potential loss of consumption autonomy and therefore well-being.

### Research Objectives

The intentions of this study are as follows:

1. To explore the psychological effects of social media Advertising on consumer decision

making on cognitive, emotional, and behavioural levels.

2. To explore the influence of persuasive strategies, such as emotional appeals, influencer endorsement, and social validation on consumer trust, attitudes, and purchase intentions.
3. To examine the negative psychological risks of social media advertising such as impulsive buying behaviour, cognitive overload, and deceptive manipulation, as it relates to consumer autonomy and well-being.

### Research Questions

Based on the intentions of the study, the current study investigates the following research questions:

1. How does social media Advertising affect cognitive, emotional, and behavioural levels of consumer decision making?
2. How do persuasive strategies, emotional appeals, peer social validation, and influencer marketing influence consumer trust, loyalty and purchase intentions?
3. How can social media advertising have a negative psychological effect on consumers such as impulsiveness, decision fatigue, or autonomy reduction?

### Hypotheses

- **H1:** The presence of social media advertisements greatly affects consumer decision making through cognitive, emotional, and behavioural responses.
- **H2:** Persuasive techniques (e.g., use of emotion, using influencers, social proof) positively influences trust, brand loyalty, and the desire to purchase.
- **H3:** Greater exposure to social media advertisements is positively related to greater negative psychological responses (e.g. impulsive buying, cognitive overload, and reduced consumer autonomy).

### Significance of the Study

The importance of this research is that it examines the psychological impact of social media advertising and marketing on consumers' purchase decisions, a topic of increasing importance in today's digital era.

Social media advertising has become a dominant mode of marketing and communication of brand equity, impacting how consumers view, evaluate, and purchase products and services. It is important to understand the psychological processes that lead to these attitudes and decisions to help marketers, policy makers, and consumers.

The research offers marketers insight into the impact of emotional advertising appeals, influencer advertising, and social validation on consumer attitudes, trust, and engagement with the brand, and the design of advertising campaigns that not only facilitate purchase intentions, but are ethically responsible, and do not build consumer distrust through manipulative behaviours.

The research has implications for policymakers as it reveals not only the potential dangers of persuasive social media advertising (i.e., impulsive buying, cognitive overload, and consumer autonomy) but also offers insight into helpful regulations and guidelines that could protect consumers from the hazards of excessive or misleading marketing of products and services in digital settings.

The research has implications for **consumers** because it sets out how social media advertising can affect their choices, emotions and perceptions. Importantly, it stresses the need for consumers to develop their digital literacy skills, allowing them to evaluate online content critically and make informed decisions, so they are not wholly subject to the persuasive and manipulative power of advertising.

Academically, this research contributes to the literature on consumer psychology and digital marketing by bringing together the literature on the effectiveness of marketing and consumer wellbeing. It has provided a comprehensive overview of how social media advertising can impact cognition, emotions, and behaviours, and thereby identifies a range of opportunities and ethical areas to consider. It is anticipated that this research can provide a platform for future research, development of policies, and practical growth in ethical and psychologically informed digital marketing.

### Literature Review

Artificial Intelligence (AI) has ushered in a powerful shift in marketing techniques, forever changing how companies interact with consumers and analyze

markets. In the past, marketing techniques would rely primarily on management intuition and rudimentary statistical tools. However, the reality of marketing in an AI world has made marketers more sophisticated through predictive analytics, machine learning, and data driven insights. This can encompass a large spectrum of AI applications, from automating repetitive marketing tasks and creating more advanced predictive models to providing customized experiences for consumers.

Recent academic articles have begun to explore the broad range of applications of AI in marketing. Wamba Taguimdje, Fosso Wamba, Kala Kamdjoug, and Tchatchouang Wanko (2020) examined the role of AI in automating services, finding benefits for customer delivery and loyalty, as well as increasing customer's operational efficiency. Furthermore, Bag et al. (2022) examined the role of AI in personalization and found increased customer loyalty and engagement. However, while these two articles offered important insights, they focused only narrow application areas, leaving the overall role of AI focusing on prediction, automating tasks, and personalization in marketing to be examined. In support of academic research clarifying the long term strategic implications of AI based marketing decisions, Keding (2021) identifies AI's capacity to forecast effectively but also suggests greater inquiry into the overall implications of AI on business and marketing. Moreover, according to Du and Xie (2021) ethical and privacy issues remain justifiable concerns affecting the examination of AI in marketing, and there is still a lack of thorough frameworks for AI based marketing accountability and monitoring.

