



An Examine on Impact of Social Media Advertising on Consumer Purchasing Behaviour-With Reference to Household Furniture

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Abstract— This study investigates the influence of social media advertising on consumer purchasing behavior in the household furniture sector. Employing a descriptive, survey-based quantitative approach, data were collected from 110 social media users through structured questionnaires focusing on ad exposure, perceptions, and purchase decisions. The findings reveal that platforms like Instagram and Facebook are most effective for furniture promotion, with discounts, visual appeal, and brand trust significantly impacting purchase intent. Consumers prioritize quality and durability over price, and social media reviews and influencer endorsements shape their choices. The results imply that furniture marketers should leverage targeted visual content on preferred platforms and emphasize product quality to enhance consumer engagement and drive sales. Overall, the research highlights the critical role of social media strategies in influencing high-involvement purchase decisions, offering valuable insights for optimizing digital marketing efforts in the furniture industry.

Keywords— Social Media Advertising, Consumer Purchasing Behaviour, Household Furniture, Digital Marketing, Online Consumer Behaviour, Purchase Intentions, Social Media Influence, Advertising Effectiveness, Consumer Decision-Making, Furniture Industry Marketing.

I. INTRODUCTION

In today's digital age, social media has emerged as a dominant force in shaping consumer behaviour and influencing purchasing decisions across various industries. The furniture industry, traditionally reliant on physical showrooms and word-of-mouth recommendations, is now undergoing a significant transformation with the integration of social media advertising. Platforms such as Facebook, Instagram, Pinterest, and YouTube have become powerful tools for brands to showcase their household furniture products, connect with customers, and drive sales through visually engaging and targeted campaigns.

Consumers are increasingly turning to social media not only for product discovery but also for reviews, trends, and personalized recommendations. This shift in consumer

behaviour presents both opportunities and challenges for furniture retailers, who must now craft compelling digital narratives to attract and retain customer interest. Unlike conventional advertising, social media enables two-way interaction, allowing consumers to engage with brands, share feedback, and make informed decisions influenced by peer opinions and online content.

This study aims to examine the impact of social media advertising on consumer purchasing behaviour in the context of household furniture. It explores how different elements of social media marketing—such as visual appeal, influencer endorsements, user-generated content, and targeted promotions—influence consumer attitudes and buying intentions. By focusing specifically on the furniture segment, the research seeks to provide insights into how

digital strategies can be optimized to meet the evolving expectations of modern consumers.

Understanding this dynamic is crucial for businesses striving to remain competitive in an increasingly digital marketplace. The findings of this study will be beneficial to marketers, retailers, and brand strategists aiming to align their social media efforts with consumer expectations and maximize their return on investment.

II. LITERATURE REVIEW

1. **Gupta (2024)**: Understanding consumer behavior plays a pivotal role in formulating effective marketing strategies. Emphasized that marketers must analyze the demographic characteristics of customers to predict product demand and refine their outreach strategies. Her study particularly focused on how these demographic elements influence consumer purchasing patterns within the wireless telecom sector, providing a foundation for sector-specific consumer insights.
2. **Xue et al. (2023)**: Explored the ever-evolving dynamics between social media marketing and consumer behavior, particularly within the fashion industry. Their findings underscored that rapid advancements in digital tools, including features such as shoppable posts and augmented reality (AR), continuously reshape how consumers interact with brands. Despite significant literature on the subject, they noted that gaps remain in fully understanding the influence of newer technologies on purchase decisions.
3. **McCutcheon (2022), Bell et al. (2018), and Creswell (2014)**: The importance of the theoretical frameworks in studying e-commerce in the home furnishing sector was highlighted by Cleveland and. Their research study adopted a deductive methodology, identifying gaps in existing models and emphasizing a quantitative approach to studying customer attitudes, purchasing frequency, and preferences within the online furniture market.
4. **Choudhury et al. (2021) and Cruz-Cárdenas et al. (2021)**: Jointly acknowledged transformative role of digital innovation in organizational decision-making. Their studies revealed that the external influences, including technological upgrades and social media adoption, significantly impact managerial strategies and business outcomes.
5. **Hoyer et al. (2020)**: Provided a comprehensive review of how emerging technologies—such as IoT, AR, VR, and AI-driven tools like chatbots and virtual assistants—are reshaping the customer throughout journey. Their research divided the shopping experience into pre-transaction, transaction, and post-transaction stages, highlighting the influence of these technologies across each phase.
6. **Ramya and Mohammad Ali (2018)**: Examined consumer behavior toward Amul products in Coimbatore through a survey-based approach. Their findings indicated that strong consumer engagement and brand loyalty, suggesting that refined promotional tactics could further enhance market performance.
7. **Gupta, Agarwal, and Chauhan (2016)**: The evolving impact of social media advertising on consumer lifestyles and business operations was discussed by. They observed the expanding role of social media, particularly in the Middle East, noting how platforms are not only changing personal communication but also altering traditional business models.
8. **Barhemmati et al. (2015)**: Studied the effectiveness of social media network marketing, finding a strong link between the consumer engagements on social platforms and buying behaviour. Their research, involving university students in Malaysia, revealed that digital interactions significantly influence purchase decisions.
9. **Naidu et al. (2012)**: Focused on consumer behavior in Raipur, concluding that a significant proportion of young consumers rely on online platforms to seek reviews, opinions, and feedback before making consumer purchases. Their findings support the idea that social media is an influential tool for product research and consumer education.
10. **Lastly, Varghese and Nandhini (2008)**: Examined the impact of the demographic variables on consumers' online purchase intentions. Their study also highlighted internet usage patterns, suggesting that social media engagement presents businesses with a growing opportunity to connect with and influence digital-savvy consumers.

