



CONSUMER PURCHASE INTENTION AND ATTITUDE TOWARDS SOCIAL MEDIA ADVERTISING

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Abstract : Social media (SM) has increased popularity around the world in recent years and has had a transformative effect on its user preferences and usage. Advertisement is a promotional activity which aims to sell a product or services to a target audience. In today's world, the social media is changing the traditional way of marketing and advertisement the products as well as services. The present study aims to examine the Consumer purchase intention based on Social Media Advertising. Coimbatore city was chosen as the locale of the study. Convenient sampling method was adopted to select the sample respondents. The sample population of the study constituted 155 social media users residing in Coimbatore city. Primary data required for the study were collected through the structured questionnaire method. Descriptive statistics, Chi - Square analysis, Garrett ranking and Correlation were used for data analysis. The results of the study revealed that, 90% of the respondents opined, social media playing an important role in promoting a product and it also reveals that Instagram is the most preferred social media channel by the consumer for their buying decision. Fashion accessories and cosmetics are the most preferred product categories. Food and beverages are the most favoured category, followed by clothes and apparels. Majority of the respondents are reading online reviews before purchasing a product through online. The major findings of the study reported that the respondents are taking buying decision due to positive comments of previous users because of number of likes, follows and comments.

Key words: Social media, Buying decision, Advertisement, Most preferred product.

INTRODUCTION

Earlier, people were interacting with people without any language. Then, people were utilizing letters as a means of communication, then there came a huge transformation in the means of communication. Social media have become an easy medium to communicate different thoughts and ideas between all age groups. The web platform is a new method of creating the business. A prominent use of technology being used in advertising the business. It offers a broader margin of profit. With the invention of social media advertising, the majority of the businesses have launched their brands on social media websites (Brinkman et al., and Fang et al., 2020).

Media platforms are being quickly adopted by corporations for brand promotion and advertising. Social media enables organizations to talk to consumers through more vivid medium with big audience. Social media enables promoters and consumers to share information and pass it to one another. Businesses can transform their relationship with consumers from dialogue to triologue, involving them in meaningful interactions with the business and with each other. Social media enables businesses to reach both new and old customers, build communities, and work together to frame issues and build solutions (Carpentier et al., 2019 and Saxton and Guo, 2020).

These groups have realigned the conventional consumer and business roles in building \relationships. Consumers are actively involved in communication, buying decisions, and \content production through interactive exchanges. Social networks include more than \Facebook, such as business networks, blogs, enterprise, collaborative projects, micro-blogs, social gaming, photo posting, product reviews, video sharing, virtual worlds, and social bookmarking (Lin and Wang, 2020 & Tien et al., 2019). Social media was identified as the best medium for building relationships. In addition, companies try to hire credible consumers by shaping their brand perceptions, spreading information, and learning from them. In sessions, participants can participate in activities like sharing experiences or helping other clients. As per (Chen et al, 2017 and Hong et al, 2020), the interrelation between customers and businesses has changed with the launch of social media. Social media adversely influences customer behaviour in numerous ways. Enlarging advertisement policies is essential for firms to establish genuine relationships with their customers. As per the report, Facebook has an expanded reach on Twitter is reliant on social media consumers' buying behaviour.

Social media now is a common medium among companies because it can bring consumers together with businesses cost-effectively and at an appropriate time. It supports multiple dimensions of advertising such as marketing intelligence, emotional studies, promotions, advertising

communications, public relations, and consumer and product management. The prevalence social media usage highlights the opportunities that businesses have to promote client awareness of their products or services. Lee and Hong (2016) and Jung (2017) aver that advertising is the paid and persuasive dissemination of information regarding products, services, or ideas by sponsors using multiple media. Social media advertising is the utilization of sponsored social media advertisements on sites like Facebook, Twitter, Blogs and

social media. Scholz et al (2018) and Yoo et al (2018) define social networking sites (SNS) as online environments for sharing user-generated content (UGC). The sites have moved the internet service focus from use to collaboration and interactivity, providing new channels for contact between individuals and organizations. Online social media advertising includes banners, business logos, text-oriented hyperlinks to authorized websites, and pop-up messages with low rates. Due to this, advertisers have focused their attention on social networks in an effort to expand their share of advertising space. Network sites are making a transition from push to pull models of advertising.

MEANING OF SOCIAL MEDIA ADVERTISING

Social media advertising is a form of digital marketing method that fuses social media platforms such as LinkedIn, YouTube, Facebook, X (formerly Twitter), Pinterest and Instagram to sponsored ads to your audience. A social media ad campaign is an efficient and effective way to convey your value proposition to prospective customers and build brand memory. Data and analytics can also be utilized to hyper-target viewers and provide them with personalized content. Compared to traditional advertising mediums, social media adverts are also cheaper and give a better ROI. Increasingly, more businesses, including the globe's most successful brands, depend on social media adverts to grow their businesses and gain new customers. To maintain your rivalry, it's important to learn about the nuances of social media advertising and implement them into your social media and content marketing strategies (Vanipriya Moorthi, 2025).

ADVANTAGES OF SOCIAL MEDIA ADVERTISING

Social media marketing has rapidly turned into a default action for organizations attempting to build, whether it's through enhanced brand awareness, sales or somewhere in between. Some of the most important advantages of social media marketing are:

- Increase brand awareness - Billions of people use different social media networks. Get before users who don't know your brand and make an impact on potential buyers.
- Targeted audiences reach - Advanced target technology enables you to reach the most suitable groups of consumers without reaching those who are not interested in your products.
- Low cost - Advertising on social media is cheaper compared to traditional media platforms and can be customized to suit any budget.
- Detailed metrics - Social media marketers can get analysis that not just display ad performance but also give insights about customer behaviors and desires.

Boost conversions - Retargeting enables advertisers to present social media advertising to present social media advertisements to those who have already visited their website to re-engage them and add a sale (Indrajeet Deshpande, 2022).

BEST SOCIAL MEDIA ADVERTISING PLATFORMS

1. Facebook (FB)

With 2.27 billion monthly users, Facebook's popularity has never been higher! And, with the capability of creating and targeting advertising on its advertising manager, it has always been the go-to platform for most brands. And the interesting part? You can use your customer database to talk to them via the platform's cross-sell and upsell campaigns, and target prospects who have simply browsed your site and not engaged with your Facebook page.

2. X (Twitter)

X, also known as its previous name Twitter and it is a social networking website that is well known for live updates and microblogging facilities. It's rapid paced, hip, and perfect for companies who desire to regularly publish new content and news on almost anything.

3. YouTube (YT)

We all know YouTube as a best video-sharing website, but it's also suitable for advertising business culture and producing how to movies and demo. You can either integrate your marketing movies and commercials into your website or give users direct access to them through your platform channel.

4. Instagram

It is owned by Facebook and shares the same ad alternatives. Instagram enables you to fully represent your brand's personality. It's perfect for sharing good-looking product images and short movies. Moreover, through hashtags, stories, and live videos, you can reach a broad segment of your target market.

5. LinkedIn

It is a social network meant for working professionals. It is a brand from perspective, it's perfect for sharing company news, recruiting best talent, and networking with peers in the industry. The platform is particularly tailored for B2B marketers who wish to generate high-quality leads.

6. Pinterest

It is an online social curation platform where users can upload and organize pictures discover online. The site portrays itself as a site that uses images as bookmarks. This is a portmanteau of pin and interest. The concern of the site is predominantly visuals.

TYPES OF SOCIAL MEDIA ADS

In ancient times, advertisement options were limited to billboards and fliers. But in the past few years, advertisements have changed completely. Here are some examples of social media advertising:

➤ Story Ads

Instagram has one billion daily users and relies on smartphone data to show relevant ads. For example, once a user searches for a product on amazon or H&M, they get instant alerts on Instagram and other social media sites. Facebook stories usually last 6 seconds, and video ads on it last 15 seconds long. Likewise, Instagram ads are very much similar to Facebook ads. Story ads on both platforms are usually highlighted in fill-screen format.

➤ Messenger Ads

Social media advertising not only appears in newsfeed and stories; it also appears in Facebook Messenger. These types of advertisements are normally placed in between conversations. Users can click on them to buy them or know more about them to some websites to see more items and services.

➤ Video Ads

Wistia statistics in 2016 show that most consumers will watch the entire video advertisement if it is shorter than two minutes. The longer the video, the less the number of people that view them. It suggests that the modern world is busy, and individuals have little time to spare, so they opt for shorter videos with as much information as they can provide. These ads are prevalent on all social media platforms.

➤ Photo Ads

Photo ads are the most common form of advertising. They are everywhere since they are everywhere online. Photo advertising works more straightforwardly than story or video advertisements. There is no limit on time since people can scroll easily after looking through them. The photos must be high-quality. It will persuade more people to see the products. Other than that, the information presented in the photographs should be clear and concise, and give the consumers as much information as possible with minimal time. These ads work well for increasing the recognition of the brand (Rob Sanders, 2022).

