

"Impact of social media advertisement on buying behavior of youth consumers: a perspective of Pakistani university students."



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Abstract

Youth consumers play very important role in buying and selling of new products and services. Companies now try to target particularly youth consumers. Social media is very important invention and very important for companies to specifically target youth. Youth spends most of its time on social media networking sites. After passing some time social media starts affecting the youth's buying behavior. So this research was conducted to assess the impact and significance of social media advertisements on buying behavior of youth consumer.

As this study is about youth consumers so university students were chosen as representative group to collect the data. Moreover primary and secondary sources of data were used to build theoretical frame work. A questionnaire methodology was used and this questionnaire was distributed to 102 respondents in three universities. On the basis of findings of the study it is concluded that there is a significant relationship between social media advertisement of products or service and buying behavior of youth consumer.

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1 INTRODUCTION:

Now a day's social media has become very important part of communication. It's a tool through which people are linked with each other. Through social media involvement in human's life now people are more aware of other people in their society. They can share their ideas, pictures, experiences, suggestions or any kind of issues of their interest with each other. Social media plays very important role to make people more well-informed about products, services, people, celebrities, political personnel's etc. apart from all if we specifically focus on marketing aspect of social media we can find out that some time the information which we receive from social media e.g. reviews, liking and disliking of any product or service can influence on person decision power. Lots of information some time confuse the person to take decision. This could be reason that people are more relying on the social media information, they take social media as guide line of buying decision. We they want to purchase any product or service or they want to plan any trip to any location they try to find comments of people who already have experience those things. If the experienced people give the review that there experience was good and they have great fun after availing the service or after purchasing the product they are satisfied, so the person who will read that information will also have urge to buy that service or product. In fact those reviews and comments influence the person thinking and decision. Similarly if the people have bad experience of a particular product or service and they share his views on social media so this can make people to be aware of buying that product or service. So we can say that social media have some influence in decision making of person who is the user of social media networks.

On the other side of picture now a day's social media is also used for advertising the products and services. In simple words social media has become proper and effective advertising tools for the organizations. Companies on larger scale work on social media advertising and they try to get more customers through their social media techniques. For example Starbucks is heavily relying on social media advertising. They have created a