

[From the advertisements in SNS, I learn about fashions and what to buy to impress others.]	23(12.88)	5(2.8)	14(7.84)	14(7.84)
[Learning to shop on the SNS is easy for me.]	32(17.92)	3(1.68)	12(6.72)	8(4.48)
[It is not difficult to get shopping on the SNS to do what I want to do.]	23(12.88)	3(1.68)	16(8.96)	13(7.28)
[Shopping on the SNS is useful for me.]	18(10.08)	4(2.24)	20(11.2)	13(7.28)
[Shopping on the SNS makes my life easier.]	31(17.36)	2(1.12)	14(7.84)	8(4.48)
[I find shopping on the SNS enjoyable.]	29(16.24)	2(1.12)	16(8.96)	8(4.48)
[I find shopping on the SNS interesting.]	23(12.88)	2(1.12)	20(11.2)	10(5.6)
[Using credit cards to make purchases on the SNS would be safe.]	18(10.08)	11(6.16)	21(11.76)	5(2.8)
[Payment by cash on delivery method would be protective.]	22(12.32)	0(0)	11(6.16)	22(12.32)
[It is possible for me to will buy a product on SNS in the near future.]	28(15.68)	4(2.24)	14(7.84)	9(5.04)
[The probability that I would consider buying product in SNS is high.]	20(11.2)	5(2.8)	24(13.44)	7(3.92)

[I purchase the product through SNS even if the price of the product is comparatively high.]	19(10.64)	11(6.16)	15(8.4)	7(3.92)
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5.12 Challenges faced in personal life through social media.

Table: 5.12 Challenges faced in personal life through social media.

	Agree	Disagree	Neutral	Strongly agree
[I sometimes neglect important things because of an involvement in Social Networking Sites]	34(19.04)	3(1.68)	12(6.72)	7(3.92)
[I sometimes disconnect with my important relationship]	16(8.96)	6(3.36)	21(11.76)	13(7.28)
[I feel huge addiction of SNS.]	25(14)	4(2.24)	15(8.4)	9(5.04)
[I feel waste the important time.]	24(13.44)	8(4.48)	12(6.72)	11(6.16)
[I realize that health problems arise.]	27(15.12)	5(2.8)	18(10.08)	6(3.36)
[I Feel more dependence on virtual relationships]	19(10.64)	7(3.92)	23(12.88)	7(3.92)
[I realize that SNS impact on the attitude.]	30(16.8)	3(1.68)	14(7.84)	8(4.48)

[I feel that social life disturbs.]	27(15.12)	2(1.12)	20(11.2)	4(2.24)
[I perceive that SNS learning impact on stimuli.]	26(14.56)	2(1.12)	21(11.76)	5(2.8)
[I sense that the SNS slow virus in life.]	19(10.64)	3(1.68)	19(10.64)	13(7.28)

Conclusion

In the study the topic selected for research is a study regarding customer attitude towards advertisement and challenges facing through Social Networking website and then the main study focuses on three main dimensions first is the perception for degree of agreement, Second is customer attitude towards advertisement on SNS and Third is Challenges faced in personal life through social media and all are connected social networking websites. The study done on 56 respondents by convinces sampling technique and area selected Kurukshetra and Karnal. The age group more of 76.8% are <25 years, then Rs50, 000 of monthly family income persons are 53.6%. According to the demographic information the female are more involved in study. Social-network services are web-based and provide means for users to interact over the Internet, such as by e-mail, by instant messaging and through online forums.

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