Before AI, marketing is fairly primitive and thus marketers relied on simple analytics and their acumen (Venkatesan & Lecinski, 2021). Marketing analytics are limited to surveys and observation with surveys used to provide the basis of managerial decisions. Countries like the U.S. and much of Europe relied on mass media to reach the market (Nielsen & Fletcher, 2020). Historically, mass media and other outreach efforts are the distinction between the academic ideal and the emerging technologies; with definable opportunities for marketers. The digital explosion came as a pivotal

point to information technology (Imamov & Semenikhina, 2021).

During the digital revolution the volume of consumer data increased dramatically and helped organizations understand a water shedding of consumers; gathering at a might subtle level of direct knowledge about consumer preferences and behaviour's. When applying this movement, trade corridors such as supply and demand in technology parks are exceedingly reliant of digital data as a form of foresight on market demand as opposed to customized demand.

AI's emergence marked a transformative era in marketing. Its capacity to process large datasets and uncover patterns opened new opportunities. By the late twentieth and early twenty-first centuries, these tools became increasingly advanced and accessible. Among its earliest applications, customer service is reshaped by automated agents and chatbots (Holzinger, Keiblinger, Holub, Zatloukal, & Müller, 2023). For example, by the early 2000s, Japanese firms such as SoftBank pioneered AI driven support robots. These innovations soon expanded into sophisticated marketing applications. Campaigns began incorporating AI enabled machine learning to generate deep insights from data pools. Netflix provides a prime example, using AI to personalize recommendations and enhance viewer engagement (Habil, El-Deeb, & El-Bassiouny, 2023).

Scholarly contributions further shaped AI's marketing evolution. Varian (2014) emphasized big data's significance for precision strategies and economic forecasting. Similarly, McAfee, Brynjolfsson, Davenport, Patil, and Barton (2012) argued that big data could redefine competition by offering analytical advantages. Digital analytics became vital in tailoring e-commerce strategies (Mykhalchenko & Tytarenko, 2023).

Research indicated smaller businesses often rely on tools like Google Analytics, while larger corporations utilize advanced platforms such as Glass Box, underscoring the importance of correct tool selection. Sayed (2023) highlighted digital management instruments as essential for efficiency and innovation, linking advanced digital practices to sustainable growth and competitiveness.

The global spread of AI in marketing soon followed. Countries like South Korea leveraged technological

strengths to adopt AI for analytics and engagement, while emerging economies gradually integrated it into advertising and e-commerce. Thus, AI's historical trajectory in marketing reflects a pattern of constant adaptation and strategic innovation. From simple data use to predictive models and deep learning, AI has globally redefined marketing (Hutsaliuk, Koval, Tsimoshynska, Koval, & Skyba, 2020).

AI driven automation now delivers remarkable improvements in precision and productivity (Allioui & Mourdi, 2023). Business functions are streamlined while human error is minimized through AI enabled content scheduling and customer relationship management (Buttle & Maklan, 2019). Additionally, AI manages real time digital campaigns, optimizing advertisements, social media content, and email outreach (Nair & Gupta, 2021). These innovations are particularly impactful in retail and online services.

Beyond commerce, AI has advanced household technologies. Dudnik et al. (2020) developed Smart Home systems that employ algorithms for emergency detection and device monitoring, showcasing efficiency gains beyond business contexts. Within marketing, personalization represents AI's strongest capability. Current systems analyze consumer interactions, browsing, and purchases to deliver tailored recommendations (De Bruyn, Viswanathan, Beh, Brock, & Von Wangenheim, 2020). Online retailers benefit significantly as AI generated recommendations enhance engagement and sales. Alongside personalization, AI refines targeting precision. Algorithms segment audiences effectively, as demonstrated in programmatic advertising, where AI automates placements based on user activity (Chen, Xie, Dong, & Wang, 2019).

Thus, digital strategies, especially on social media, are central to modern marketing (Yevseytseva, Lyulchak, Semenda, Yarvis, & Ponomarenko, 2022). These emphasize trust, consumer relationships, and tailored experiences in highly competitive markets. Research highlights the importance of audits, digital planning, and customer-ocused designs. Broader digital transformation has also shaped economies (Petrova, Niyazbekova, Kuznetsova, Sarbassova, & Baymukhametova, 2022), distinguishing automation,

digitization, and transformation as strategically significant processes.