III. RESEARCH GAP

The existing body of literature presents valuable insights into consumer behaviour, social media marketing, and technological influences across various industries. However, several key research gaps emerge when analysing the reviewed studies:

1. **Sector-Specific Deficiency – Furniture Industry**: While studies by Gupta (2024), Xue et al. (2023), and others have thoroughly examined consumer behavior and social media marketing in sectors such as telecommunications, fashion, and general e-commerce, there is a **lack of focused research on the household furniture industry**. This sector has unique buying patterns involving higher involvement, longer decision-making time, and visual-spatial

requirements, which have not been adequately explored in the context of social media advertising.

2. Limited Understanding of Social Media's Influence on High-Involvement Products:

Most existing studies (e.g., Barhemmati et al., 2015; Naidu et al., 2012) focus on low- to medium-involvement consumer goods (e.g., fashion, food products). There is a **notable gap in understanding how social media influences consumer behavior for high-involvement, durable goods like household furniture**, where visual appeal, trust, and brand credibility play a more critical role.

3. Integration of Emerging Technologies in the Furniture Sector:

While Hoyer et al. (2020) and Xue et al. (2023) discuss the role of emerging technologies (AR, VR, chatbots, etc.), there is **inadequate exploration of how these tools specifically impact consumer engagement and purchase intention in the household furniture domain**, especially through social media platforms.

4. Geographical and Demographic Contexts Are Underexplored:

Studies such as those by Ramya & Mohammad Ali (2018) and Varghese & Nandhini (2008) highlight localized consumer behavior patterns. However, there is **limited research on how regional demographic factors (e.g., urban vs. rural consumers, age, income levels) influence social media-driven purchasing decisions for household furniture** in specific markets like India.

5. Lack of Comprehensive Theoretical Models Tailored to Furniture E-commerce:

As noted by McCutcheon et al. (2022), existing theoretical models may not fully capture the dynamics of online consumer behavior in the furniture sector. There is a **need to develop or adapt theoretical frameworks** that integrate social media variables with consumer behavior specific to high-involvement product categories like furniture.

6. Gap in Studying the Full Consumer Journey via Social Media:

Hoyer et al. (2020) segmented the consumer journey into pre-, during-, and post-purchase stages. However, **limited research maps how social media advertising affects each stage of this journey specifically for furniture buyers**, where post-purchase satisfaction, delivery, and product setup may be particularly influential.

Statement of the Problem:

Despite the increasing reliance on social media platforms for marketing and customer engagement, there is a significant gap in understanding how social media advertising influences consumer purchasing behavior specifically in the **household furniture industry**. Most existing research focuses on low- to medium-involvement products such as fashion and food items, leaving the

dynamics of high-involvement, durable goods like furniture underexplored.

The **household furniture sector** presents unique consumer behavior characteristics—such as extended decision-making processes, reliance on visual-spatial assessment, and a strong need for trust and brand credibility—that differ significantly from other product categories. However, current studies fail to address how these specific attributes interact with social media advertising strategies, including the use of emerging technologies like augmented reality (AR), virtual showrooms, and influencer marketing.

Furthermore, **demographic and regional factors**, especially in developing countries like India, are insufficiently studied in relation to social media-driven purchasing decisions for furniture. The absence of a **comprehensive theoretical framework** that captures the full consumer journey—from product discovery to post-purchase satisfaction—further highlights the need for focused research in this area.

Therefore, the problem lies in the **lack of sector-specific, technology-integrated, and demographically contextualized studies** that examine how social media advertising affects consumer purchase behavior in the household furniture market. Addressing this gap is essential for marketers and businesses aiming to design more effective digital strategies and enhance customer engagement in this high-involvement product category.

Need For the Study:

In recent years, social media has become a major platform for communication, entertainment, and business. People spend a lot of time on platforms like Facebook, Instagram, Twitter, and YouTube, where they are constantly exposed to advertisements. Many furniture companies are now using these platforms to promote their products because it helps them reach a large number of people quickly and cost-effectively.

