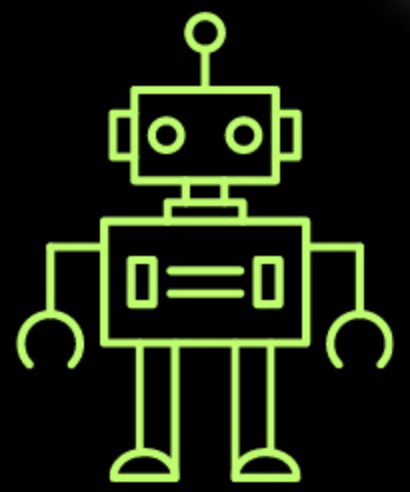


1. Introduction

Social media has become a popular marketing strategy for businesses due to its efficiency, affordability, and ability to reach billions of users. As social media continues to integrate into our lives, understanding its impact on consumer behavior and purchase decisions is crucial for businesses to optimize their marketing strategies.



2. Problem

The effectiveness of social media advertising in shaping consumer purchasing behavior remains a topic of debate. This study aims to address this research gap by investigating the impact of social media advertising on consumer behavior and predicting it using machine learning techniques.



TOPIC

**Understanding Business Strategy
in Social Media Advertising:
Customer Purchase Behaviour**

3. Objectives

The study aims to advance social media advertising research, enhance the effectiveness of social media advertising, and provide valuable insights for businesses and consumers by predicting consumer purchase behavior using machine learning techniques.

- advance social media advertising research,
- enhance the effectiveness of social media advertising,
- and provide valuable insights for businesses and consumers by predicting consumer purchase behavior using machine learning techniques.



LOADING.....



5. Findings

Our study provides valuable insights into the factors influencing consumer behavior in social media advertising. The findings reveal that clicks, impressions, social media channels, and gender are critical predictors of consumer behavior. Clicks and impressions are the most influential factors, while TikTok user data proves valuable in our prediction process. Additionally, male users' purchase behavior is found to be more predictable than female users.

4. Methodology

Our research employs RapidMiner and various classification algorithms including decision tree, random forest, ANN, Naive Bayes and K-NN on a combination datasets to build a prediction model to understand the relationship between purchasing behavior and social media advertising. Besides, we preprocess the data and adopt cross validation to ensure the accuracy and prevent overfitting.