



A Study on Effectiveness of Advertisements In Social Media

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ABSTRACT

Social media is used by billions of people around the world and has fast become one of the defining technologies of our time. Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Due to its dynamic and emergent nature, the effectiveness of social media as a marketing communication channel has presented many challenges for marketers. It is considered to be different to traditional marketing channels. Social Medias' are increasingly replacing traditional media, and more consumers are using them as a source of information about products, services and brands. The purpose of this paper is to focus on where to believe the future of social media lie when considering consumer products. The Paper followed a deductive approach and this paper attempts to review current scholarly on social media marketing literature and research, including its usage, benefits and downsides. As a result of the comprehensive analysis, it undoubtedly displays that social media is a significant power in the present marketing scene.

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I. INTRODUCTION

A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. Social media is the collective of online communications way dedicated to community-based input, interaction, content sharing and collaboration. Social media has different forms, together with blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make a connection. There are two types of social media users; digital natives and digital immigrants. Digital natives are the ones who were born after 1980; they came to this world when the digital media existed. Digital immigrants are the ones who were born before 1980 and introduced their lives to digital media. Facebook, Twitter, LinkedIn, Reddit, Pinterest, etc. are popular social media. Nowadays social media is becoming an integral part of life online as social websites and applications proliferate. Now one of the main reasons of using social media by the company to customer engagement. People using social media give like, comments about the products or service and expressing their views. Then people also share their feelings about the products to their friends, family, colleagues and more customers and client are engaged. Ultimate aim of company is served.

OPPORTUNITY OF SOCIAL MEDIA

In business, social media is used to market products, promote brands, connecting to current customers and foster new business. Company makes business decision interpreting the data from blogs and social media which is called social media analytics. Social networking to help a company increase brand exposure and broaden customer reach. With the help of social media optimization (SMO) drawing new and unique visitors to a website. Social media platforms help an organization stay close to their customers and make it easier to conduct research that they can use to improve business processes and operations.

OBJECTIVE OF THE RESEARCH

The study is conducted with the following objectives:

- 1) To understand the demographic factors of the respondents.
- 2) To understand the credibility of social media advertising
- 3) To know the customer engagement with the social media advertising

4) Examine and evaluate the effectiveness of social media marketing to promote products and services

STATEMENT OF THE PROBLEM

The research pertains to finalize the effectiveness of advertisements in social media with 100 selected respondents'. The study on effectiveness of advertisements in social media helps to know:

- 1) What type of social media platform is effective to reach the target market?
- 2) How the social media advertising is influential to customers?
- 3) How far the social media advertising promote the products and customers?

II. LITERATURE SURVEY

According to Cox, Sarah (2012), it was essential that small businesses understand today's social media driven environment. They should also know the strategies behind using social media such as Facebook and Twitter for growing their business and to stay competitive and reach their target markets. However, many small businesses did not have a strategy when they began using social media.

Social media has been used as a major marketing platform in the past few years. Minton (2012) describes in detail about how social media has become more effective in terms of different ways of communication. Minton (2012) mentions how social media has increased to the point that it is now involved in the workplace. Many companies have utilized social media strictly for marketing purposes. Studies have been conducted and results show that marketing through social media has led to more success with various companies. Careers Along with marketing, a great amount of job opportunities has opened up from social media.

Social media is a term that academics and professionals use to describe this media. One of the basic definitions of social media is "sites where users actively participate to determine what is popular" ("SEMPO," 2017), and another definition is "a platform for interaction and networking" (Eisenberg, 2008). Social media is beginning to be considered as an important marketing tool in digital economies for companies.

The social media literature gives special emphasis to consumers in the B2C context (Michaelidou, Siamagka, & Christodoulides, 2011). In other words, researchers have focused more on the user side rather than on the companies' views (Jussila, 2015, p. 3). B2C companies are aware of the importance of social media and desire to reach consumers by using social media channels (SMCs). They use social media to attract new customers, develop relationships, and increase awareness.

According to the American Marketing Association, social media marketing refers to promoting business products or services through effective social media platforms (AMA, 2021).

As social media ad content demonstrates an appropriate medium for such goal by its format which maintains both execution of personal contacts and besides product information mostly provided as pictures and videos, consumers intentionally looking for it (Dao et al., 2014; Hamouda, 2018).