Household furniture is an important part of every home, and buying it usually involves careful thought and planning. Social media ads can influence how people view different brands, compare prices, look at designs, and finally make a decision to purchase. This study is important to find out how much social media advertising actually affects consumer behavior when it comes to buying furniture.

Objectives of the Study:

- To identify the most effective social media platforms for advertising household furniture
- To study the impact of social media advertising on consumer buying behaviour on household furniture

- To analyse the factors influencing consumers in purchasing furniture

Scope of the Study:

This study focuses on understanding how social media advertising affects consumer purchasing behavior, especially when it comes to household furniture. It looks at how people react to furniture ads on platforms like Facebook, Instagram, and YouTube whether these ads influence their interest, preferences, and final decision to buy.

The study is limited to household furniture only and does not include other product categories. It mainly targets social media users who are potential or actual buyers of furniture. The research will also look into different factors such as age, income, and online habits to see how these affect purchasing decisions.

This study can help furniture businesses improve their social media marketing strategies and understand what consumers are looking for. It also helps highlight the changing trends in advertising and consumer behavior in the digital age.

Hypotheses of the Study:

H1: There is a significant difference in the effectiveness of various social media platforms (such as Facebook, Instagram, Pinterest, and Twitter) in driving consumer engagement and purchase intent for household furniture.

H0: There is no significant difference in the effectiveness of various social media platforms (e.g., Instagram, Facebook, Pinterest, Twitter) for advertising household furniture.

Limitations of the Study:

1. **Limited Geographic Scope:** The study is restricted to a specific region or the location, so the findings may not fully represent consumer behavior in other areas or countries.
2. **Sample Size Constraints:** Due to the time and resource limitations, the study uses a limited number of respondents, which may affect the overall accuracy and generalizability of the results.
3. **Platform Bias:** The study mainly focuses on a popular platforms like Facebook and Instagram, possibly overlooking the impact of emerging or less commonly used platforms like Pinterest or Snapchat in furniture marketing.
4. **Changing Digital Trends:** Social media is most rapidly evolving, and trends or features may change quickly, making the findings less relevant over time.

5. **Product-Specific Behaviour:** The results are specific to household furniture's and may not apply to other product categories with different buying behaviors or emotional connections.

IV. RESEARCH METHODOLOGY

1. Research Design: The study will adopt a **descriptive and analytical research design** to understand and evaluate the impact of social media advertising on consumer purchasing behavior specific to household furniture. This design enables the collection and interpretation of both quantitative and qualitative data to draw insights about consumer attitudes, preferences, and decision-making processes.

2. Research Approach: A **quantitative research approach** will be used, supported by a **survey-based method** to gather data from a large sample of respondents. The approach is suitable for identifying patterns, measuring perceptions, and statistically testing the relationship between social media advertising and purchasing decisions.

3. Sampling Method:

- **Sampling Technique:** **Non-probability convenience sampling**
- **Sample Size:** Approximately **110 respondents**, including individuals who have purchased or considered purchasing household furniture through online platforms influenced by social media ads.
- **Target Population:** Social media users (age 18 and above) residing in urban and semi-urban areas, with recent or intended furniture purchase experience.

4. Data Collection Method:

- **Primary Data:** Collected through a **structured questionnaire**, distributed via online platforms such as Google Forms, WhatsApp, Instagram, and email. The questionnaire will include both **closed-ended** (Likert scale, multiple-choice) and **demographic** questions.
- **Secondary Data:** Collected from relevant sources such as academic journals, research articles, industry reports, and social media marketing case studies related to the furniture industry.

5. Research Instrument:

A **structured questionnaire** will be developed covering the following sections:

- Demographic profile of the respondents (age, gender, income, location, etc.)
- Social media usage patterns
- Exposure to furniture-related social media ads
- Consumer perception of ad content (credibility, visual appeal, trust)
- Influence of ads on purchasing decisions (interest, intent, and final purchase)
- Post-purchase satisfaction and feedback

6. Data Analysis Techniques: Collected data will be analyzed using **statistical tools** such as:

- **Descriptive statistics** (mean, frequency, percentage)
- **Correlation analysis** to identify relationships between social media advertising and purchase behaviour
- **Regression analysis** to examine the impact of independent variables (ad elements) on the dependent variable (purchasing behaviour)
- Software tools such as **Excel** used for analysis.

7. Limitations of the Methodology:

- Results may not be fully generalizable due to the use of convenience sampling.
- Responses may be subject to personal bias or misinterpretation of questions.
- Reliance on self-reported data may lead to inaccuracies.

8. Ethical Considerations:

- Respondents will be informed about the purpose of the study.
- Participation will be voluntary and anonymous.
- Data collected will be used strictly for academic and research purposes.

This research methodology is designed to generate actionable insights into how social media advertising influences consumer purchasing decisions in the household furniture sector, helping marketers refine their strategies accordingly.

