

Impact of Social Media Advertising on Customer Buying Choices

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Abstract: *In the present world, social media is revolutionizing traditional approaches to marketing and promoting products and services. The usage of social media has significantly increased during the last several years. Because social media allows people to find and compare any material, it is gradually displacing traditional media, including radio, newspapers, magazines, and television. Therefore, in order to boost the capital of the current market scenario, it is vital to build successful online marketing methods by adding more effective features to social media advertising.*

In addition to developing a new conceptual model, this dissertation looks at the theoretical contributions made to earlier studies on social media advertisements and consumer purchase choices. The main focus of this dissertation is on the attributes of online advertisements and their impact on customers' purchasing choices. Previous studies, however, have shown inconsistent characteristics of internet ads concerning customers' views and buy intentions. With reference to social media marketing, a whole new knowledge of customers' purchase intents has been developed thanks in part to this study.

Keywords: Social media advertisement, Customer purchase decision, Influence of social media

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