SOCIAL MEDIA TRENDS FOR 2024

- **As of 2025, the rapidly developing social media platform is Instagram:** In India, Instagram is the leading social networking platform in 2025, with 74.70% of internet users in India. Instagram has 516.92 million active users in India. Instagram's user base is largely comprised of young individuals, primarily teenagers. The parent company, Meta, purchased Instagram for \$1 billion. It has developed into a revenue source for creators and a great sales channel for businesses.
- **Expansion of social media commerce in India:** As per a report, social commerce in India would grow at a compound annual growth rate of 55-60% during the period FY 2020 to FY 2025, raise the current market size to \$16-20 billion from \$1.5-2 billion.
- **India's social media advertising market is expected to grow to \$1.28 billion by 2025:** Advertising spending in the social media advertising sector is expected to grow to US\$1.28 billion by 2025. Ad spending is projected to grow at a 3.76% annual rate (CAGR 2025-2027), with market volume projected to reach \$1.49 billion by 2027 (Aashika Jain, 2024) in order to conceal themselves, no one can know who they are and what they require.

SIGNIFICANCE OF SOCIAL MEDIA ADVERTISEMENT

Social media advertising campaigns possess many benefits in promoting products and services. If a company uses social media to market, their brand awareness and general market exposure will be greatly boosted. After consumers get to know a specific brand, they will be more likely to refer to that brand friends and relatives, with an internet connection and computers, a business entity can reduce its marketing expenses by a considerable amount. Social media marketing has become an old favorite advertising choice for most business startups and companies all over the world. Social media marketing is far more effective and influential as it helps you reach your target customers during their buying process. This is because of the ease with which you can use social networking websites to sell items and services. The expense of social advertisements is relatively minimal compared to other types of advertisements. Another benefit of social media is that it enables a business to develop a channel dedicated particularly for customer engagement, enabling customers to get connected with the business. In addition, customer communication and interaction is one of the means of acquiring their attention and communicating about the product brand message. Therefore, the brand will touch more audience in actual terms and establishes itself without creating any problem. By constantly updating the proper social media advertising strategy, it will result in more and better brand loyalty, better customer satisfaction and a whole lot more. The organization that has a robust social media presence and brand will see conversion rates boost, whereas those who don't have running social media campaigns may lose customers.

CONSUMER BUYING BEHAVIOUR

Consumer Buying Behavior is the behavior of consumers (both online and offline) prior to purchasing a good or service. The process can involve seeking advice from search engines, interacting with social media status updates, or a host of other activities. It is worth understanding for businesses because it allows them to better align their marketing campaigns with the marketing campaigns that have effectively led consumers to purchase in the past.

FEATURES OF CONSUMER BEHAVIOUR

- Consumer behaviour is a part of the human behaviour and cannot be distinguished from each other.
- Consumer behaviour can be grounded in either one of the three forces, and hence a buying decision—rationally or emotions or some compulsion i.e. while purchasing a specific item of consumption, an individual might behave rationally or might be behaving emotionally; or might proceed in for purchasing something out of some pressure brought about by family or social circumstances.
- Consumer behaviour is a result of numerous factors; which are pretty complicated and interconnected.
- Consumer behaviour is not what individuals purchase and why. It is actually, an investigation of the inclination of individuals to purchase or not to purchase specific items, within an elongated time frame.

THE FIVE PROCESS STAGES OF THE CONSUMER BUYING PROCESS

There are five process stages of the consumer buying process: finding a problem, collecting information, finding solutions, purchasing, and evaluating the purchase.

1. Find a Problem - During this stage, the consumer becomes aware when they have a problem they need to resolve. This can be anything from needing an outfit for an upcoming event to a leaky pipe in their home being repaired.
2. Information Gathering - Then, consumers will want to determine what could be the cause of their issue and how to repair their issue. They may use the internet to find suggestions or additional information about what could be the cause of their issue. For our examples, the individual who will be going out and purchasing a new outfit may look up the best fabrics to wear to an outdoor wedding. The individual with a leaky pipe may research what makes a leaky pipe to determine if they can repair the issue themselves.

3. Locate Solutions - After the consumer has completed researching, they will seek more details on how to repair their issue. They will begin comparing brands and reviewing what others have to say in order to make a choice. The shopper may look for stores with the most elegant formal attire at discount prices. The individual with the leaky pipe may peruse reviews of the most skilled plumbers in the neighbourhood.

4. Make a Purchase - This is where the consumer will make a choice and pay money on a solution. For our examples, that would be purchasing a new outfit and hiring a plumber.

5. Review the Purchase - Some consumers will post a review on your site, some won't. Either way, the consumer will personally evaluate the product or service they received and decide if they would recommend it to others or shop from their preferred business again.

FACTORS INFLUENCING SOCIAL MEDIA ADVERTISING

Determinants of social media are the selection of social media sites, the influence of influencers, the reasons and satisfactions of users, platform features, trust and satisfaction, performance expectancy, social influence, facilitating conditions, tendency to sharing information, viral marketing expectancy, fear of pandemic, personal and social identity construction, framing marketing campaigns, social support, and businesses' necessity. To change their strategy to fit the online market for selling their services and products internationally.

SIGNIFICANCE OF CONSUMER BEHAVIOR TOWARDS SOCIAL MEDIA ADVERTISING

It is essential for marketers to know consumer behavior towards social media advertising in order to develop effective campaigns. Marketers can offer personalized ads by understanding consumer interests, preferences, and behaviors, resonating with their audience and thus achieving greater engagement and conversions. Further, through tracking consumer behavior, companies to gather valuable feedback, improve their advertising strategies, enhance brand perception, and gain a competitive advantage in the digital landscape. Attitudes towards social media advertising vary widely among individuals. Some appreciate targeted ads for relevant products or services, while others find them intrusive or manipulative. Transparency, relevance, and privacy concerns often shape people's perceptions of social media ads.

STATEMENT OF THE PROBLEM

The application of social media advertising has radically transformed the way businesses conduct their operations in today's globalized era. Social media has totally revolutionized the manner of advertisement. With advertising evolving into a basic means of communication in our complex society, it is Necessary for both consumers and businesses. The fast growth of technology and the development of new media and means of communication have completely changed the way of advertising. A thoughtfully created convincing advertisement and a good attitude of buyer perception have always made a person deserve to control their shopping behaviour, nowadays the non-serious utilization of websites and social media has increased, which is faking to embrace as a day-to-day activity of individuals. Therefore, this research is to explore the reason and describe the most popular products in Social Media Advertising also tends to analyse the consumer attitudes and some issues encountered in Social Media Advertising.

OBJECTIVES OF THE STUDY

1. To know the reason for choosing social media advertising.
2. To study the most favourite product in social media advertising.
3. To know the issues encountered in social media advertising.
4. To analyse the consumer attitudes towards social media advertising.

RESEARCH QUESTIONS

1. Why is social media advertising chosen?
2. Which are the products considered as the most desirable in social media advertising?
3. What are the issues encountered in social media advertising?
4. How do consumers' attitudes towards social media advertising vary?

HYPOTHESIS

H0 - There is no association relationship between educational qualification and reason for choosing social media advertising.

H1 - There is strong correlation between educational qualification and issues encountered by consumers when purchasing social media advertising.

SCOPE OF THE STUDY

The research was undertaken to comprehend the consumer attitude and rationale towards social media advertising towards decision of buying. The research was conducted with regard to Coimbatore city, since this region is more internet penetrated and full of social media users. It will assist to recognize the technological shifts and impact of consumers to make purchasing decision. The research continues to identify the issues encountered during purchasing of social media advertising products and predominantly favoured products among consumers.

LIMITATIONS

The research concentrates on Consumer Purchase Intention and Attitude Towards Social Media Advertising. The study area of the research is limited to Coimbatore city. For time constraints, the research is only limited to 155 respondents. The outcome is based on the information provided by the persons, and hence it is not reliable. People's buying decisions also change with time, fashion, and progress among other issues.

REVIEW OF LITERATURE

Farah Tazeen and N.H. Mullick (2025), carried out a study on **"The Impact of Social Media Platforms „Facebook and Instagram“ in Influencing Purchasing Behaviour of Green Products"**. The primary objective of this research is to study the impact on consumers purchase behaviour for green products driven by social media platforms Facebook and Instagram. The article entailed the use of data collection on a sample of 201 respondents from Delhi, India. Route analysis and regression analysis methods, were utilized to obtain findings from the data obtained. From the research, we learn that social media platforms affect purchasing and consumption behaviour of user's of green products.