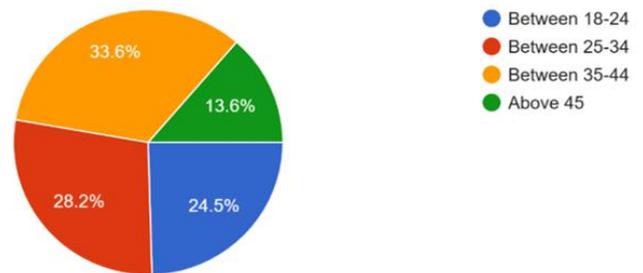
V. DATA ANALYSIS & INTERPRETATION

For the data analysis and interpretation, the data is collected through questionnaire survey. The form is randomly given to some customers who are the customers of household furniture's. There are multiple choice questions in this form. This study was to know about the customer purchasing

behavior towards household furniture. The questions were asked related to household furniture products and services consumed by their customers. Only percentage of customer's responses to total responses were considered for analysis and interpretation. In my survey I have interacted with 110 customers to know the impact of social media advertisements on consumer purchasing behavior towards household furniture products and to know suggestions to improve products and services of household furniture's.

1. Age?

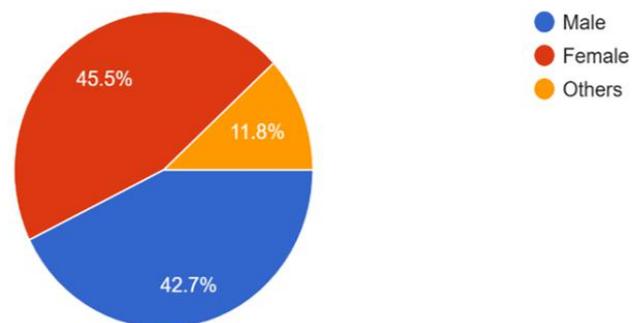
Age	Respondents	Percentage
Between 18-24	24.5%	24.5%
Between 25-34	28.2%	28.2%
Between 35-44	33.6%	33.6%
Above 45	13.6%	13.6%
Total	100%	100%



Interpretation: Out of 110 customers 33% of respondents are of between 35-44 age and 13% of the respondents are of above 45 age

2. Gender?

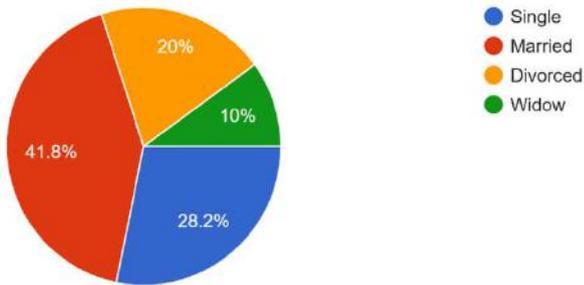
Gender	Respondents	Percentage
Male	42.7%	42.7%
Female	45.5%	45.5%
Others	11.8%	11.8%
Total	100%	100%



Interpretation: Out of 110 customers 45 % of respondents are female and 42% of customers are male and 13% of respondents are others

3. Marital Status?

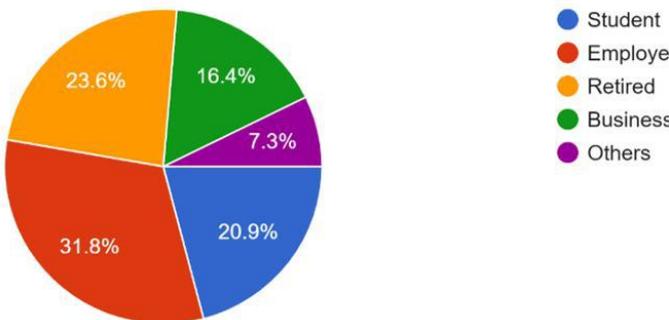
Marital status	Respondents	Percentage
Single	28.2%	28.2%
Married	41.8%	41.8%
Divorced	20%	20%
Widow	10%	10%
Total	100%	100%



Interpretation: Out of 110 customers 41% of respondents are married and 20% are divorced and 10% are widow and 28% of respondents are single

4. Occupation?

Occupation	Respondents	Percentage
Student	20.9%	20.9%
Employee	31.8%	31.8%
Retired	23.6%	23.6%
Business	16.4%	16.4%
Others	7.3%	7.3%
Total	100%	100%

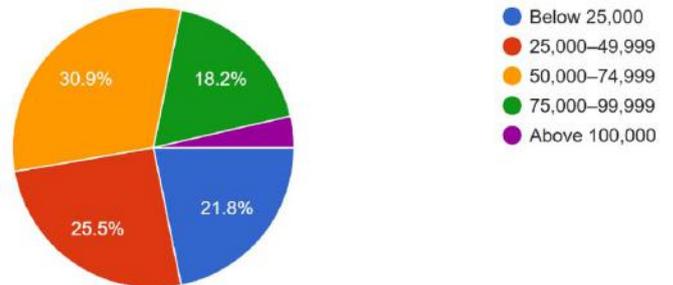


Interpretation: Out of 110 customers 31% of respondents are employees and 23% are retired and 7% are other occupations and 20% are students