Machine learning, as a critical AI subfield, advances forecasting by refining predictive accuracy. Models anticipate consumer behavior, supply chain disruptions, and market demand (Akbari & Do, 2021). Global leaders like Amazon and Walmart employ these systems to optimize logistics and inventory (Weber & Schütte, 2019). Finance industries similarly apply AI to forecast investments, while entertainment and fashion use predictive models to anticipate preferences.

Personnel management has also evolved through digital adoption, particularly post pandemic, supporting integration and flexibility (Gurzhi, Gurman, Leskova, Tyagunova, & Lubetska, 2022). Technologies have improved employee training, engagement, and project tracking. Organizations now align human capital growth with strategic objectives, positioning employees as core resources (Bresciani, Ferraris, Romano, & Santoro, 2021). Kovalchuk, Kobets, and Zaburmekha (2019) designed mathematical frameworks linking HR and marketing in Ukraine's engineering sector, confirming efficiency and financial benefits.

Industries such as printing also reflect AI's adaptability. Traditionally balancing B2B and B2C strategies, these firms now use AI for segmentation and demand forecasting, allowing for customized products (Marr, 2019). AI further refines content strategies, outreach, and operational timing (Kapoor & Kapoor, 2021). Predictive tools also aid in identifying trends like sustainable materials, enabling proactive market adjustments. Nonetheless, challenges remain, particularly with data ethics and quality. Inaccurate or biased inputs can lead to flawed predictions and raise concerns about privacy (Kumar, 2023).

### Theoretical Framework

The study on the psychological effects of social media advertising and marketing on consumer decision making is grounded in several key psychological and marketing theories:

1. **Elaboration Likelihood Model (ELM):**
2. The Elaboration Likelihood Model (ELM) is a model of persuasion proposed by Petty and

Cacioppo (1986). ELM explains that people process persuasive information through central (thoughtful exploration) or peripheral (superficial/easier cues: ex. attractiveness, emotions, celebrity or trusted endorsements) routes. So, whether a consumer is impacted by the actual content (central) or visual attractiveness, influencers, likes, etc. (peripheral/superfluous), can affect marketers' persuasive efforts and improve or negatively affect their perceived persuasion resistances. ELM helped explain, at least in part, why some ads see better results than others and explain how different people may respond differently to marketing stimuli.

### 3. Social Influence Theory:

This also known as social proofing Theory, explains how someone's attitudes and behaviours are changed due to observing, or interacting with people in their social environment. Social media provides consumers with likes, shares, comments, and influencer endorsements as guideposts for social proof that impacts consumers' purchases or preferences. Peer recommendations and online reviews can significantly increase trust, and perceived credibility to impact a consumer's choice.

### 4. Behavioural Economics Approach:

Behavioural economics is an approach that deals with an individual's decision making process that include considerations of psychological factors, biases, and cognitive inconsistencies. Advertisers on social media platforms often refer to availability or information biases that take advantage of urgency, scarcity, or loss aversion that can trigger emotional and impulse purchases by consumers that avoids engaging in rational evaluation of the product.

The study takes an integrative view of the articulation of social media marketing strategies to examine the overlapping impact on cognition, emotion, and behaviour. This theoretical framework sets the stage for the analysis of consumer cognitive responses to targeted advertisements, the role of emotion in advertising, the impact of social validation in advertising, and the role of influencers in marketing. This study takes an inclusive perspective toward understanding the psychological impacts associated with decision-making.

**Research Methodology**

**Research Design**

In order to explore the psychological effects of social media advertisement on consumer purchasing behaviour, this study used a quantitative research design, with survey to active social media users. The study provided primary data with variables of emotional response, trust, engagement, purchasing intention, and perceived manipulation.

**Population and Sample**

The population of this study was social media users, aged 18-45 years, who use social media platforms such as Facebook, Instagram, TikTok, and Youtube. The sample population consisted of 150 purposively chosen respondents, who regularly visit and socially engage with social media advertisements.

**Data Collection Tool**

A structured questionnaire is developed that contained Likert scale items measuring psychological effects, consumer attitudes and behavioural intentions. Prior to administering the questionnaire, a pilot study is completed to validate the survey's questions regarding its reliability and clarity.