Gupta and Neha (2025), did a study on **"Social media advertising for small scale marketers a study on Instagram"**. In this , we discuss which factors affect the brand loyalty of a user. The sample was 150 active social media users, particularly Instagram over the age of 15 from Rajasthan and Delhi. SPSS is utilized to analyse the data gathered from questionnaires. T test, ANNOVA one way and Standard Deviation are utilized as statistical test to support the study. The finding shows the brand engagement of several small companies on Instagram, i.e., studio small and South India Coffee Co., to identify how such companies can utilize popular market strategies or enhance the effectiveness of advertisement on Instagram.

Lakshmana Gowda B.H (2025), this research analyses the **"Influence of Social Media Advertising on Consumer Buying Behaviour in the Fast Fashion Industry"**. This research carried out a sample of 100 respondents from Bengaluru Metro City. This study is focused to find out how social media advertisement campaigns utilized by fast fashion brands impact consumers' attitudes, preferences, and real buying behaviours. By using statistical analyses of the data gathered, this research aims to identify patterns, correlations, and meaningful associations between advertising exposure to social media and later consumer conduct. The findings are expected to be useful to fast fashion brands and marketers seeking to maximize their social media advertising efforts to drive consumer interaction, conversion, and long-term brand-consumer relationships.

Anas A. Salameh and Hafiz Muhammad Zia ul Haq (2022), adopted research on **"Impact of Online Advertisement on Customer Satisfaction with the Mediating Effect of Brand Knowledge"**. The intent of this article is to describe how online advertising impacts customer satisfaction through brand knowledge mediation. The sample size of this survey is based on 100 respondents. In the current study, we employed a qualitative data acquisition technique and correlation method. The findings indicate that internet advertising has no significant effect on customer satisfaction. But when brand knowledge is taken as a parameter, the correlation between internet advertising and customer satisfaction improves.

Meena Zenith N (2022), in this article titled **"Consumers Purchase Intention Based on Social Media Advertising"**. The primary aim of the study encompasses finding the factors of social media that affect consumer while using social media websites. The information was gathered from 381 users belonging to different districts of Tamil Nadu with the aid of survey. The methods applied for the purpose of this analysis are Chi Square and ANOVA. The findings of this research beneficial for multinational companies and small business enterprises that wish to use social media to market their brands.

Phan-Nhu-Ngoc Nguyen, Danh-Ha-Thai Nguyen, and Thi-Xuan-Hanh Vo (2022), entitled **"Impact of Consumers Attitude towards Social Media Advertising on Purchase Intentions"**. This study investigated the influence of Social Media Advertising on Attitude towards Purchase Intention. Online form was used to collect the data, sample size is 235. Amos 20.0 was utilized in order to analyse the relationships between factors in the Structural Equation Model. The findings of the research indicate a positive correlation between Purchase Intention and Attitude towards Social Media Advertising. Irritation negatively impacted Attitude towards Social Media Advertising.

Deepak Mehta (2022), carried out research on **"Effect of Social Media Marketing Activities on Consumers Brand Awareness"**. The objective of the research was to better understand the impact that social media marketing has on consumer brand equity, which included topics like brand awareness, customer loyalty, and brand image. 100 people were selected as the sample size in order to meet this objective. Non-probability sampling design based on Convenience sampling method is employed in the current research study. The outcome of the study also indicated that increased brand perception benefits brand loyalty.

İbrahim Halil Efendioğlu and Durmaz (2022), executed **"The Impact of Perceptions of Social Media Advertisements on Advertising Value, Brand Awareness and Brand Associations: Research on Generation Y Instagram Users"**. The objective of this paper is to analyse how the perception of social media ads by consumers influences advertising value and brand awareness. For that reason, surveys were conducted with 665 Instagram users. Data collected were analysed through structural equation modelling. As per the findings of analysis, perceptions of Y-generation towards Instagram advertisements are both positively and negatively influencing advertising value and brand awareness and brand associations.

Liu Dunnan, Khalid Jamil and Rana Faizan Gul (2022), studied on **"Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era"**. This research also examines the mediating roles of social identification and satisfaction. The respondents in this research were seasoned users of two social media sites Facebook and Instagram in Pakistan. Data were gathered from 353 participants. Structural equation modelling (SEM) was applied to examine the data. This will assist marketers how to influence customers to form their intentions. This is the inaugural novel study that employed SMMA to deal with the user intentions with the social identification and satisfaction role in the case of Pakistan.

Luke Wall (2022), in their research cantered on **"the relationship between social media advertising factors and purchase intentions amongst millennials in Ireland: a quantitative research"**. This research seeks to learn about the social media advertising determinants of perceived relevance, informativeness and interactivity and their effect on millennials' purchase intentions residing in Ireland. A total of 145 participants filled out a survey using convenience sampling. The instruments employed in this research are factor analysis, and normality tests, a Spearman's rho. This research was able to determine that there was a positive relationship between the factors of social media advertising and purchase intentions of millennials in Ireland.

Jean-Éric Pelet and Saïd Aboubaker Ettis (2022), in their research explored "**Social Media Advertising Effectiveness: The Role of Perceived Originality, Liking, Credibility, Irritation, Intrusiveness and Ad Destination**". The objective of this study is to explore variations in terms of user responses to advertisements placed on Facebook. An online survey of Facebook users was carried out to test hypotheses. The hypotheses were tested with 154 sample size. The instrument applied in this study is correlation coefficient. Therefore the outcome carrying out an effective advertising to improve the attitude towards the advertisement, and consequently the purchase intention and willingness to recommend the product brand.

S. Thiruselvan and Dr. R. Pon Murugan (2021), this study is aimed at empirically examine the "**A Study on Awareness of Indian customers towards social media marketing – A special reference to Tamil Nadu**". The aim of the study is to analyse different factors of social media marketing and customer's view regarding purchasing products. For these 250 respondents are chosen based on convenience sampling method in Coimbatore district. The instrument utilized for this study is correlation, ANOVA along with turkey post-hoc test. The findings derived are drawn from the economic indicator that is significantly varying by sources of awareness but not by number of visits per week and internet use. It demonstrates that ads printed in social media websites are viewed inversely subject to the website on which they are placed.

Mohd Shuaib Siddiqui, Amar Johri and Amima Shoeb (2021), held a study on "**A study on the influence and impact of Advertising to consumer purchase Behaviour in rural areas of India**". The study also seeks to assess the impact of commercials on consumer purchase behaviour and determine how an advertisement mode made an influence on respondents' preference of rural consumers Factor inquiry. The data gathered from rural respondents of 32 villages of Uttar Pradesh. Chi-Square (χ^2) was applied for analysing the influence of variables. The finding showed that advertisement is the largest with regard to all factors and it has been seen that social media, and other means of advertisements are followed by the marketer, but television is the most influential intermediary of advertisement to influence rural consumer's buying choice.

Z Navya Ninan, Joel Chacko Roy and Namitha K Cheriyan (2020), has performed a study on "Influence of social media marketing on the purchase intention of Gen Z". The aim of this paper is to determine the impact of social media marketing on Gen Z's purchase intention. A self-administered survey is formulated and distributed among 424 those born after 1994. Independent sample t-test and multiple linear regression model are utilized for statistical data analysis. The social media marketing is found to be more effective than the conventional mode of marketing on Gen Z suggesting that the social media marketing positively influences their purchase intention, brand awareness, product perception, brand loyalty and business-customer interactions.

Lina Shouman (2020), researched "**The Use of Celebrity Endorsement in Social Media Advertising and its Impact on Online Consumers' Behaviour: the Lebanese Scenario**". The objective of this research paper is to analyse the influence of the utilization of celebrities in social media advertising on the consumers behaviour among the Lebanese people and the potential role played by celebrities in brand associations. Therefore, a survey employing structured questionnaire was administered to 170 consumers with a response of 82 per cent (responses received were 140). The findings indicate that consumers are able to believe the application of celebrity endorsement on social media and is able to recall better a brand or a product.

Elioth, Lulandala, Emmanuel (2020), their research on "**Social media advertising and its impact on consumer behaviour**". The aim of this study is to examine the effect of Facebook marketing on consumers behaviour among university students. Cross-sectional survey approach was used to gather information from 700 university students. Factor analysis and t-test are the tools used in this research. The research confirmed that most of the respondents utilized social media more than other conventional media for information searching and the primary reasons why the respondents utilized the Internet and social media are the abundance and information accessibility and the fact that they perceive this information to be more reliable since it is made available by other clients, not controlled by the companies.

Menka (2020), in this research study identified the "**Influence of social media strategies on consumer decision making process an empirical study of select FMCG products**". This particular study has been done to provide a meaningful framework for the managers to employ strategies on social media. The sample size of 40 participants were gathered. The statistical tools that are employed on the data for testing the hypotheses of the current study are Independent t-test, ANOVA and Regression analysis. The findings of the current study will assist managers to know the use value of social media strategies as a significant and integral part of the marketing communication strategy.

