



Impact of Social Media Advertisements on Purchase Intention of the Customers

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Abstract

Social media has become the most important and popular instrument of entertainment and communication in the current world. Social media is used by teenagers to mature people, school child to heads of the countries. Social media is being used for both communication and entertainment purposes. Young people may use it for entertainment purposes mature people use it for communication purpose. Today social media is based on web sites but the concept of social media was developed before internet is invented.

Social media is use for communication purposes as mentioned in previous paragraph, business organizations have attach social media in to their communication mix. Business organizations use social media to communicate with the customers of their organizations. They use advertisements, fan pages for communicate with customers.

In this study it is focus on the effect on customers' purchase intention from the social media advertisements. For this study 120 respondents ware use as the sample. Sample ware selected from the Western province and the Southern provinces. All the respondents ware facebook users. Data collection was done using two methods first one is mail survey and the second one was an online survey. Data was analysed using SPSS 13 and Smart PLS.

Analysis of the data shows three dependant variables which are used to measure the social media advertising is having a positive and significant relationship to the dependent variable (purchase intention). According to the findings of the research there is a positive and significant relationship (6.124) between congruity of the advertisements and purchase intention of the customers, there is a positive and significant relationship (12.729) between integration of the advertisements and the purchase intention and the customers, there is a positive and significant relationship (7.983) between prominence of the advertisements and purchase intention of the customers.

Keywords: *Advertisements, Congruity, Integration, Prominence, Purchase intention, Social Media*

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