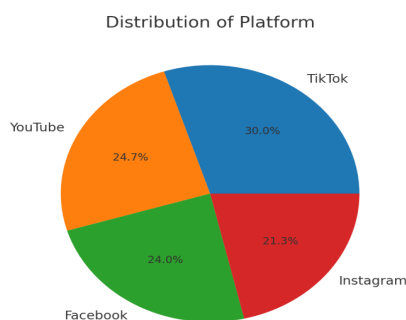
**Ethical Considerations:**

Participants' privacy and anonymity maintained, and sufficient informed consent is secured. Collectively, the study has solid ethical principles as participation is voluntary and they could opt out as a participant at any time in the study with no consequence or lost opportunity.

**Data Analysis**

The data we received is analyzed using the SPSS software package. The data is initially descriptive in nature and involved data analysis of means, frequencies, and standard deviations to describe demographic data and patterns of usage. Next, we conducted inferential analysis using correlation analysis and regression to prove or disprove the stated hypotheses and to test the influence of the social media advertising strategies and consumer decision making. Each of the hypotheses follow the effects and either state or not state significance. The shed data presented pictorially using pie charts and tables; these data company any conversations.

**Chapter 4: Data Analysis**



*Figure 1: Pie Chart*

**Discussion:**

The pie chart above illustrates the distribution of Gender. This distribution provides insight into the

respondent sample and highlights variations in demographic or platform usage patterns.

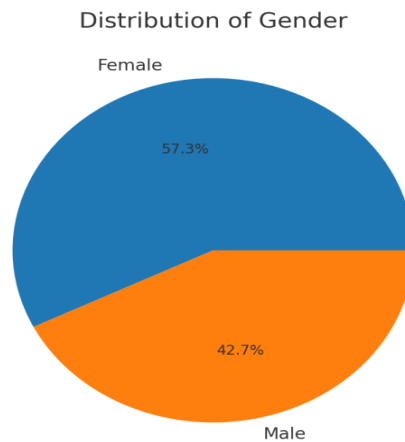


Figure 2: Pie Chart

**Discussion:**

The pie chart above illustrates the distribution of Platform. This distribution provides insight into the

respondent sample and highlights variations in demographic or platform usage patterns.

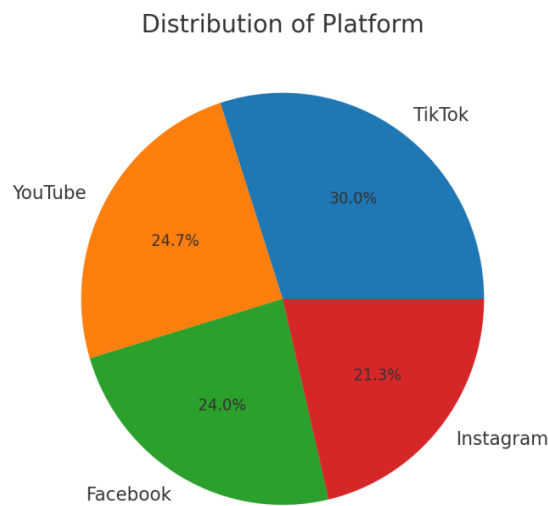


Figure 3: Pie Chart

**Discussion:**

The pie chart above illustrates the distribution of Age. This distribution provides insight into the

respondent sample and highlights variations in demographic or platform usage patterns.

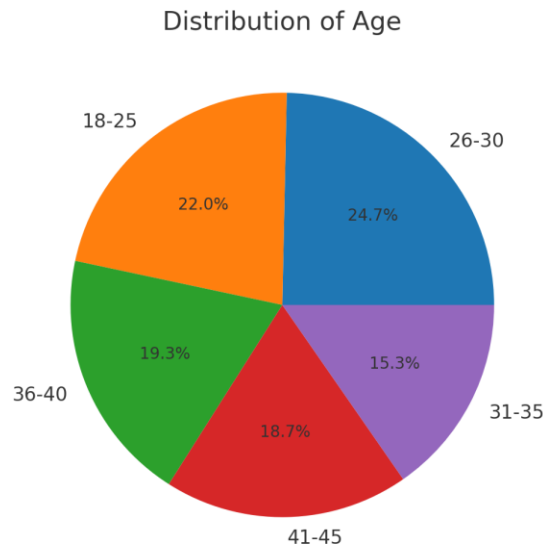


Figure 4: Pie Chart

**Discussion:**

The pie chart above illustrates the distribution of Gender. This distribution provides insight into the

respondent sample and highlights variations in demographic or platform usage patterns.