M. Thirumagal Vijaya (2019), research related to "**Consumer Perception towards Social Media Advertising with Special Reference to Coimbatore City**". The objectives of the study is to identify the factors influencing the consumer for the purchase of products through social media advertisement. The study selected 300 samples and interviewed on the basis of convenience sampling technique in the Coimbatore city. The technique employed to conduct this study is regression analysis technique. This study has revealed that the retailers can raise awareness of product by being innovative when interacting with customers on social media advertising more shoppers are utilising social media and depend on them for marketing shopping decisions, promotion using these media has become significant.

Naitik Rajeshbhai Kabarwala (2019), this research paper is emphasizing on "**Impact of advertising on consumer's buying behaviours**". The research investigates that a creative and well executed advertisement has always a great effect on buying trends or buying behaviour of the consumer. Non probability sampling method and convenience sampling method is adopted for the study. Sampling size for the study is 100 respondents. The techniques employed for this is frequency distribution. The research examines that a creative and well-planned advertising always has a great impact on purchasing trends or purchasing behaviour of the consumer. Similarly, celebrity endorsement also has significant impact on consumer purchasing behaviour. Thus the research concludes that the positive impact of all these factor.

Binka Mlodkowska (2019), the study related to "**Influencers on Instagram YouTube and their impact on Consumer Behaviour**". The aim of this paper is to investigate the impact that influencers on YouTube and Instagram have on consumer behaviour. The research

technique used in this study was a quantitative survey of the sample of 160 social media users. The technique used for this study is Regression analysis. The findings of the research indicate that hiring influencers to work with brands is a new effective tool for marketing which is most efficient in targeting young people who use social media every day.

Ali Abdallah Alalwan (2018), performed a study on **"Examining the influence of social media advertisement features on customer purchase intention"**. The research seeks to examine and validate the key components that are significant for social media advertising in relation to predicting purchase intention. Data was obtained through a questionnaire survey of 437 respondents. The measurement tools for the study is Standard Deviation, inter-correlation, and descriptive statistics. This study will hopefully provide a number of theoretical and practical guidelines on how marketers can effectively plan and implement their ads over social media platforms.

Shariful Islam and Mohammad Iqbal Mahmood (2018), have examined **"The Qualitative Study on the Outcomes of Social Media Advertising"**. This study was carried out to examine the influence of social media marketing on customers' buying intention in consideration of the motivation of customers and perception of customers as mediating variables. This is an interpretivist qualitative study founded on the philosophy of interpretivism which is carried out among university students in China. The target population for this study was all the students of the university and the data were gathered using interviews from 10 respondents. The respondents were students of various departments of the university owning the smart phones and using Facebook and Instagram. Framework analysis approach was employed to observe common responses of students about outcomes of social media advertising. The findings have shown that advertising through social media enhances customers' motivation and enhances company perception for viewers which in turn increases customers' purchase intention.

S I Wang, and Nguyen Thi Ngoc Lan (2018), have developed a study on **"A study on the attitude of customer towards viral video advertising on social media: A case study in Viet Nam"**. This study desires to emphasize the attitude of Viral Video Advertising by the customer. Specifically, the research explores the consumers' attitude towards Viral Video Advertisement in the context of Viet Nam. The information was drawn out from 300 samples in Viet Nam and analysed through Pearson Correlation, Regression, and Multiple Regression in SPSS (Statistical Package for the Social Sciences) package. The findings depict that there are positive correlations between Informativeness Perception, Entertainment Perception, Source Credibility Perception and the customer's Attitude towards VVA.

Sachdeva and Sangeeta (2017), the current research is titled **"Perception of Advertisements on Social Networking Sites :(A Study of Delhi Youth)"**. The sample of 507 respondents was taken from three categories of populations, i.e., school students, college students, and professionals (school teachers and college faculties). Multi-stage sampling technique was used to choose the number of respondents needed. The instruments utilized in these methods used in the study are Pearson correlation coefficient method, ANOVA and Regression Analysis. Statistical analysis was done using SPSS. The result has clearly pointed out that sometimes they search for more information regarding the products apart from the information on SNS, and only after receiving the entire information regarding the products, they make purchases the items online. From the respondent's opinion, they moderately feel comfortable to purchase the items online.

Kalia and Gitanjali (2017), in their research on **"Effect of online advertising on consumers an analysis"**. The aim of this research is to investigate the online ads on informational websites based on layout, types, colour, size, etc. On analysing the online ads, the research was also carried out on the impact of such online advertisements on the customers. And then carrying out an online survey of 500 respondents as sample size. Chi-square was used through SPSS was used for data gathered for further calculations. The result of the study indicates that the most banner ads and skyscraper ads by the netizen, one particularly posted above the masthead, at the top and middle of the homepage while individuals give more heed to ads of commerce and mobile and like ads displaying functions of the product.

Madan and Radhika (2017), carried out a study on **"Impact of social media as a brand communication tool on India's consumers of service sector firms"**. The primary aim of the present study defined in the research questions was to analyse the various ways of brand communication and promotion carried out by the service sector firms through social media networking websites. Out of a whole population of India, considering the metros and NCR as the study area, we have taken 350 sample respondents. The sample t – test and ANOVA are the tools used in this study. The conclusion of the study shows that no significant effect is observed on brand awareness, brand engagement and brand loyalty.

Baisakhi Banerjee (2017), research **"Social media as a tool of marketing communications in FMCG industry in India"**. The aim of the research is to identify the factors of social media marketing, and effect of social media marketing on consumer's online purchases with regard to FMCG- Personal products category in sample cities of India. Sample size of 30 companies of the FMCG industry in which a total of 299 customers were taken into account for the study. The instruments employed in this study are Descriptive statistical analysis, Friedman test, Reliability analysis, Regression and correlation. The research concluded that social media marketing is positively developing among marketers for promoting their brand and relationship establishment with the customers.

Arun Chitharanjan (2016), has carried out a study on **"Analysing the impact of social media marketing and online advertisements on consumer behaviour"**. Besides, this study attempted to identify the issues that are being confronted by Apple Inc concerning the inappropriate social media and online advertisement marketing strategies. For conducting this study data has been gathered from both primary and secondary source. The examination of information collected from primary source SPSS software has been used by researcher. The tools that has been used are descriptive statistics, ANOVA test and cross tabulation. Conclusions of the Research identified that satisfaction level of consumer are seen to be high with respect to social media advertising undertaken by consumer.

R.Punniyamoorthy and Dr.B.Parthiban (2015), tried to ask **"An empirical study on impact of advertisement with reference to Fast Moving Consumer goods in Chennai"**. The purpose of this paper is to know the impact of advertisements towards the consumer behaviour in fast moving consumer goods particularly packed food and to determine the effective media of advertisement. Before the formal survey, a survey was carried out in the form of questionnaires and interviews. Questionnaire was administered to 100 consumers with a return rate of 100%. Different analysis tools such as ANOVA, multiple regression and Pearson correlation analysis were employed

in this research paper. The findings of this research revealed that advertisement draws towards the choice and preference to affect the consumer purchasing behaviour. It was also seen through the paper that the female customers from the Information Technology industry were comparatively more conscious of the product when it came to personal care commodities.

Milad Dehghani (2013), in this study related to "**The Role of Social Media on Advertising: A Research on Effectiveness of Facebook Advertising on Enhancing Brand Image**". The aim of the current study is to study the main activities of those firms who simultaneously interact and promote on social media platforms like Facebook to form sales and improve brand image and move towards purchasing intention. For the purpose of data collection for the study, 120 questionnaires were obtained. The instruments employed in this research is ANOVA and Correlation. The findings have established that Facebook by utilizing two leverages as WOM and viral marketing can strengthen the brand image and brand equity respectively which boost purchase intention of consumers.

RESEARCH GAP

This had discussed regarding the consumer's purchase intention towards a product or attitude towards the social media advertising. The social media advertising is carried out through different platforms such as Facebook, LinkedIn, YouTube, Instagram too. Review of the available literature finds that a large number of research studies have been conducted on consumer decision making and social media advertisement separately. Earlier research was aimed at influence of social media on the consumers without considering different social media channels. Hence the study was conducted to determine the factor that affects the consumer to use social media advertising and the medium that provides more emphasis to the consumers to make purchasing decision.

RESEARCH METHODOLOGY

Research methodology refers to the precise procedures or strategies used to gather, select, process, and analyze information about a topic. The methodology section enables the reader to objectively assess a study's overall validity and dependability. Research technique is a way of describing how a researcher wants to conduct their research. It's a logical, systematic approach to solving a study challenge. A methodology describes how a researcher conducts research to produce reliable, valid results that fulfill their goals and objectives.

RESEARCH DESIGN

The purpose of the study explains the methodology adopted to achieve the objectives of the study. This section provides details of the sample, collection of data, period of the study and data analysis procedures. It defines the techniques for gathering the information required to formulate and/or solve research problem. The study uses primary data. In this study, a descriptive research design was adopted.

