

Project Dissertation Report on
Impact of Facebook Advertising in consumer's
Purchase Decision

Submitted By

Vinay Sharma

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Under the Guidance of

Dr. Vikas Gupta



DELHI SCHOOL OF MANAGEMENT
Delhi Technological University

Bawana Road Delhi 110042

DECLARATION

I Vinay Sharma, student of MBA 2016-18 of Delhi School of Management, Delhi Technological University, hereby declare that project dissertation of “Impact of Facebook Advertising in Consumer’s Purchase Decision” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any Degree, Diploma and Fellowship.

(Vinay Sharma)

Place:

Date:

CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled “**Impact of Facebook Advertising in Consumer’s Purchase Decision**” is an original and bonafide work carried out by **Mr. Vinay Sharma** of MBA 2016-18 batch and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfillment of the requirement for the award of the Degree of **Masters of Business Administration**.

Signature of Guide
(Dr. Vikas Gupta)

Signature of HOD (DSM)
(Dr. Rajan Yadav)

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Vinay Sharma

EXECUTIVE SUMMARY

Facebook provides major value benefits to approaching 1 billion users around the globe. The company's service has also played an important role in catalyzing political change throughout the world, and elsewhere, with long-run economic benefits that are incalculable.

We project that Facebook's worldwide user base will have grown to 1.9 billion by the end of 2018. No other company can boast a customer base that compares with this: when measured in terms of active users, worldwide reach or user engagement time, Facebook is quite simply off the scale.

Facebook has also become deeply embedded in a bewildering range of websites and online services. Newspaper sites, music subscription services, internet television services, blogs and many other online service categories use Facebook's public APIs to embed Facebook into their own service. With 'Like' buttons, sharing features and social apps users can enjoy Facebook wherever they are on the web, and they can also enjoy the best of the web while on Facebook.

Facebook has also become an important part of the communications and marketing strategies of millions of businesses, large and small. Businesses use Facebook to keep users up to date, study user reaction to new products and measure the impact of general media events.

Facebook Advertisers are increasing day by day. Most of the advertiser knows how to target their audience and what the Facebook best practices for Facebook ads are. People are growing their business with online reach. With the Facebook subsidiaries like Instagram, Whatsapp advertiser growing at a fast level.

Now it is very important to understand that each business needs to be part of such online platforms and grow their business rapidly. Facebook Ads help them to grow. It is a unique and convenient way to reach your best potential customer throughout the world.

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