

## **BUYER'S REACTIONS TO ADVERTISEMENTS ON SOCIAL MEDIA**

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### **ABSTRACT**

*When information that is publicly available online influences a customer's purchasing choices, the consumer's behavior changes rapidly; the consumer goes from the "push" to the "pull" domain of commercial messaging. Consumers may easily compare various aspects with their competitors thanks to digital advertising. This research contributes to the development of a conceptual model of consumer willingness to accept mobile advertising. The research begins by looking at the factors that influence the adoption of both industrial and consumer mobile advertising. Second, the authors provide a conceptualization of consumer willingness to accept mobile advertising based on a review of previous research in the field. This research will look at consumer attitudes toward digital advertising and marketing, the effects of digital marketing in India, the efficacy of digital advertising and marketing in Indian car markets, and how to encourage customers to look for information online. It will also look at digital advertising and marketing issues and prospects in India. Further investigation of social media brand communication platforms may be important to users' content, especially when social media marketers connect brand messages to prospective consumers.*

**KEYWORDS:** Advertising, Consumers, Digital, Marketing, Social Media.

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