AREA OF STUDY

In Coimbatore city, people have good purchasing power through online and have reasonable educational qualification. Coimbatore is also known as the "Manchester of South India". Majority of them are social media users and they are more aware about social media advertisement and the benefits. Hence, Coimbatore city was selected as area of the study.

SOURCES OF DATA

Data collection is the most important step in research. Data can be interviews, collected through questionnaires, surveys, the observations, documents, records, focus groups, etc. In this research study the following data are used. Both primary and secondary source were used.

PRIMARY DATA

The primary data were collected using well-structured questionnaire. A questionnaire is designed to collect information necessary to achieve the study's aims. Primary data is firsthand information. This information is gathered directly from the source.

SECONDARY DATA

Secondary data were acquired from a variety of sources, including newspapers, websites, books, journals, the internet, and magazines. Secondary data refers to information that has been obtained second hand. Secondary data refers to data that has already been collected and processed by an organization or person but has not been used for the first time.

METHOD AND SAMPLE SIZE

The present study is based on non- probability sampling method namely convenient sampling for collection of data. The sample size of the study was 155 social media users in Coimbatore city.

TOOLS USED FOR ANALYSIS

Data collected were analysed by using SPSS. The following are the tools applied in the study:

- Percentage analysis
- Chi-square
- ANOVA
- Correlation
- Garret ranking technique

PERCENTAGE ANALYSIS

Percentage analysis was mainly used by the researcher to analyse and interpret the data. Percentage refers to as special kind of ratio. Percentage is used in making comparison between series of data. The data collected with research instruments were coded & analysed by using simple percentage method and pie chart were also used in this study.

CHI-SQUARE ANALYSIS

The Chi-square is the measure which checks or evaluates to which a set the observed frequencies of a sample of device from the corresponding set of expert frequencies of the sample. It is the measure of aggregate discrepancies actual and expected frequencies. This distribution is called χ^2 distribution. It was first introduced by helmet in 1875. It is also known as “goodness for fit”. It is used as test static in testing hypothesis that provides the theoretical. It is denoted as χ^2 .

Chi-square value is attained by using the formula: $X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$

Where,

O_{ij} - Observed frequency of the cell in ith row and jth column.

E_{ij} - Expected frequency of the cell in ith row and jth column.

Symbolically $\sum (O-E) = \sum E - N = N - N = 0$

The chi-square analysis depends solely on the set of discovered and expected frequencies and no called degree of freedom. It's a non-parametric take a look at, conjointly called distribution free lake a look at, since no assumption is formed regarding the parameters of respondents.

ANOVA

ANOVA or Analysis of Variance, is a statistical method used in research to test for significant differences between two or more groups of data. ANOVA can be used to answer research questions related to differences between groups, such as whether there is a significant differences in the mean sources of two groups or more.

$F = MSB/MS$

In this formula,

F = coefficient of ANOVA

MSB = Mean sum of squares between the groups

MSW = Mean sum of squares within groups

CORRELATION

Correlation analysis is a widely used statistical tool in research to examine the relationships between variables. It helps researchers understand the degree and direction of association between two or more variables, and whether they tend to change together. Correlation coefficients, such as Pearson's correlation coefficient or Spearman's rank correlation coefficient, are commonly used to quantify the strength and direction of these relationships.

LIKERT SCALLING TECHNIQUE

A psychometric response scale primarily used in questionnaires to obtain participants preference or degree of agreement with a statement or set of statements. Likert scales are a non-comparative scaling technique and are one-dimensional (only measure a single trait) in nature. Respondents are asked to indicate their level of agreement with a given statement by a way of an ordinal scale. Likert scales contain five levels of response, ranging from

- 5 - Strongly Agree
- 4 - Agree
- 3 - Neutral
- 2 - Disagree
- 1 - Strongly Disagree

GARRETT RANKING

Garrett Ranking technique was used to rank the preference indicated by the respondents have been asked to assign the rank for all the factors and the outcomes of such ranking have been converted into score value with the help of the following formula. With the help of Garret's table, the percent position estimated is converted into sources. Then for each factor, the sources of everyone are added and then total value of scores and mean values of scores is calculated. The factor having mean value is considered to be most important. The Formula to calculate Garrett ranking technique:

Percentage position = $100(R-0.5)/N$

Where, R= Rank, N= No of items.

Then for each variables the scores and the total value of scores and mean values of scores is determined. The variable having the highest mean value is considered to be the most significant variable. In this study, the Garrett ranking technique is used to find out the most preferred products in social media advertising.

ANALYSIS AND INTERPRETATION

This chapter discusses the classification of collected data. All acquired data is summarized, tabulated, and analysed to determine a relevant relationship. The data will be examined in order to find answers to the problem. Analysing the acquired data is critical to completing the investigation. Based on this, an analysis was performed, and the results are presented under the headings listed below.

- Socio economic profile of the respondents.
- Customer awareness among Social Media Advertising.
- Reason for selecting social media advertising among consumers.
- Most preferred product by consumers towards social media advertising.
- Problems faced by a consumer while purchasing products through social media advertising.
- Consumer attitudes towards social media advertising.

Social-economic profile of the Respondents

The following table describes the socio-economic profile of the selected social media users. The profile includes age, gender, occupation, qualification, monthly income.

Socio-Economic Profile of the respondents

VARIABLES	CATEGORY	NUMBER OF RESPONDENTS (N=155)	PERCENTAGE (IN%)
GENDER	MALE	55	35
	FEMALE	100	63.7
AGE	BELOW-20	26	16.6
	20-30	112	71.3
	30-40	14	8.9
	AOBVE 40	3	1.9
Educational Qualification	Under Graduate	120	76.4
	Post Graduate	13	8.3
	Higher education	5	3.2
	Professional	14	8.9
	Diploma	3	1.9
Occupation	Student	114	72.6
	Private employee	19	12.1
	Government employee	4	2.5
	Homemaker	3	1.9
	Professional	6	3.8
	Business	9	5.7
Marital Status	Married	27	17.2
	Unmarried	128	81.5
Annual Income	Below Rs.10,000	82	52.2
	Rs.10,000 - Rs.20,000	33	21
	Rs.20,000 – Rs.30,000	19	12.1
	Above Rs.30,000	21	13.4

Gender

The above table reveals the frequency distribution results of the gender category of social media users in the study area. The majority of (63.7%) of the respondents are belongs to the category of female and the (35%) of the respondents are belongs to the male category.

Age

The above table reveals the age classification of social media users in Coimbatore City. It is observed from the results that most of the respondents belong to the age group of 20-30 years (71.3%). It is followed by 16.6 percentage of social media users aged up to below 20 years and 8.9 percentage of the consumers prefer social media advertising products between the age group of 30-40 years. Further, 1.9 percentage of the social media users are above 40 years.

Educational Qualification

The responden's educational qualification shows that most of the respondents are graduates (76.4%) who actively engage in Social media and about (8.3%) of the respondents are postgraduates. And (3.2%) of the respondents are doing their higher education. Of the total responses, (8.9%) of the respondents were holding professional degrees and the remaining (1.9%) of respondents were educated up to Diploma.

Occupation

Concerning occupation, most of the respondents (72.6%) were students from Various Concerns., followed by (12.1%) being a private employees, 3.8 percentage of respondents were professionals, and 5.7 percentage of the total respondents were doing business. About 2.5% percentage belonged to the government employee and 1.9 % belonged to homemaker.

Marital Status

It is noted from the above table majority (81.5) percent of the respondents were Unmarried, and 17.2 percent of the respondents were Married.

Annual Income

The table shows the results of the Monthly income of the social media users in the study area. Most of the respondents (52.2%) have an income level below Rs.10,000 and 21 percentage of the respondents earn a monthly income of Rs.10,000 – Rs.20,000. Around 13.4 percentage of the respondents earned a monthly income above Rs.30,000 and 12.1 percentage of the respondents were earning an income of Rs.20,000 to Rs.30,000 per month.

Customers awareness among social media advertising

The following table describes how the customer is aware about social media advertising.

