"Exploring the practices of sponsored advertising on social media and its impact on consumers buying behavior"

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May Allah bless all of them!

Abstract

Sponsored advertising plays an active role in milieu of any organization. Now a day, companies are using the concept of sponsored advertising for excel their products and service in the mind of consumers or capturing more consumer attention all around the globe. The thoughts related to sponsored advertising is new for companies. Today, marketing department of companies are investing huge amount on sponsored advertising to outshine their products, services, brands all around the world and meet consumer obligation and also generate more revenue. Success and failure of companies are highly dependent upon product quality and service to meet consumer's obligation.

SPSS software is used for data entry, data processing and generates statistical tests related to examining the current positions of variables in this study. Sample size is (200) two hundred respondents. The companies considered are food chain that includes Burger king, McDonald, Hardees, KFC, Pizza Hut and Dominos pizzas. The finding of this study is based on exploring sponsored advertising by using social media that directly and indirectly helpful for changing consumer buying behaviour.

Keywords: Sponsored advertising, Social media used, brand awareness, intrusive advertisement and consumer buying behaviour.

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