5. Monthly Income?

Monthly	Respondent	Percentage
Below	21.8%	21.8%

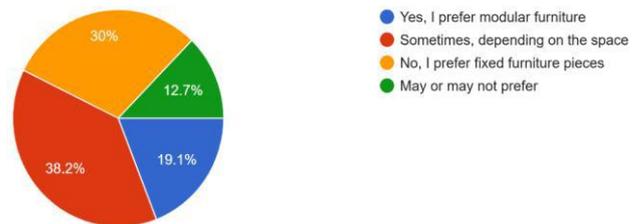
25,000–	25.5%	25.5%
50,000–	30.95	30.95
75,000–	18.2%	18.2%
Above	3.6%	3.6%
Total	100%	100%



Interpretation: Out of 110 customer 21% respondents are below 25000 of income is earning and 30% of respondents are earning 50-74000 of income monthly and only 3% of respondents are earning more than 1lakh

6. Do You Prefer Modular Furniture (E.G., Sectional Sofas, Modular Storage Units) For Its Flexibility And Customization? ()

Particulars	Respondents	Percentage
Yes, I prefer	19.1%	19.1%
Sometimes,	38.2%	38.2%
No, I prefer	30%	30%
May or may not	12.7%	12.7%
Total	100%	100%

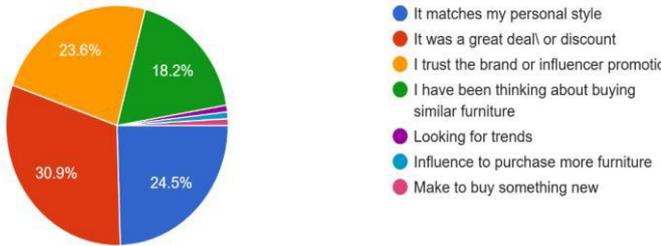


Interpretation: Out of 110 respondents 38% of respondents are preferring the modular furniture by depending on space and only 12% of respondents are prefer are may not prefer

7. What Is The Primary Reason For Making A Furniture Purchase Influenced By A Social Media Ad? ()

Particulars	Respondent	Percentage
It matches	24%	24%
It was a great	31%	31%
I trust the	24%	24%
I have been	18%	18%
others	3%	3%

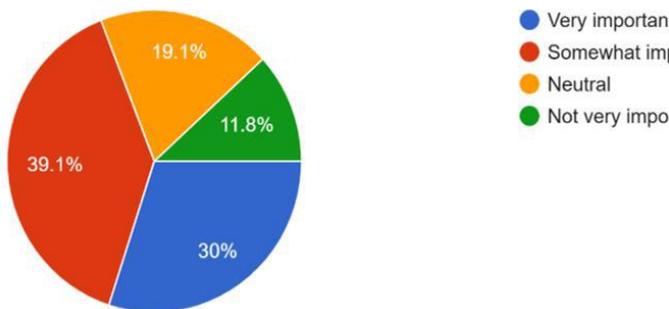
Total	100%	100%
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Interpretation: Out of 110 respondents 31% of respondents are going to purchase for the discounts and in great deals and only 18% of respondents are purchasing for similar furniture and 3% are for other reasons

8. How Important Is The Visual Appeal Of The Furniture When Making A Decision Based On Social Media Ads? ()

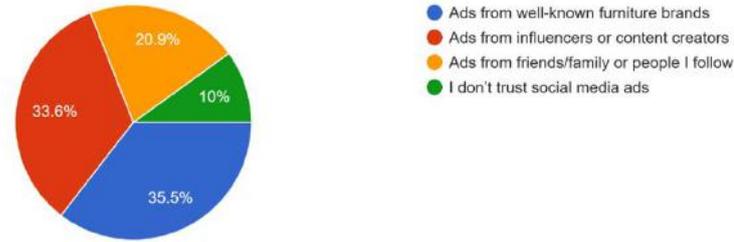
Particulars	Respondent	Percentage
Very	30%	30%
Somewhat	39.1%	39.1%
Neutral	19.1%	19.1%
Not very	11.8%	11.8%
Total	100%	100%



Interpretation: Out of 110 respondents 39% of respondents are making decision of purchase by consider somewhat important and only 11% of respondents are saying as not very important

