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Impact of Facebook Advertisement Towards Facebook users in Madurai District

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Abstract

Purpose: An important factor in making an influence on the product marketing components is advertising. There are several reasons why customers are inclined to switch brands frequently. One thing that will have the negativest effect on sales and earnings for the company is advertising. The researcher has attempted to investigate Facebook users' attitudes regarding advertisements. The study will assist marketing experts in creating an advertising plan that will increase Facebook user attraction and retention as well as improve the effectiveness of the commercial. **Theoretical Framework:** Restricted amount of time spent evaluating how Facebook people feel about the ads. Additionally, the survey looks at the reason Facebook users utilize it as well as respondents' satisfaction levels with Facebook advertisements.

Design/ Methodology: There is a descriptive aspect to the process. Survey methodology is its main foundation. To gather data, methods like discussions, interviews, and observations are employed. Using a systematic interview schedule, the researcher was able to get primary data from respondents. To complete the study, 200 sample respondents were chosen. The sample respondents are chosen through the technique of convenience sampling. Online resources, periodicals, and text books were the sources of the secondary data. **Findings:** Regarding the overall effectiveness of the Facebook campaign, the majority of users are happy. For this reason, the majority of responders are aware of the Facebook ads. If these useful recommendations are put into practice, Facebook advertising will become more appealing and profitable.

Originality: Every popular social media platform has a plethora of options that may be leveraged to advertise a company. On several peer-to-peer sites, users may upload advertisements, fan pages, movies, images, and even links. Like ordinary user pages, generic pages can be created by businesses. Friends can be added to the page after it has been created in the hopes that they will spread the word about it and make additional friends. It is possible to organize gatherings and invite people once the original network of friends has been depleted. This essay gives an overview of marketing on Facebook, one specific social networking platform.

Keywords: Facebook Advertisement, Impact, Users Challenges, Overview of Advertisement, etc.,

Introduction

The social network provides a fresh approach to marketing and customer interaction. Currently, one in five advertisements that

consumers view online come from networking sites. It looks like some advertisers are keen to embrace social networking websites as a new medium for delivering ads since the best social media platforms may offer great frequency as well as reach versus target categories at a reasonable cost. Social networking sites may be used by businesses to expand their clientele, stay in touch with existing ones, advertise events, sales, and new items, and provide all-around excellent Press that's unique to their brand. It was just a question of time until business colleagues saw the potential hidden beneath social networking. Their desire to market their brands to a population that is expanding at such a robust rate makes sense. Every social networking website has a plethora of options that may be leveraged to advertise a company. On several social networking sites, users may upload advertisements, fan pages, movies, images, and even links. Like ordinary user pages, generic pages can be created by businesses. Once the page is up, "friends" may be added with the intention of encouraging "word of mouth" marketing to help them make additional friends. You can arrange events and invite people if your basic network of friends has been depleted.

Review of Literature

Keng-Chieh Yang, et al (2017), An extensive online phenomena that offers enormous potential for businesses is online video advertising. Website service companies' main source of income is advertising. Research concentrating on consumer views towards internet video advertisements is, nonetheless, hard to come by. The purpose of this study is to look at how consumers feel about advertisements while they watch YouTube videos online. The results show that entertainment influences buying attitudes through formativeness, annoyance, and believability. On the other side, flow does affect consumers' intentions and purchasing patterns. There has been further discussion on the topic and conclusion.

Eui-Bang Lee, et al. (2017), This research aims to investigate purchase intention in the context of smartphone advertising, which is distinct from other forms of advertising. The findings indicate that, in addition to providing non-mobile commercials with entertainment, information, annoyance, and personalisation, mobile advertisements' timing and placement are the primary determinants of consumers' desire to make a purchase.

Study Aims

- To investigate how people perceive Facebook advertisements
- To effects that these advertisements have on Facebook users.

Study's Purview

Measuring Facebook users' opinions regarding ads is the only sufficiently wide goal of the study. Along with examining participant satisfaction with Facebook advertising, the poll also looks at why people use Social.

Limitation of the Study

- A large portion of Facebook users are working hard. As a result, they refused to cooperate with the interview schedule.
- Some pupils share their opinions at random since they don't have a strong understanding of social networking platforms.
- Some pupils show little commitment to completing the data requirements. They make it simple to fill up the interview calendar.