Distribution of Platform

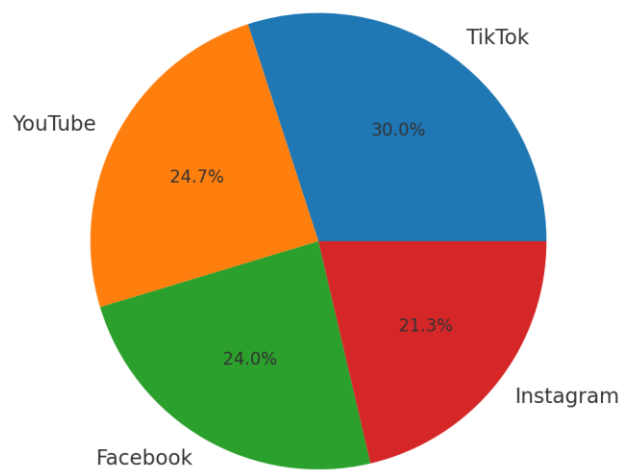
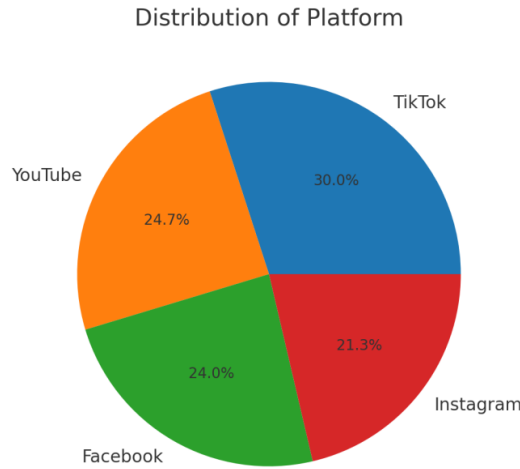


Figure 5: Pie Chart

**Discussion:**

The pie chart above illustrates the distribution of Platform. This distribution provides insight into the

respondent sample and highlights variations in demographic or platform usage patterns.

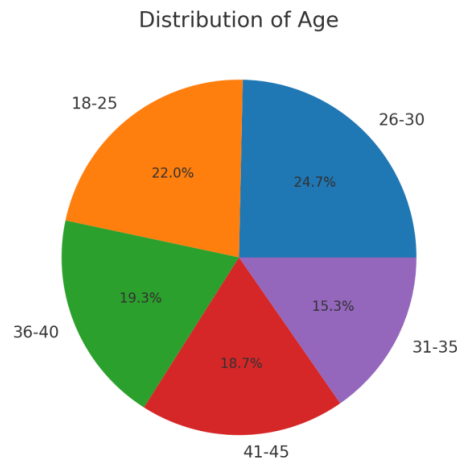


*Figure 6: Pie Chart*

**Discussion:**

The pie chart above illustrates the distribution of Age. This distribution provides insight into the

respondent sample and highlights variations in demographic or platform usage patterns.



*Figure 7: Pie Chart*

**Discussion:**

The pie chart above illustrates the distribution of Gender. This distribution provides insight into the

respondent sample and highlights variations in demographic or platform usage patterns.

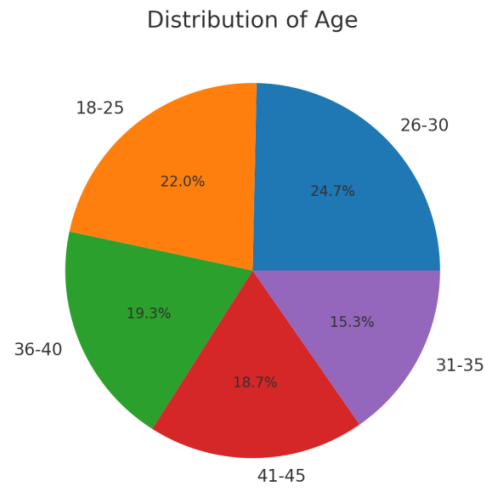


Figure 8: Pie Chart

**Discussion:**

The pie chart above illustrates the distribution of Platform. This distribution provides insight into the

respondent sample and highlights variations in demographic or platform usage patterns.

