

Study on Impact of Social Media Advertisement on Consumer Buying Behaviour with Special Reference to Coimbatore City

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Abstract: *Social media advertising is a kind of digital marketing. To reach target audiences social media platforms are used such as Instagram, Facebook, twitter and YouTube. Marketers and advertisers can make their brands promote and inspire sales through the social media channels that users often use. The Objective of the study is identify the impact of social media advertisements on buying behaviour of consumer. The study Primary Data collected based on the structured questionnaire with the help of google form. The sample size was collected from 100 respondents. Tools used for the study is SPSS package , Chi-square test, Two-way ANOVA and Spearman's rank correlation coefficient .The study concludes that There is a significant relationship between monthly family income and level of agreeability. There is a statistical significant interaction between the effect of age and educational qualification with the level of agreeability about knowledge of social media advertisements. There is a positive correlation between the offers and discounts for social media advertisements. Thus social media advertisements creates an impact of an buying behaviour of customers..*

Keywords: Social media, Advertisements, Consumer buying behaviour