III. METHODOLOGY

1. RESEARCH DESIGN

The research design is a conceptual structure within which the research is conducted. It constitutes the blue print for the collection, measurement and analysis of data. Research design can be defined as the arrangement of conditions for the collection and analysis of data in a manual that aims to combine relevance to the research purpose with economic in procedure. The present study is a descriptive research design, and includes survey of different kinds. The validity of any research was based on the systematic method of data collection and analysis. The present study used both primary as well as secondary data. The present study deals with the various demographic variables and respondents' satisfaction level towards social media advertising. In order to acquire the information during the preliminary phase of the study researcher met young consumers. The pilot study gave direction to the researchers to fix the aim, the objectives of the study and the feasibilities of the study. The discussion with the consumers encouraged to formulate the research problem.

SAMPLE DESIGN

Simple random sampling method was used to collect the pertinent data from the respondents. The sample for the study were 100 selected respondents.

NATURE OF DATA

The study used both primary as well as secondary data.

Primary Data

The primary data are those which are collected fresh and for the first time thus happen to be original in chapter. The basic information that is collected by the research from the respondent is the primary data. Primary data is collected from the respondents through structured questionnaire. The primary data is collected from the respondents. First-hand information is collected through questionnaire method and tabulated in a systematic manner.

Secondary Data

Apart from primary data, we have also collected some secondary data. Websites, books, journals, articles, and magazines were referred for the purpose to enable proper understanding of the study.

TOOLS USED FOR DATA COLLECTION

Questionnaire is the main tool used for collecting the data. Hence, efforts have been taken to construct the questionnaire in a systematic way with adequate and relevant questions to ensure the research objective. The questionnaire design is built up to know the awareness of the respondents.

HYPOTHESIS TESTED

1. There is significant relationship between age and customer engagement
2. There is significant relationship between quality of content and customer engagement
3. There is significant relationship between user experience and customer engagement

IV. RESULTS

Majority(37%)oftherespondentsareinbelow20yearscategoryofagegroup.Majority(59%)oftherespondents are male. Majority (60%) of the respondents are undergraduates. Majority (40%) of the respondents' annual income is below 1 lakh. Majority(55%)oftherespondents' occupation is students. Majority (56%) of the respondents are unmarried. Majority (54%) of the respondents are in rural area. Majority(67%)oftherespondents are in nuclear family. Majority (54%) of the respondents have 3-4 members in their family. Majority(35%) of the respondents' main purpose of using social media advertising is to get information. Majority(58%)oftherespondents are interested in watching social media advertisement. Majority(33%)oftherespondents watched 1 - 2 times the social media advertisement in a day. Majority (32%) of the respondents said that social media is the most effective media for publishing an advertisement. Majority(41%)ofrespondents' use YouTube as an effective platform for social media advertising. Majority (35%) of the respondents' campaign objective is to target specific customers. Majority(32%)oftherespondents shared their experience to others about social media advertisement because they felt protecting others. Majority(45%)oftherespondents benefited reach and frequency from social media advertising. Majority (46%) of the respondents spent less than 5 minutes in social media advertisement in a day. Majority (32%) of the respondents feel agree that they are highly engaged in watching social media advertisements. Majority (41%) of the respondents think agree that they have ability to seek out products/services through social media advertisements. Majority(45%)oftherespondents think agree that they are helped by generating new customers and promoting the products and services through social media advertisements.. Majority(36%)oftherespondents' level of satisfaction is satisfied towards watching social media advertising. Majority (40%) of the respondents' level of satisfaction is satisfied towards reach of social media advertisements. Majority(38%)oftherespondents' agree that quality of content makes social media advertising effective. Majority(36%)oftherespondents' strongly agree that the user experience is better from social media advertising. Majority(46%)oftherespondents sometimes faced privacy problems while watching social media advertising. There is no significant relationship between age and customer engagement. There is significant relationship between quality of content and customer engagement. There is no significant relationship between user experience and customer engagement.

SCOPE OF THE STUDY

The scope of this study will focus on the effectiveness of social media marketing in increasing a business' sales and profit. It will also measure how often a consumer spends in social media and what type social media tools are they using to promote their products and services.

V. SUGGESTIONS

The following are the suggestions given for the study:

- 1) To attract the customer be aware of the customer and sensitive about the content that is created or shared through social media.
- 2) To avoid increase in traffic through social media select the right platform of social media to attract the target audience.
- 3) To compete with the competitors increase brand awareness across all social media platforms, employee advocacy is one of the best strategies.

VI. CONCLUSION

The social media advertising is effective in terms of publicity and cost. It is a safe assumption to say that advertising on a social media is very effective. It is free to advertise on a social media site. There are no downsides to advertising on social media sites as it cost efficient, works and provides many different options for

companies. Social media advertising is booming and needs to be more efficient in terms of reducing noise and grab customer attention.

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