9. Which Type Of Social Media Advertisement Do You Trust The Most When Making A Furniture Purchase Decision? ()

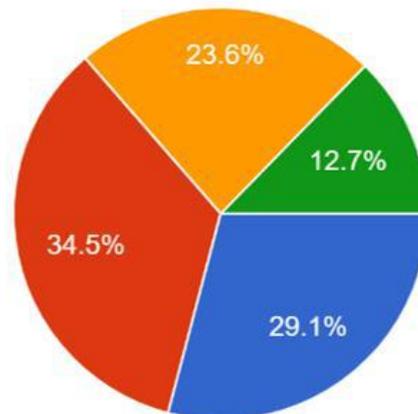
Particulars	Respondent	Percentage
Ads from well-	35.5%	35.5%
Ads from influencers or content creators	33.6%	33.6%
Ads from friends/family or people I follow	20.9%	20.9%
I don't trust	10%	10%
Total	100%	100%



Interpretation: Out of 110 customers 35% of respondents are having trust as ads from well known furniture brands and 10% of respondents don't trust social media ads

10. What Factors In A Social Media Ad Make You More Likely To Purchase Furniture? ()

Particulars	Respondents	Percentage
Attractive visuals or design	29.1%	29.1%
Discount offers or promotions	34.5%	34.5%
Positive customer reviews	23.6%	23.6%
Limited time offers	12.7%	12.7%
Total	100%	100%



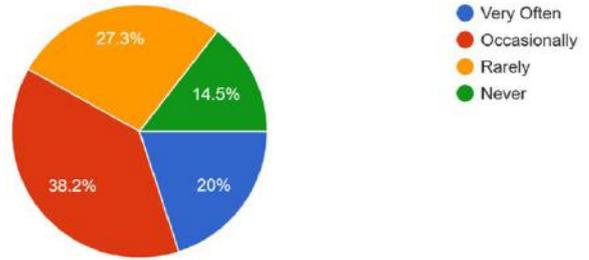
Interpretation: Out of 110 respondents 34% of respondents are going for discount and offers and 12% of respondents are going for limited time offers

11. How Likely Are You To Purchase Household Furniture Based On An Advertisement You Saw On Social Media? ()

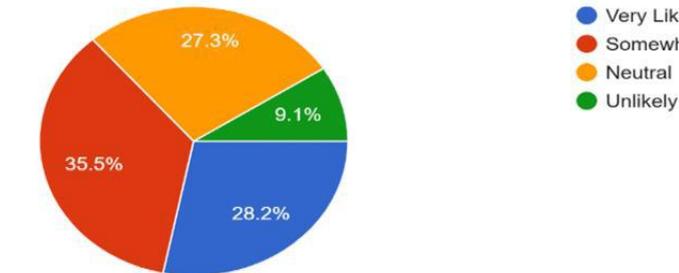
Particulars	Respondents	Percentage
Very likely	28.2%	28.2%
Somewhat	35.5%	35.5%
Neutral	27.3%	27.3%
unlikely	9.1%	9.1%

Total	100%	100%
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Particulars	Respondents	Percentage
Very often	20%	20%
Occasionally	38.2%	38.2%
Rarely	27.3%	27.3%
Never	14.5%	14.5%
Total	100%	100%



Interpretation: Out of 110 customers 38% of respondents are occasionally watching the ads related to household furniture and 14% of respondents are never watched the ads



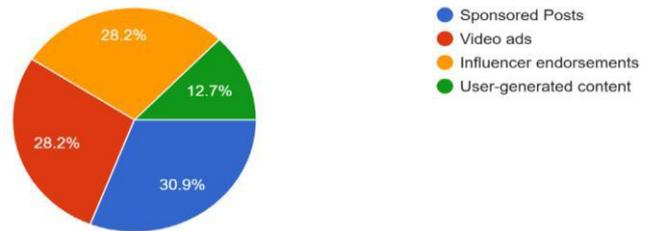
Interpretation: Out of 110 customers 35% of respondents are somewhat likely to purchase the furniture by the media ads and only 9% of respondents are unlikely to purchase

12. Have You Ever Purchased Household Furniture After Seeing An Advertisement On Social Media? ()

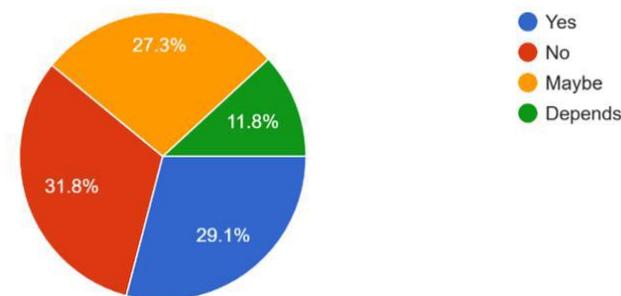
Particulars	Respondents	Percentage
Yes	29.1%	29.1%
No	31.8%	31.8%
May be	27.3%	27.3%
Depends	11.8%	11.8%
Total	100%	100%

14. What Type Of Advertisements Do You Engage Most On Social Media? ()

Particulars	Respondents	Percentage
Sponsored posts		
Video ads		
Influencer		
User-generated		
Total		



Interpretation: Out Of 110 Customers 30% of Customers Are Engaged With the Sponsored Posts and Only 12% of Respondents Are Engaged With User Generated Content

