

**A PROJECT REPORT ON**  
**A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON**  
**CONSUMER PURCHASE DECISION**  
PROJECT SUBMITTED IN PARTIAL FULFILMENT FOR AWARD OF THE  
DEGREE OF  
**BACHELORS OF COMMERCE IN HONOURS**

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**2022-25**



## **CERTIFICATE**

This is to certify that the project report titled “**A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE DECISION**” submitted in fulfilment of the award of B.COM (HONOURS) degree, Department of Commerce, Osmania University, Hyderabad, was carried out by GUDABOINA ASHRITH KUMAR, GUDDE SANJEET, GUJJARI VENKATESH, GUNDRA AKSHITHA bearing hall ticket number 110022407047, 110022407048, 110022407049, 110022407050 respectively under my guidance. This has not been submitted to other University or Institution for the award of any degree/ diploma/ certificate.

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PROJECT GUIDE

**EXTERNAL EXAMINER**

## **DECLARATION**

This is to certify that the project entitled “**A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE DECISION**” is a work done by GUDBOINA ASHRITH KUMAR (110022407048), GUDDE SANJEET (110022407048), GUJJARI VENKATESH (110022407049), and GUNDRA AKSHITHA (110022407050). Under the guidance and supervision of faculty members in partial fulfillment of the requirement for the award of the degree of Bachelor in Commerce (Honours) of the Indian Institute of Management and Commerce.

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## **CONTENTS**

<b>CHAPTER NO.</b>	<b>TITLE</b>	<b>PAGE NO.</b>
<b>I</b>	<b>INTRODUCTION</b>	<b>2-19</b>
<b>II</b>	<b>LITERATURE REVIEW</b> 2.1 REVIEW OF LITERATURE 2.2 RESEARCH METHODOLOGY 2.3 DATA SOURCE	<b>20-28</b> 21-26 27 28
<b>III</b>	<b>THEORETICAL FRAMEWORK</b>	<b>29-40</b>
<b>IV</b>	<b>DATA ANALYSIS AND INTERPRETATION</b>	<b>41-56</b>
<b>V</b>	<b>FINDINGS, SUGGESTIONS AND CONCLUSION</b>	<b>57-66</b>
	<b>5.1 FINDINGS</b>	58
	<b>5.2 SUGGESTIONS</b>	59
	<b>5.3 CONCLUSION</b>	60
	<b>5.4 REFERENCES</b>	61-63
	<b>5.5 ANNEXURE</b>	64-66

## **LIST OF TABLES AND CHARTS**

<b>TABLE NO.</b>	<b>TITLE</b>	<b>PAGE NO.</b>
4.1	Age	42
4.2	Gender	43
4.3	Occupation	44
4.4	How often do you use social media?	45
4.5	Which social media platforms do you use the most?	46
4.6	How much do you spend on social media daily?	47
4.7	Have you ever purchased a product because of social media advertisement?	48
4.8	What type of social media marketing influences you the most?	49
4.9	How often do you search for product reviews on social media before purchasing?	50
4.10	What factors in social media marketing attract you to buy a product?	51
4.11	Which social media platform influences your purchase decisions the most?	52
4.12	How likely are you to purchase a product after seeing it multiple times on social media?	53
4.13	Do you trust recommendations from social media influencers?	54
4.14	Have you ever regretted a purchase made due to social media marketing?	55
4.15	What is the main reason for your regret?	56

