



## IMPACT OF ADVERTISEMENTS IN SOCIAL MEDIA ON PURCHASING BEHAVIOUR OF ASSOCIATE STUDENTS

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### Abstract

With the widespread use of smart phones, immediate access to information, rapid communication and social media with it, has led to changes in consumer shopping habits. Individuals are now questioning their purchasing decisions through social media, discussing within their communities or forming their preferences by advertising and campaigns of companies in social media. Companies which are aware of this, are making efforts to use the social media in a most effective way. In this study, impact of advertisements of companies in social media, also commonly used by university students, on purchasing behaviour of consumers in this group was investigated. According to the results, in social media, students do research on products, gather preliminary information by following advertisements, are affected by the comments, and evaluate the recommendations. It was also observed that the positive effect on the purchasing behaviour answered by company officials to students' questions or comments for any products.

**Keywords:** Social media, shopping, advertisements, associate students, purchasing behaviour.