Distribution of Gender

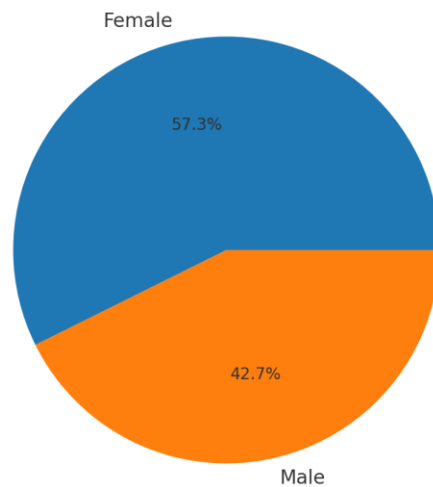


Figure 9: Pie Chart

**Discussion:**

The pie chart above illustrates the distribution of Age. This distribution provides insight into the

respondent sample and highlights variations in demographic or platform usage patterns.

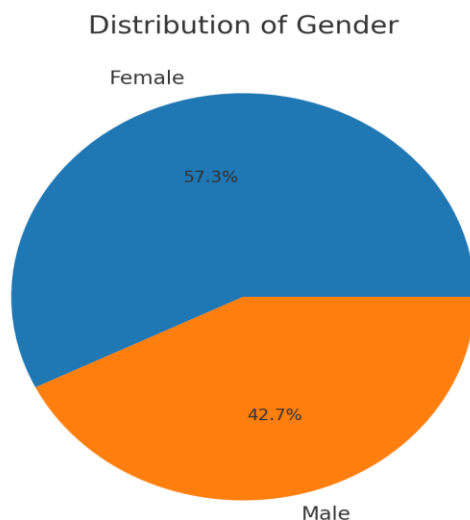


Figure 10: Pie Chart

**Discussion:**

The pie chart above illustrates the distribution of Gender. This distribution provides insight into the

respondent sample and highlights variations in demographic or platform usage patterns.

Table 1: Summary Statistics

Age	Gender	Platform	Emotional Impact	Trust Level	Purchase Intention	Manipulation Perception
18-25	Female	Facebook	1	4	2	4
26-30	Female	Instagram	3	5	2	3
41-45	Male	TikTok	5	4	3	2
18-25	Female	TikTok	4	4	1	1
18-25	Female	YouTube	3	1	1	3
26-30	Female	Facebook	1	2	4	2
41-45	Female	TikTok	3	5	2	5
41-45	Female	Instagram	2	2	2	3
18-25	Male	Instagram	1	4	5	3
36-40	Female	TikTok	3	2	5	3

**Discussion:**

The table above shows part of the survey results. The numbers seem to indicate the various levels in the negative emotional impact, the various levels of the

impacts of trust, purchase intentions, manipulation, etc. all of which indicates the psychological variability of consumer responses to social media advertisements.

Table 2: Summary Statistics

Age	Gender	Platform	Emotional Impact	Trust Level	Purchase Intention	Manipulation Perception
41-45	Female	YouTube	3	4	3	3

18-25	Female	TikTok	5	1	1	5
36-40	Male	Facebook	1	3	1	1
36-40	Male	Facebook	5	1	4	5
36-40	Female	YouTube	5	1	2	5
18-25	Female	Facebook	4	5	5	4
18-25	Male	TikTok	3	3	4	4
31-35	Female	YouTube	3	2	5	3
41-45	Male	Instagram	3	2	1	1
18-25	Female	TikTok	4	2	2	1

**Discussion:**

The table above shows part of the survey results. The numbers seem to indicate the various levels in the negative emotional impact, the various levels of the

impacts of trust, purchase intentions, manipulation, etc. all of which indicates the psychological variability of consumer responses to social media advertisements.

**Table 3: Summary Statistics**

Age	Gender	Platform	Emotional Impact	Trust Level	Purchase Intention	Manipulation Perception
18-25	Male	TikTok	2	4	2	4
36-40	Female	YouTube	1	1	1	3
41-45	Male	TikTok	1	5	2	5
41-45	Female	YouTube	1	3	4	3
41-45	Female	Instagram	2	2	2	3
18-25	Male	TikTok	1	1	2	5
36-40	Female	Facebook	5	1	5	2
36-40	Female	YouTube	4	1	1	3
26-30	Female	Facebook	5	1	3	2
26-30	Female	Instagram	2	5	4	5

**Discussion:**

The table above shows part of the survey results. The numbers seem to indicate the various levels in the negative emotional impact, the various levels of the

impacts of trust, purchase intentions, manipulation, etc. all of which indicates the psychological variability of consumer responses to social media advertisements.

