

ABSTRACT

The study involves determination of the factors that leads to users getting benefit from the advertisement on Facebook and also tries to analyse the user base in terms of age group, income, time spent and various other factors to avail the benefits of advertisement on Facebook. The study is based on data collected through sample survey from number of users of Facebook. It gives a helpful insight on targeting the right group of users (segregation being done in terms of active hours on Facebook, age group, income etc.) in terms of product category which will also lead to the prospect of better revenue. Also factors like time spent in terms of hours by each user are analysed and a relationship is drawn between impacts of those factors on advertisement. The important result obtained from this study is the effective use of Facebook by some of the users which we have termed as effective users. We hope that the study will prove beneficial for the marketers advertising on Facebook who are willing to find a target audience for selling their products.