

अनुसन्धान-प्रकाशन-विभागीया त्रैमासिकी शोध-पत्रिका

शोध-प्रभा

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48 वर्षे तृतजियोऽङ्कः (जुलाई-सितंबर) 2023ई

प्रधानसम्पादकः

प्रो. मुरलीमनोहरपाठकः

कुलपतिः

सम्पादकः

प्रो. शिवशङ्करमिश्रः

सहसम्पादकः

डॉ. ज्ञानधरपाठकः



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A STUDY ON EFFECT OF SOCIAL MEDIA ADVERTISEMENT ON PURCHASE DECISIONS

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INTRODUCTION

India is the important place for Information technology companies around the world. They are providing various technology based services to different category of people. It has strongest supporting services to the social media platform to run wide range of advertisement in online. The effectively created advertisement stimulates the buyer to initiate purchase. Social media is always been a hot topic in terms of reaching the people, either it be for personal or professional use. Concentrating on businesses brand awareness and increase in customer base is very important and this can be done through advertisements.

NEED FOR THE STUDY

Advertisements can be either in traditional or online media. But in this generation advertising only in traditional media is not a smart enough way to do business hence it is necessary to make their brand aware by advertising in online media; most specifically in social media, as it the 2nd most prominent research channel after search engine with over 4.62 billion people using social media worldwide as of 2022 report. As of now many brands are advertising in social media platforms. By knowing the social media users attitudes and opinions towards those advertisements like what make them to stop and view those advertisements, and understanding the factors that drive them to make purchase decisions, helps businesses tailor their advertisements accordingly.

OBJECTIVES OF THE STUDY

- To know the effect of social media advertisements on purchase decision.
- To evaluate the demographic profile of consumers and their social media behavior.
- To identify the factors that influences and motivates the consumers to make purchase decisions.

TYPE OF RESEARCH

The research design adopted for this study is descriptive research design

Sampling techniques:

- **Sampling design:**
In this research, simple random sampling is used.
- **Sampling Size:**
The sample size constitutes to around 125 respondents.
- **Data Collection:**

The researcher used both Primary data and Secondary data for analysis.

REVIEW OF LITERATURE

1. **Aindrila Biswas et al., (2014)** the purpose of her article is to know the effect of social media on consumer selection behavior. Technology acceptance model was used. The outcome of the research shows that the social media users are tending to have purchase intention.
2. **Nima Barhemmati et al., (2015)** From this article it was proven that significant relationship between commitment by consumer on social media and their purchase decision.
3. **Bidyan and Jha et al., (2015)** In this article the effect of social media on purchase plan of adults were discussed. It was found out that strong influence of social media on purchase with relation to brand image.

DEMOGRAPHIC DETAILS OF THE RESPONDENT

Researcher distributed questionnaire to the respondents to know their opinion towards social media usage and effect of online advertisement on purchase decision. The below table depicts the details of the respondents.

Table 1 : Details of Respondents

S.No	Particulars	Category	Count and Percentage
1	Gender	Male	41(33%)
		Female	84 (67%)
2	Age	Below 18	16 (13%)
		Above 18	109(87%)
3	Occupation	Student	64 (51%)
		Employed	54 (43%)
		Unemployed	7 (6%)
4	Time Spent	Less than 2 hours	32(26%)
		2-6 hours	90 (72%)
		More than 6 hours	3(2%)
5	Reason to Use	Social networking	36 (29%)
		Shopping	19 (15%)
		Share information	25 (20%)
		Learn new things	34 (27%)
		Business purpose	11 (9%)

Source : Primary data

INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT

The following table shows the percentage of purchase made on the influence of social media advertisement and their frequencies in percentage.

Table 2: Influence of social media advertisement

Category	Number of respondents	Percentage of respondents
Strongly Agree	66	52.8
Agree	33	26.4
Neutral	15	12.0
Disagree	8	6.4
Highly Disagree	3	2.4
Total	125	100.0

Source: Primary Data