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Subject

Marketing

Degree

Bs (SE)

Assignment

Question No 1

What is the impact of social media on consumer buying behavior.

Social media marketing has become the most powerful mode for companies seeking to reach out to their prospects and customers. Giving the wide reach of SMM, firms are increasingly relying on it, in order to achieve their marketing and branding objectives. By replacing the traditional ways of marketing, social media has provided new opportunities to firms to engage consumers in social interaction on the internet.

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The objective of the current study is to investigate the potential of social media marketing as an effective marketing tool that helps them to affect perception of customer and ultimately influence their advantages that companies gain by effective use of SMM. The research suggests that the engagement with SMM has a positive effect on consumers, brand awareness and purchase intentions. The article also analyses the negative influence of companies' social media activities which affect the overall commitment and involvement of the consumers. Thus the study provides a mode for uncovering managerial challenges and for planning better responses to consumer's social media activities.

Question No 2

What are the effects of advertisement on consumer brand preferences.

ABSTRACT

This dissertation is the product of contributions of ideas by the researcher and his supervisor. It is both conventional and similar to the topic of this project, the effect of advertising on consumers buying behavior in Enugu metropolis with particular reference to the Nigerian Bottling Company, bottles of Coca-Cola product is very vast and one cannot claim to have treated all the aspects or have literature involved in this topic. Withing this skeletal outline rather the researcher has selected and x-rayed the vital aspects of the topic relevant to the points she wants to investigate and bitterness. The project covers aspects like the media consumers get their product message, their P perceptiveness of

advertising message, that is either that buy the advert advertised product or not. also covered were the impact social groups and religion has on consumer buying behavior

Chapter ONE INTRODUCTION

- 1.1 Background of the Study
- 1.2 Statement of the Problem
- 1.3 Purpose of the Study
- 1.4 Scope of the Study
- 1.5 research questions
- 1.6 Significance of the Study
- 1.7 Limitation of the Study
- 1.8 References

Chapter No two

LITERATURE REVIEW.

- 2.1 Review of related literature
- 2.2 origin of Advertising
- 2.3 The media
- 2.4 Characteristics of Advertising that affect consumption

Chapter THREE

RESEARCH DESIGN AND METHODOLOGY

- 3.1 Research design
- 3.2 Area of the study
- 3.3 Population of the Study
- 3.4 Sample Size and Sample Procedure.

- 3.5 Instrument for data collection
- 3.6 Validation of the instrument

CHAPTER FOUR
DATA PRESENTATION AN ANALYSIS

- 4.1 Presentation and analysis of data
- 4.2 Summary of Results

Chapter Five
DISCUSSION, RECOMMENDATION AN
CONCLUSION

- 5.1 Discussion of Result
- 5.2 Conclusions
- 5.3 Recommendations
- 5.5 Suggestions for Future
research Reference

- APPENDICES
- APPENDIX 1 Sample of introductory letter.
 - APPENDICES 2 Sample of questionnaire