Analysis and Interpretation of Data**Table 1 The Respondent's Gender**

Category	Frequency	Average
Male	115	57.5
Female	85	42.5
Total	200	100

Original Data Sources

The 200 replies, 115 (57.5%) were from males and 85 (42.5%) were from women. It is evident that men make up the majority of responses—57.5%

Table 2 Age Group of Respondents

Category	Frequency	Average
Below 20 Years	62	31
21 - 30 Years	47	23.5
31 - 40 Years	32	16
41 - 50 Years	40	20
Above 50 Years	19	9.5
Total	200	100

Original Data Sources

Among the 200 respondents, the following age distribution was found: Of the total, 62 (31%) are younger than 20, 47 (23.5%) are between 21 and 30, 32 (16%) are between 31 and 40, 40 (20%) are between 41 and 50, and 19 (9.5%) are older than 50. It is evident that many respondents (31%) belong to the under-20 age group.

Table 3 Sources of Information about Facebook Advertisement

Information about Advertisement	Mean Score	Level
Friends	63.53	1
Advertisement	52.72	2
Websites	52.64	3
Magazines	46.18	5
Social Media	47.46	4
Colleagues	39.45	6

Original Data Sources

The respondents ranked “friends and family” as the most important term, giving it a weighted mean of 54.6. Due to the average grade of 52.98, “advertising” was ranked second. With a mean score of 52.6, the “website” was placed third by the respondents. The factors listed in Table 3 above encourage participants to buy the products that are advertised on Facebook. Remarkably, considerations such as “promotions for the goods” are not influencing customers. “Friends and relatives” are considered as the best source of information, as Table 3 makes evident.

Table 4 Opinion about the Facebook Advertisement

Opinion	Frequency	Percentage
Informative	74	37
Tempts to buy the goods	26	13
Irritating	56	28
Learning sources	44	22
Others	-	-
Total	200	100

Original Data Sources

Out of the 200 individuals surveyed, 74 (37%) think the posts on Facebook are educational, 26 (13%) think they tempt people to buy the product, 56 (28%) think they're annoying, and 42% think they're a good way to learn new things. It is clear that the vast majority of those polled (37%) believe that Facebook adverts are educational.

Table 5 The Facebook Advertising Display

Display of Advertisement	Total	Average	Rank
Banner Ads	802	4.01	1
Multi Ads	744	3.72	3
Video ads	756	3.78	2
Pop-up ads	669	3.34	4
Offer ads	488	3.44	5

Sources: Primary Data

The responses from ads on Facebook, together with their corresponding weighted averages and rankings, are displayed in the above table. There are five different types of advertising on Facebook. The average weighted score of the first kind of advertisement, banner advertisements, is 4.01; the weighted average of the following type of promotion, video commercials, is 3.78; and the weighted average of the third difficulty, "multi product ads," is 3.72.

Table 6 Factors Influencing of Advertisement of Facebook

Factors	Average	Rank
Product ads	52.98	2
Quality of product	54.6	1
Price of product	52.6	3
Quick Delivery of product	47.87	5
Design of product	50.85	4
Offers of product	42.92	6

Sources: Primary Data

Quality of the product received the highest ranking from the respondents, with a mean score of 54.6. 'Product advertising' received the second place since its mean score was 52.98. Given that the "price of the product" received a mean score of 52.6 from the respondents, it was ranked third. The reasons why respondents chose to purchase the items featured on Facebook are shown in

Table 6 above. Interesting to notice is that customers are not being influenced by the aspect “offers for the product.” The “quality of the product” clearly came in first, as seen in table 6.

Findings

- The bulk of responses, at 57.5%, are men, which is obvious
- It is clear that a great deal (31%) of responses are under 20 years old.
- That “friends and relatives” are rated as the top source of knowledge.
- The vast majority of those polled (37%) believe that Facebook adverts are educational.
- The average weighted score of the first kind of advertisement, banner advertisements, is 4.01.
- The “quality of the product” clearly came in first

Suggestion

- A great deal of those surveyed are readily persuaded by friends and family to switch to a product that is not necessary to them.
- Even if the respondents are literate, they still make bad decisions out of amusement, which also has an impact on their health.
- In order to safeguard their financial value, respondents must be able to recognize a trustworthy social media commercial.
- The social media advertisement must increase awareness among those over 20 by educating them about the use of social media.

Conclusion

There are now more avenues than ever for marketing goods and services because to the expansion of advertising and technological advancements. However, the “people” now want to be in charge and have the “acute editing skills” to listen so they can hear the messages they want to hear. Consider SKY+, which offers viewers the option to record or pause live TV so they can watch the programs later. Since viewers may fast-forward through television commercials while watching programmes later, marketers lose out on important chances to pitch their goods.

The majority of Facebook users are happy with how well the ads have performed overall. In light of this, the majority of respondents are aware of the Facebook ads. The practical advice provided above will make Facebook advertising successful and appealing if put into practice.

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