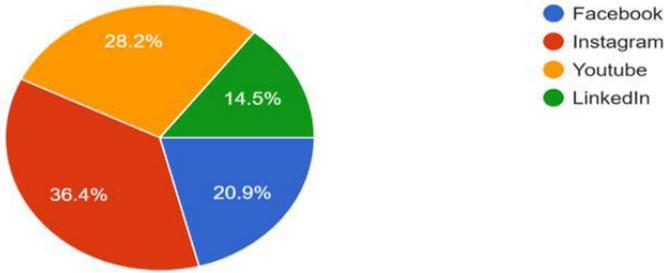


Interpretation: Out of 110 customers 31% of respondents are not purchased furniture by seeing the ads and 29% of respondents are purchased by seeing the ads and 11% are depends

15. Which Social Media Platform Do You Find Most Effective For Discovering Household Furniture Advertisements? ()

Particulars	Respondents	Percentage
Facebook	20.9%	20.9%
Instagram	36.4%	36.4%
YouTube	28.2%	28.2%
LinkedIn	14.5%	14.5%
Total	100%	100%

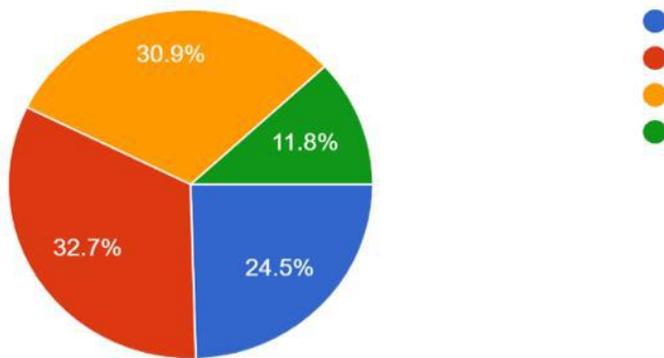
13. How Often Do You See Advertisements Related To Household Furniture On Social Media? ()



Interpretation: Out of 110 customers 36% of respondents are finding Instagram is most effective platform for advertising and 14% of respondents are finding in LinkedIn

16. What Is The Most Important Factor When Deciding To Purchase Household Furniture? ()

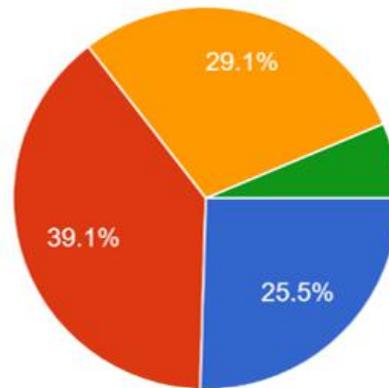
Particulars	Respondents	Percentage
Price		
Quality &		
Design &		
Customer		
Total		



Interpretation: Out of 110 customers 32% of respondents are saying quality and durability is most important factor to decide to purchase and 11% of respondents are saying customer reviews and ratings

17. How Much Does The Price Of Furniture Influence Your Decision To Purchase It? ()

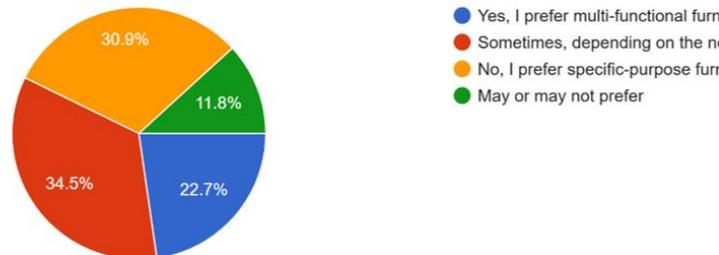
Particulars	Respondents	Percentage
Very strongly	25.5%	25.5%
Somewhat	39.1%	39.1%
Neutral	29.1%	29.1%
Not much	6.3%	6.3%
Total	100%	100%



Interpretation: Out of 110 customers 39% of respondents find price of furniture influence to purchase and 6% of respondents finding not much influence

18. Do You Prefer To Buy Furniture That Offers Multi-Functionality (E.G., Storage Ottomans, Sofa Beds)? ()

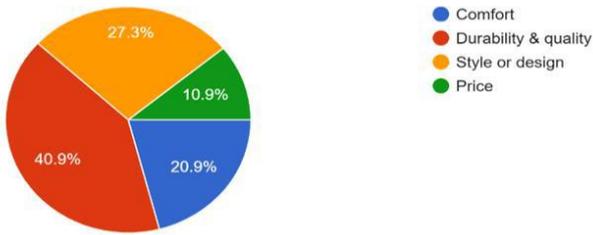
Particulars	Respondents	Percentage
Yes, I prefer	22.7%	22.7%
Sometimes,	34.5%	34.5%
No, I prefer	30.9%	30.9%
May or may not	11.8%	11.8%
Total	100%	100%