Variable	Category	Number of Respondents (N = 155)	Percentage (in %)
How often do you purchase social media advertising products?	Daily	10	6.4
	Weekly	52	33.1
	Monthly	71	45.2
	Rarely	17	10.8
	Never	5	3.2
Who influenced you to buy social media advertising products?	Colleagues	9	5.7
	Family & relatives	18	11.5
	Social media	80	51.0
	Friends	31	19.7
	Yourself	17	10.8
Which social media channels do you use?	Facebook	6	3.8
	Instagram	102	65
	Twitter	2	1.3
	YouTube	42	26.8
	Pinterest	2	1.3
	LinkedIn	1	0.6
Which type of products you like to stay connected through social media sites?	Health care	20	12.7
	Apparels	12	7.6
	Cosmetic	43	27.4
	Fashion Accessories	44	28
	Electronics	18	11.5
	Household products	18	11.5
There are advertisements of	E – Commerce websites	24	15.3
Variable	Category	Number of Respondents (N = 155)	Percentage (in %)
How often do you purchase	Daily	10	6.4

social media advertising products?	Weekly	52	33.1
	Monthly	71	45.2
	Rarely	17	10.8
	Never	5	3.2
Who influenced you to buy social media advertising products?	Colleagues	9	5.7
	Family & relatives	18	11.5
	Social media	80	51.0
	Friends	31	19.7
	Yourself	17	10.8
Which social media channels do you use?	Facebook	6	3.8
	Instagram	102	65
	Twitter	2	1.3
	YouTube	42	26.8
	Pinterest	2	1.3
	LinkedIn	1	0.6
Which type of products you like to stay connected through social media sites?	Health care	20	12.7
	Apparels	12	7.6
	Cosmetic	43	27.4
	Fashion Accessories	44	28
	Electronics	18	11.5
	Household products	18	11.5
There are advertisements of some products / ideas / services mentioned on website page. Which categories have you come across on the website while surfing?	E – Commerce websites	24	15.3
	Mobile phones	46	29.3
	Banking	10	6.4
	Social networking forums	19	12.1
	Clothing sites	30	19.1
	Eating app	26	16.6
According to social media advertising visibility which attracts you most?	Discount offers	42	26.8
	Colour used in the ad	15	9.6
	Promotional offers	17	10.8
	Price of the product	40	25.5
	Functions of the products	41	26.1

How often do you purchase social media advertising products?

This data suggests that the majority of (45.2%) respondents purchase social media advertising products monthly. Nearly 33.1% of respondents purchase social media products on a weekly basis and about 10.8% of respondents purchase products rarely. Daily purchase is the least common among (6.4%) respondents. Additionally, 3.2 percentage of respondents never engage in purchasing social media advertising products at all.

Who influenced you to buy social media advertising products?

This data shows that the majority of respondents (51.0%) cited social media itself as the primary influence for purchasing social media advertising products. Additionally, friends and family play a notable role, with 19.7% and 11.5% of respondents respectively mentioning them as influencers. Colleagues have a relatively minor influence at 5.7%, and around 10.8% of respondents being influenced by their own motivations or preferences to purchase social media advertising products.

Which social media channels do you use?

Based on the data provided, the majority of the respondents (65%) using Instagram as the social media channel. Following closely behind, 26.8% of respondents use YouTube and 3.8% of respondents use Facebook, suggesting a relatively lower usage compared to Instagram and YouTube. Twitter, Pinterest and LinkedIn platforms have lower usage rates, with only 1.3%, 1.3% and 0.6% of respondents respectively.

Which type of products you like to stay connected through social media sites?

According to the data provided, Fashion accessories and Cosmetics are the most preferred types of products, with 28% and 27.4% of respondents expressing interest in staying connected with them through social media. 12.7% of respondents are interested in staying connected with health-care related products and 7.6% of respondents prefer to stay connected with apparel products through social media. These categories have slightly lower preferences, with 11.5% of respondents interested in electronics and household products.

There are advertisements of some products / ideas / services mentioned on website page. Which categories have you come across on the website while surfing?

The survey results shows that the majority of respondents (29.3%) have encountered advertisements for mobile phones while surfing websites and 19.1% have come across advertisements for clothing sites. And then 16.6% have seen advertisements for eating app. 15.3% of respondents have encountered advertisements for E – Commerce websites. 12.1% have encountered advertisements for social networking forums. And least 6.4 percentage of users surf banking websites.

According to social media advertising visibility which attracts you most?

The data shows that the highest percentage of respondents (26.8%) are most attracted to discount offers with high visibility ratings. And 26.1% of respondents are attracted by the functions of the products on advertising. 25.5% of respondents are attracted by the price of the products. Colour used in the ad (9.6%) and promotional offers (10.8%) are attracted to social media with the lowest visibility rating.

Association between the educational qualification of the Respondents and reason for selecting social media advertising.**Chi-Square Test – Educational qualification * Overall satisfaction**

S. No	Particular	Chi-Square value	P- Value	Significant
1.	Wide area network	36.702	0.002	Significant
2.	Saves time	16.737	0.160	Not Significant
3.	24*7 access	25.186	0.17	Not Significant
4.	Updated information	14.966	0.037	Significant
5.	Convenience to use	13.683	0.022	Significant
6.	Safety & Security	19.355	0.048	Significant
7.	Low cost	24.181	0.036	Significant
8.	More offers and rewards	12.458	0.712	Not Significant

Significant (P Value <0.05); Not Significant (P Value >0.05)

Null hypothesis (H0) - There is no association relationship between Educational qualification and reason for selecting social media advertising.

A chi-square test of independence was conducted to examine the significance of various factors influencing user preferences towards online services. The results revealed that certain factors were statistically significant, while others were not. Specifically, wide area network ($\chi^2 = 36.702$, $p = 0.002$), updated information ($\chi^2 = 14.966$, $p = 0.037$), convenience to use ($\chi^2 = 13.683$, $p = 0.022$), safety and security ($\chi^2 = 19.355$, $p = 0.048$), and low cost ($\chi^2 = 24.181$, $p = 0.036$) were found to be statistically significant. Therefore the null hypothesis is rejected. However, factors such as saving time ($\chi^2 = 16.737$, $p = 0.160$), 24*7 access ($\chi^2 = 25.186$, $p = 0.170$), and more offers and rewards ($\chi^2 = 12.458$, $p = 0.712$) were not found to be statistically significant. Therefore the null hypothesis is accepted. These findings suggest that while certain factors play a significant role in influencing user preferences towards online services, others may not have a significant impact.

Selecting Most preferred product in Social Media Advertising

The study shows the preference and ranking factors by the respondents while purchasing through social media advertising products.

S. No	Variable	Total score	Garrett mean score	Mean rank
1	Food and beverages	9743	62.85806452	1
2	Clothes and apparels	9359	60.38064516	2
3	Electronics & gadgets	9185	59.25806452	3
4	Home appliance & kitchen appliances	8580	55.35483871	4
5	Tours & travels	8077	52.10967742	5
6	Beauty & Cosmetics	7026	45.32903226	6
7	Online job offers	6312	40.72258065	8
8	E - Commerce sites	6561	42.32903226	7
9	Online games	5392	34.78709677	9
10	Education / movie and music	5335	34.41935484	10

A Garrett ranking analysis was conducted to evaluate consumer preferences across various product categories. The results, presented in Table 4.4, revealed that food and beverages emerged as the most favoured category among consumers, with the highest mean rank ($M = 62.86$). Following closely behind were clothes and apparels ($M = 60.38$) and electronics & gadgets ($M = 59.26$), which secured the second and third positions, respectively. Home appliances & kitchen appliances attained the fourth-highest mean rank ($M = 55.35$), while tours & travels occupied the fifth position ($M = 52.11$). Beauty & cosmetics products obtained the sixth rank ($M = 45.33$), while online job offers ($M = 40.72$) and e-commerce sites ($M = 42.33$) ranked seventh and eighth, respectively. Online games and education/movie and music were perceived as the least preferred categories, with mean ranks of 34.79 and 34.42, respectively.

Problems faced by consumers while purchasing Social Media Advertising Products.

S. No		Sum of Squares	Df	Mean Square	F	Sig.
1	False information	Between Groups 29.991 Within Groups 142.293 Total 172.284	4 150 154	7.498 0.949	7.904	0.000
2	Poor quality	Between Groups 18.636 Within Groups 130.939 Total 149.574	4 150 154	4.659 0.873	5.337	0.000

3	High price	Between Groups Within Groups Total	19.240 129.470 148.710	4 150 154	4.810 0.863	5.573	0.000
4	Fake product	Between Groups Within Groups Total	29.972 168.415 198.387	4 150 154	7.493 1.123	6.674	0.000
5	Online trap	Between Groups Within Groups Total	23.151 193.403 216.555	4 150 154	5.788 1.289	4.489	0.002
6	Confusion during purchase	Between Groups Within Groups Total	27.317 167.070 194.387	4 150 154	6.829 1.114	6.132	0.000
7	Less reliability	Between Groups Within Groups Total	27.840 144.547 172.387	4 150 154	6.960 0.964	7.223	0.000
8	Illusion of products	Between Groups Within Groups Total	24.553 152.195 176.748	4 150 154	6.138 1.015	6.050	0.000
9	Exaggeration	Between Groups Within Groups Total	23.024 189.015 212.039	4 150 154	5.756 1.260	4.568	0.002
10	Fake advertisements	Between Groups Within Groups Total	22.644 199.395 222.039	4 150 154	5.661 1.329	4.259	0.003

Significant (P Value <0.05); Not Significant (P Value >0.05)

Alternative hypothesis (H1) - There is significant relationship between Educational qualification and problems faced by consumers while purchasing social media advertising. The results of the one-way analysis of variance (ANOVA) examining the impact of various problems faced in social media advertisement on consumer perceptions revealed significant differences among the groups for each problem. This suggests that the specific issues encountered in social media advertisements have a significant influence on how consumers perceive them.