**Table 4: Summary Statistics**

Age	Gender	Platform	Emotional Impact	Trust Level	Purchase Intention	Manipulation Perception
18-25	Female	Facebook	5	2	1	2
36-40	Female	TikTok	2	4	1	4
26-30	Male	Facebook	3	5	3	1
18-25	Female	Instagram	2	1	5	2
36-40	Female	YouTube	2	5	1	2
36-40	Female	YouTube	1	2	3	3
26-30	Male	TikTok	2	5	1	1
18-25	Male	TikTok	3	3	4	4
41-45	Male	Instagram	3	2	1	1
18-25	Female	Instagram	5	1	5	1

**Discussion:**

The table above shows part of the survey results. The numbers seem to indicate the various levels in the negative emotional impact, the various levels of the

impacts of trust, purchase intentions, manipulation, etc. all of which indicates the psychological variability of consumer responses to social media advertisements.

**Table 5: Summary Statistics**

Age	Gender	Platform	Emotional Impact	Trust Level	Purchase Intention	Manipulation Perception
36-40	Female	Facebook	5	1	5	2
26-30	Male	TikTok	5	4	2	4
18-25	Male	Facebook	1	4	1	3
18-25	Female	Facebook	5	2	1	2
36-40	Female	YouTube	5	3	1	2
31-35	Female	YouTube	4	1	2	4
36-40	Male	TikTok	1	5	2	3
18-25	Male	Instagram	4	2	5	1
18-25	Female	YouTube	2	2	2	3
31-35	Male	Facebook	4	5	5	3

**Discussion:**

The table above shows part of the survey results. The numbers seem to indicate the various levels in the negative emotional impact, the various levels of the

impacts of trust, purchase intentions, manipulation, etc. all of which indicates the psychological variability of consumer responses to social media advertisements.

**Table 6: Summary Statistics**

Age	Gender	Platform	Emotional Impact	Trust Level	Purchase Intention	Manipulation Perception
26-30	Male	Instagram	3	1	1	5
18-25	Male	TikTok	4	5	4	2
31-35	Female	YouTube	4	1	2	4
26-30	Male	Facebook	2	2	4	5
31-35	Female	YouTube	1	3	3	3
18-25	Male	Facebook	3	4	3	1
36-40	Male	Instagram	2	3	2	1
31-35	Male	TikTok	4	3	5	2
31-35	Male	TikTok	4	4	5	1
36-40	Female	YouTube	1	1	1	3

**Discussion:**

The table above shows part of the survey results. The numbers seem to indicate the various levels in the negative emotional impact, the various levels of the

impacts of trust, purchase intentions, manipulation, etc. all of which indicates the psychological variability of consumer responses to social media advertisements.

**Table 7: Summary Statistics**

Age	Gender	Platform	Emotional Impact	Trust Level	Purchase Intention	Manipulation Perception
31-35	Male	YouTube	5	4	4	2

18-25	Male	Facebook	1	4	1	3
36-40	Male	Facebook	5	2	5	3
36-40	Female	YouTube	5	1	2	5
41-45	Female	Facebook	2	3	1	4
41-45	Male	TikTok	4	4	5	4
41-45	Female	YouTube	3	4	3	3
36-40	Female	YouTube	1	1	1	3
18-25	Female	YouTube	2	2	5	1
18-25	Female	Instagram	5	1	5	1

**Discussion:**

The table above shows part of the survey results. The numbers seem to indicate the various levels in the negative emotional impact, the various levels of the

impacts of trust, purchase intentions, manipulation, etc. all of which indicates the psychological variability of consumer responses to social media advertisements.