Interpretation: Out of 110 Customers 34% of Respondents Are Depending On the Need of the Furniture And 11% of Respondents Are May or May Not

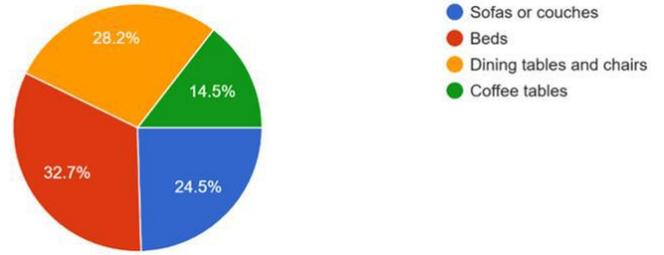
19. What Is The Most Likely Factor You Consider When Selecting Furniture For Your Home? ()

Particulars	Respondents	Percentage
Comfort	20.9%	20.9%
Durability &	40.9%	40.9%
Style or design	27.3%	27.3%
Price	10.9%	10.9%
Total	100%	100%



Coffee tables	14.5%	14.5%
Total	100%	100%

Interpretation: Out of 110 customers 40% of the respondents considering that quality and durability is the most important factor and 10% of respondents are of price



20. Which Type Of Furniture Do You Purchase Most Frequently For Your Home? (

Interpretation: Out of 110 customers 32% of customers purchase beds more frequently and 14% of respondents purchase coffee tables

Particulars	Respondents	Percentage
Sofas or	24.55	24.55
Beds	32.7%	32.7%
Dining tables	28.2%	28.2%

VI. STATISTICAL ANALYSIS

Chi square calculation

effective social media	Observed value	Expected value	x2
Facebook	24	34	2.941176
Instagram	37	34	0.264706
YouTube	28	34	1.058824
LinkedIn	14	34	11.76471
Others	7	34	21.44118
Total	110	110	37.47059

X2 table value	X2 calculated value
9.488	117.7059

As table value is less than calculated value. We reject H0 (null) and accept H1 (alternative)

Note:-
$x^2 = \text{chi square}$
O = Observed value
E = Expected value
Formula:- " $\frac{(O-E)^2}{E}$ "
Degree of freedom :-4
Significance :- 0.05

VII. FINDINGS

- Mostly 31% of customers are going to purchase for the discounts and in great deals and only 18% of customers are purchasing for similar furniture
- Almost 39% of respondents are making decision of purchase by consider somewhat important
- Above 35% of respondents are having trust as ads from well-known furniture brands and 10% of respondents don't trust social media ads
- Mostly 34% of respondents are going for discount and offers and 12% of respondents are going for limited time offers
- 32% of customers purchase beds more frequently and 14% of respondents purchase coffee tables
- 40% of the respondents considering that quality and durability is the most important factor and 10% of respondents are of price
- Almost 36% of respondents are finding Instagram is most effective platform for advertising
- 38% of respondents are occasionally watching the ads related to household furniture and 14% of respondents are never watched the ads
- Above 31% of respondents are not purchased furniture by seeing the ads and 29% of respondents are purchased by seeing the ads and 11% are depends

VIII. SUGGESTIONS

1. Give Discounts: Most people buy furniture when there are discounts or deals, so keep offering good promotions.
2. Make Ads Helpful: Many people think ads are somewhat important. So, make ads that are informative and not too pushy.
3. Build Trust: People trust ads from well-known brands. Show your brand's reliability with reviews and customer stories.
4. Show Popular Items: Beds are the most purchased furniture. Promote beds more and suggest matching products.
5. Talk About Quality: Most customers care about quality and durability more than price. Focus on showing how strong and long-lasting your furniture is.
6. Use Instagram: Instagram is the most effective platform for furniture ads. Post more often there with eye-catching photos and videos.
7. Reach Occasional Viewers: Since many people see ads only sometimes, make your ads short, clear, and easy to understand when they do appear.
8. Make It Easy to Buy: Not everyone buys from ads. Make it simple for people to go from seeing the ad to

buying, like offering first-time discounts or one-click shopping.

IX. CONCLUSION

This research study explored how social media advertising affects consumer buying behaviour, specifically for household furniture. The results shows that platforms like Instagram and Facebook are the most effective for promoting furniture, mainly because they allow for attractive images and targeted ads.

Social media ads strongly influence how the people make furniture purchases. They help raise awareness, build interest in brands, and encourage people to buy. Features like customer reviews, ratings, influencer posts, and personalized ads play a big role in shaping decisions.

This study also found that several factors influence consumers when buying furniture online. These include the price, quality, design, social media feedback, and the ease of shopping through these platforms. People often rely on what others say and how the furniture's looks online before making a decision.

In summary, social media advertising has a strong impact on how people shop for household furniture. To get better results, businesses should focus on the most used platforms, share engaging content, and connect with their audience in a more personal and visual way.

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