Firstly, for the problem of false information, there was a significant effect observed ($F(4, 150) = 7.904, p < .001$). Similarly, poor quality ($F(4, 150) = 5.337, p < .001$), high price ($F(4, 150) = 5.573, p < .001$), fake product ($F(4, 150) = 6.674, p < .001$), online trap ($F(4, 150) = 4.489, p = .002$), confusion during purchase ($F(4, 150) = 6.132, p < .001$), less reliability ($F(4, 150) = 7.223, p < .001$), illusion of products ($F(4, 150) = 6.050, p < .001$), exaggeration ($F(4, 150) = 4.568, p = .002$), and fake advertisement ($F(4, 150) = 4.259, p = .003$) all exhibited significant effects. Therefore the null hypothesis is rejected.

These findings imply that consumers are sensitive to a variety of problems encountered in social media advertisements, and these problems can significantly impact their perceptions. For instance, false information and exaggeration may lead to a loss of trust in advertised products or services, while poor quality and fake products may result in negative consumer experiences and potentially damage brand reputation. Similarly, high prices and the presence of online traps might deter consumers from engaging with advertisements altogether. Additionally, confusion during purchase and the illusion of products could lead to dissatisfaction and frustration among consumers.

Overall, these results highlight the importance of addressing and mitigating various issues faced in social media advertisement to ensure positive consumer perceptions and maintain brand integrity and credibility in the digital marketplace.

Consumer Attitudes Towards Social Media Advertising products

	Social media ads are helpful in creating awareness about brands	Advertisements on social media attract my attention to certain brands	I can remember several advertisements that I see on social media	I like video ads displayed on social media	Social media advertising is a viable source of information about brands	I believe that the tagline / slogan of the brand plays a role behind creating brand awareness on social media platforms	I usually like / follow a brand because of family / friends influence
Social media ads							

are helpful in creating awareness about brands	Pearson Correlation Sig. (2-tailed) N	1 155	.281 .000 155	.181 .024 155	.147 .069 155	.174 .031 155	.322 .000 155	.111 .169 155
Advertisements on social media attract my attention to certain brands	Pearson Correlation Sig. (2-tailed) N	.281 .000 155	1 .000 155	.448 .000 155	.265 .001 155	.289 .000 155	.289 .000 155	.272 .001 155
I can remember several advertisements that I see on social media	Pearson Correlation Sig. (2-tailed) N	.181 .024 155	.448 .000 155	1 .000 155	.442 .000 155	.524 .000 155	.356 .000 155	.419 .000 155
I like video ads displayed on social media	Pearson Correlation Sig. (2-tailed) N	.147 .069 155	.265 .001 155	.442 .000 155	1 .000 155	.506 .000 155	.549 .000 155	.345 .000 155
Social media advertising is a viable source of information about brands	Pearson Correlation Sig. (2-tailed) N	.174 .031 155	.289 .000 155	.524 .000 155	.506 .000 155	1 .000 155	.483 .000 155	.449 .000 155
I believe that the tagline / slogan of the brand plays a role behind creating brand awareness on social media platforms	Pearson Correlation Sig. (2-tailed) N	.322 .000 155	.289 .000 155	.356 .000 155	.549 .000 155	.483 .000 155	1 .000 155	.312 .000 155

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

Correlation is significant at the 0.05 level (2-tailed).

Represents the correlation between Consumer Attitudes Towards Social Media Advertising products of the respondents.

A Pearson correlation analysis was conducted to examine the relationships between various consumer attitudes towards social media advertising products. The results revealed several significant correlations among the variables.

The attitude that "Social media ads are helpful in creating awareness about brands" was positively correlated with "Advertisements on social media attract my attention to certain brands" ($r = .281, p < .01$), "Social media advertising is a viable source of information about brands" ($r = .174, p < .05$), and "I believe that the tagline/slogan of the brand plays a role behind creating brand awareness on social media platforms" ($r = .322, p < .01$).

Similarly, "Advertisements on social media attract my attention to certain brands" showed positive correlations with "I can remember several advertisements that I see on social media" ($r = .448, p < .01$), "I like video ads displayed on social media" ($r = .265, p < .01$), "Social media advertising is a viable source of information about brands" ($r = .289, p < .01$), and "I believe that the tagline/slogan of the brand plays a role behind creating brand awareness on social media platforms" ($r = .289, p < .01$).

Furthermore, "I can remember several advertisements that I see on social media" was positively correlated with "Social media advertising is a viable source of information about brands" ($r = .524, p < .01$) and "I believe that the tagline/slogan of the brand plays a role behind creating brand awareness on social media platforms" ($r = .356, p < .01$).

"I like video ads displayed on social media" showed positive correlations with "Social media advertising is a viable source of information about brands" ($r = .506, p < .01$) and "I believe that the tagline/slogan of the brand plays a role behind creating brand awareness on social media platforms" ($r = .549, p < .01$).

Additionally, "Social media advertising is a viable source of information about brands" was positively correlated with "I believe that the tagline/slogan of the brand plays a role behind creating brand awareness on social media platforms" ($r = .483, p < .01$).

Lastly, "I usually like/follow a brand because of family/friends influence" showed positive correlations with "I can remember several advertisements that I see on social media" ($r = .419, p < .01$), "I like video ads displayed on social media" ($r = .345, p < .01$), "Social media advertising is a viable source of information about brands" ($r = .449, p < .01$), and "I believe that the tagline/slogan of the brand plays a role behind creating brand awareness on social media platforms" ($r = .312, p < .01$).

These findings suggest significant associations between various attitudes towards social media advertising among the participants.

FINDINGS, SUGGESTIONS AND CONCLUSION

This final chapter deals with the findings, suggestions and conclusions. In every project the researcher gives findings, suggestions and conclusions. This is the back bone of every project. The findings provide what the researcher had found out as the problems and analysis in the study area. The researcher gives suggestions for the findings and the conclusions of the thesis.

SOCIO – ECONOMIC PROFILE

- The study found that, 63.7% of the respondents are Female and 35% of the respondents are Male. Majority of the respondents are Female.
- It was that 16.6% of the respondents are belonging to the age group of Below 20 years. 71.3% of the respondents are belonging the age group under 20 to 30 years. 8.9% of the age group are belonging from the age group under 30 to 40 years and 1.9% of the respondents are belonging the age group above 40 years. Majority of the respondents (71.3%) are in the age group of 20 to 30 years.
- The classification of respondents based on education shows that, 76.4% of the respondents are qualified with Undergraduate, 8.3% of the respondents are qualified with Post graduate, 3.2% of the respondents did their Higher education, 8.9% of the respondents are qualified with Professionals, 1.9% of the respondents are qualified with Diploma. Majority of the respondents are Undergraduate (76.4%).
- The study found that, 2.5% of the respondents are Government Employee, 12.1% of the respondents are Private Employee, 3.8% of the respondents are professionals, 1.9% of the respondents are home maker, 5.7% of the respondents are Business, 72.6% of the respondents are Students. Majority of the respondents are students.
- The respondents were classified based on their monthly Income, 12.1% of the respondents were earning between Rs.20,000-Rs.30,000, 52.2% of the respondents have an income below Rs.10,000, 13.4% of the respondent's monthly income ranged above Rs.30,000, 21% of the respondents were earning between 10,000-20,000.
- The table found that, 17.2% of the respondents are Married, 81.5% of the respondents are Unmarried. Majority of the respondents are unmarried.

CUSTOMER AWARENESS AMONG SOCIAL MEDIA ADVERTISING

- The data suggests that the majority of (45.2%) respondents purchase social media advertising products monthly. Nearly 33.1% of respondents purchase social media products on a weekly basis and about 10.8% of respondents purchase products rarely. Daily purchase is the least common among (6.4%) respondents. Additionally, 3.2 percentage of respondents never engage in purchasing social media advertising products at all.
- The data shows that the majority of respondents (51.0%) cited social media itself as the primary influence for purchasing social media advertising products. Additionally, friends and family play a notable role, with 19.7% and 11.5% of respondents respectively mentioning them as influencers. Colleagues have a relatively minor influence at 5.7%, and around 10.8% of respondents being influenced by their own motivations or preferences to purchase social media advertising products.
- Based on the data provided, the majority of the respondents (65%) using Instagram as the social media channel. Following closely behind, 26.8% of respondents use YouTube and 3.8% of respondents use Facebook, suggesting a relatively lower usage compared to Instagram and YouTube. Twitter, Pinterest and LinkedIn platforms have lower usage rates, with only 1.3%, 1.3% and 0.6% of respondents respectively.
- According to the data provided, Fashion accessories and Cosmetics are the most preferred types of products, with 28% and 27.4% of respondents expressing interest in staying connected with them through social media. 12.7% of respondents are interested in staying connected with health-care related products and 7.6% of respondents prefer to stay connected with apparel products through social media. These categories have slightly lower preferences, with 11.5% of respondents interested in electronics and household products.
- The survey results shows that the majority of respondents (29.3%) have encountered advertisements for mobile phones while surfing websites and 19.1% have come across advertisements for clothing sites. And then 16.6% have seen advertisements for eating app. 15.3% of respondents have encountered advertisements for E - Commerce websites. 12.1% have encountered advertisements for social networking forums. And least 6.4 percentage of users surf banking websites.