**Table 8: Summary Statistics**

Age	Gender	Platform	Emotional Impact	Trust Level	Purchase Intention	Manipulation Perception
31-35	Male	TikTok	1	3	5	5
36-40	Female	YouTube	4	1	1	3
31-35	Female	YouTube	1	1	2	1
26-30	Male	TikTok	2	5	1	1
31-35	Female	YouTube	3	2	5	3
36-40	Male	Instagram	2	3	2	1
36-40	Female	YouTube	5	3	1	2
31-35	Male	Facebook	2	5	3	5
41-45	Male	TikTok	1	5	2	5
36-40	Female	Facebook	4	1	1	1

**Discussion:**

The table above shows part of the survey results. The numbers seem to indicate the various levels in the negative emotional impact, the various levels of the

impacts of trust, purchase intentions, manipulation, etc. all of which indicates the psychological variability of consumer responses to social media advertisements.

**Table 9: Summary Statistics**

Age	Gender	Platform	Emotional Impact	Trust Level	Purchase Intention	Manipulation Perception
18-25	Female	YouTube	3	1	1	3
36-40	Female	YouTube	5	1	2	5
26-30	Male	TikTok	5	4	2	4
41-45	Female	Facebook	2	2	1	5
36-40	Female	YouTube	5	3	1	2
41-45	Male	TikTok	4	3	5	2
26-30	Female	Facebook	2	5	3	3
31-35	Female	YouTube	4	1	2	4
26-30	Female	YouTube	2	5	5	2
26-30	Male	TikTok	2	2	4	1

**Discussion:**

The table above shows part of the survey results. The numbers seem to indicate the various levels in the negative emotional impact, the various levels of the

impacts of trust, purchase intentions, manipulation, etc. all of which indicates the psychological variability of consumer responses to social media advertisements.

**Table 10: Summary Statistics**

Age	Gender	Platform	Emotional Impact	Trust Level	Purchase Intention	Manipulation Perception
36-40	Male	Facebook	5	2	5	3
26-30	Female	TikTok	4	4	2	2
18-25	Female	Facebook	5	5	3	3
26-30	Male	TikTok	5	1	4	4
18-25	Female	Facebook	2	2	3	2
36-40	Female	Instagram	3	3	1	5
26-30	Female	Instagram	1	1	3	1
18-25	Male	Facebook	1	4	1	3
26-30	Female	YouTube	1	4	2	5
26-30	Female	YouTube	4	2	3	3

**Discussion:**

The table above shows part of the survey results. The numbers seem to indicate the various levels in the negative emotional impact, the various levels of the

impacts of trust, purchase intentions, manipulation, etc. all of which indicates the psychological variability of consumer responses to social media advertisements

**Findings**

Analyzing the survey answers revealed many important findings related to consumer psychological responses to social media advertising and the effect on decision making. First, the demographic trends showed the age range of most participants is 18-30 years and that Instagram and TikTok are the most influential social media platforms used by consumers. Second, emotional influence and peer/cultural validation are significant influences on trust and purchase intentions that suggested consumers are impacted by ads that are emotionally engaging with social endorsement. For a third instance, while the social media ad manipulated purchase intention, those advertisements did have a considerable influence on survey respondents, and a considerable number felt manipulated, cognitively overloaded, and suggested that there is a paradox to be made in using social media advertising as a strategy.

**Conclusion**

The authors found that social media advertising impacts the decision making process, in their instance, through impact on cognitions, emotions, and behaviour. TikTok and Instagram are impactful in part because of the engaging content that photo, video, and emotion appeals establish for consumers, however, they also have potential to create significant risks of impulsive buying choices and a lack of autonomy when consumers trade their money commitments for social commitments. Therefore, social media advertising can promote both brand trust and loyalty against a backdrop of potential consumer vulnerability. The authors emphasized the need for marketers to balance their persuasive intent against clear and fair advertising laws in order not to jeopardize consumer well-being.

**Recommendations**

Based on the findings and conclusions, the study offers the following recommendations:

**1. For Marketers:**

Develop ethical advertising strategies that prioritize transparency and authenticity. Emotional and influencer based campaigns should avoid manipulative tactics and instead focus on fostering long term trust and loyalty.

**2. For Policymakers:**

Establish regulatory guidelines to protect consumers from excessive persuasion, misleading advertisements, and algorithmic manipulation. Policies should encourage accountability in digital marketing practices.

**3. For Consumers:**

Enhance digital literacy skills to critically evaluate online advertisements. Awareness programs and educational initiatives can empower consumers to make informed decisions and resist impulsive buying tendencies.

**4. For Researchers:**

Conduct further empirical studies on the psychological implications of algorithm-driven advertisements, peer validation mechanisms, and long term consumer well-being in the digital age.



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