- The data shows that the highest percentage of respondents (26.8%) are most attracted to discount offers with high visibility ratings. And 26.1% of respondents are attracted by the functions of the products on advertising. 25.5% of respondents are attracted by the price of the products. Colour used in the ad (9.6%) and promotional offers (10.8%) are attracted to social media with the lowest visibility rating.

REASON FOR SELECTING SOCIAL MEDIA ADVERTISING PRODUCTS

- A Chi-Square test was conducted to examine the relationship between educational qualification and overall satisfaction with various aspects of a service.
- The Chi-Square value of 36.702 with a p-value of 0.002 indicates a significant relationship between educational qualification and satisfaction with wide area network.

- Although the Chi-Square value is 16.737, the p-value of 0.160 suggests that there is no significant association between educational qualification and satisfaction with time-saving aspects.
- With a Chi-Square value of 25.186 and a p-value of 0.170, there is no significant relationship observed between educational qualification and satisfaction with 24*7 access.
- The Chi-Square value is 14.966, and the p-value is 0.037, indicating a significant association between educational qualification and satisfaction with updated information.
- A Chi-Square value of 13.683 and a p-value of 0.022 suggest a significant relationship between educational qualification and satisfaction with the convenience of use.
- The Chi-Square value of 19.355 and a p-value of 0.048 indicate a significant association between educational qualification and satisfaction with safety and security features.
- With a Chi-Square value of 24.181 and a p-value of 0.036, there is a significant relationship observed between educational qualification and satisfaction with low cost.
- Despite a Chi-Square value of 12.458, the p-value of 0.712 suggests that there is no significant association between educational qualification and satisfaction with offers and rewards.

MOST PREFERRED PRODUCTS IN SOCIAL MEDIA ADVERTISING

A Garrett ranking analysis was conducted to evaluate consumer preferences across various product categories. The results, revealed that food and beverages emerged as the most favoured category among consumers, with the highest mean rank (62.86). Following closely behind were clothes and apparels (60.38) and electronics & gadgets (59.26), which secured the second and third positions, respectively. Home appliances & kitchen appliances attained the fourth-highest mean rank (55.35), while tours & travels occupied the fifth position (52.11). Beauty & cosmetics products obtained the sixth rank (45.33), while online job offers (40.72) and e-commerce sites (42.33) ranked seventh and eighth, respectively. Online games and education/movie and music were perceived as the least preferred categories, with mean ranks of 34.79 and 34.42, respectively.

PROBLEMS FACED IN SOCIAL MEDIA ADVERTISEMENT

The provided data presents results from an analysis of variance (ANOVA) examining the impact of various factors on consumer experiences. The factors analyzed include false information, poor quality, high price, fake product, online trap, confusion during purchase, less reliability, illusion of products, exaggeration, and fake advertisements. The ANOVA results revealed significant differences between groups for all factors examined (all $p < .01$), indicating varying impacts on consumer perceptions and experiences. Notably, false information ($F(4, 150) = 7.498, p < .001$), poor quality ($F(4, 150) = 4.659, p < .001$), high price ($F(4, 150) = 4.810, p < .001$), fake product ($F(4, 150) = 7.493, p < .001$), confusion during purchase ($F(4, 150) = 6.829, p < .001$), less reliability ($F(4, 150) = 6.960, p < .001$), illusion of products ($F(4, 150) = 6.138, p < .001$), exaggeration ($F(4, 150) = 5.756, p = .002$), and fake advertisements ($F(4, 150) = 5.661, p = .003$) significantly influenced consumer experiences. These findings underscore the importance of addressing these factors to enhance consumer satisfaction and trust in the marketplace.

CONSUMER ATTITUDES TOWARDS SOCIAL MEDIA ADVERTISING

A Pearson correlation analysis was conducted to examine the relationships between various consumer attitudes towards social media advertising products. The results revealed several significant correlations among the variables.

Consumers' belief that "social media ads are helpful in creating awareness about brands" was positively correlated with finding that "advertisements on social media attract attention to certain brands" ($r = 0.281, p < 0.001$), as well as with the perception of being able to "remember several advertisements seen on social media" ($r = 0.181, p = 0.024$).

Additionally, a positive correlation was found between this belief and the liking of "video ads displayed on social media" ($r = 0.147, p = 0.069$), perceiving social media advertising as a "viable source of information about brands" ($r = 0.174, p = 0.031$), and believing that the "tagline/slogan of the brand plays a role in creating brand awareness on social media platforms" ($r = 0.322, p < 0.001$).

However, there was a weak positive correlation between this belief and "liking/following a brand due to family/friends influence" ($r = 0.111, p = 0.169$).

The perception that "advertisements on social media attract attention to certain brands" positively correlated with all other attitudes assessed in the study.

The ability to "remember several advertisements seen on social media" was positively correlated with all other attitudes examined.

The preference for "liking video ads displayed on social media" was positively correlated with all other attitudes measured.

Perceiving "social media advertising as a viable source of information about brands" was positively correlated with all other attitudes assessed.

Believing that the "tagline/slogan of the brand plays a role in creating brand awareness on social media platforms" was positively correlated with all other attitudes examined.

The tendency to "like/follow a brand because of family/friends influence" was positively correlated with all other attitudes except for the belief that "social media ads are helpful in creating awareness about brands."

SUGGESTIONS

Most the users show interest in trying a product that is recommended on social media, it shows that people are eager to try product which is completely new to them, also can led to use of other brands apart from the brand used regularly.

The marketers can use Instagram channel to promote their product, as people prefer to spend more time on this particular social media channel.

Handful of users have stated that using social media platforms has helped in making decisions better before purchasing of the product. This might be due to the availability of information about products on social media, their reviews from various other users.

Social media sites have a large audience due to the increase in usage of social media, which is a major benefit for the companies to do their advertising on social media platforms thus increasing the brand awareness.

Using of social media for advertising helps in fast reach of the product updates and introduction of new products, since social media can be used from anywhere and anytime.

It is highly suggested to give an appropriate reply for the negative comment or feedback about the product on the brand page or post.

Consistency in posting contents gives better engagement, in certain platforms like Facebook and Instagram it is necessary to post stories multiple times a day to get maximum audience engagement.

It is suggested to know about the number of contents to be posted per day based on the features on the specific social media platform.

Majority of the users use social media for searching information about the product, so usage of hashtags on posts will add benefit. Hashtag search is been on trend for years and even now, so hashtags based on product name, brand name and its functions can be added.

Hashtags should be used appropriately based on the product and should not overpower with contents based on all new trends, it might reduce focus on posts.

Majority of the users use social media for searching information about the product, so usage of hashtags on posts will add benefit. Hashtag search is been on trend for years and even now, so hashtags based on product name, brand name and its functions can be added.

Different type of people gets attracted to different type of contents so for this purpose too content variation is significant. Taking adequate time to research about the target audience and their preferred platform is necessary. In the initial stage it is better to focus on the social media site where the target audience is already active.

CONCLUSION

The study aims to find out the consumer purchase intention and attitudes towards social media advertising. Social media advertisement is very important and it is among the most successful tool and technique in the field of every type of advertising. Social media advertisement provides marketers with an online platform to promote image and awareness among consumers. Most of the respondents have taken advertising as promotional tools that can convince the customer towards the products and sales promotion is taken as the key function of advertisements to attract them. The major findings of the study reported that the respondents are taking buying decision due to positive comments of previous users because of number of likes, follows and comments regarding the product. The study reported that posted photos and videos of products are influencing their buying decision. Further, the study concluded that the company can consider various reviews posted by the customers in order to sort out their problems, which may help them to amplify the consumer behavior towards their product in the market. It is suggested that the marketers can utilize Instagram channel to promote their product, as the customers prefer to spend more time on Instagram social media channel.

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I. ACKNOWLEDGMENT

The preferred spelling of the word “acknowledgment” in American is without an “e” after the “g”. Avoid the stilted expression, “One of us (R.B.G.) thanks...”

Instead, try “R.B.G. thanks”. Put applicable sponsor acknowledgments here; DONOT place them on the first page of your paper or as a footnote.

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