THE EFFECTIVENESS OF ONLINE ADVERTISING THROUGH THE SOCIAL NETWORKING SITES

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Abstract

The proliferation of social media platforms, especially the social networking sites (SNSs), has been changing customers' online purchasing habits during the last decades. Recently, online marketers not only release advertising on SNS platforms but also promote their products and services on social media platforms. In this study we focus on e-commerce adverting in SNSs. We believe that customers are willing to adopt the advertising information published on SNSs for their purchase related decisions making because they trust those platforms and the advertising posted on them. With this research, we seek to explore the relation between customers' trust in SNSs, customers' trust in advertising information posted on the sites and customers' intentions of adopting advertising information to make purchase related decisions.

Introduction

Social networking is a way for one person to meet up with other people on the internet. people use social networking sites for meeting new friends, finding old friends or locating people who have the same problems or interests they have called niche networking. social networking sites play a vital role in this area as well. more and more relationships and friendships are being formed online and then carried to an offline setting. online community members shares common interests in hobbies, religion, politics and alternatives lifestyles. Sharing information and knowledge with one another, they are able to "increase both their learning and their flexibility in ways that would not be possible within a self-contained hierarchical organizations". They provide a variety of ways for user to interact with each other---blogs, e-mail,-instant messaging and news feeds which contain information about, or valuable to those in your network. They are powerful in their ability to facilitate communication.

Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial to them. The message conveyed through advertising appeals, influences the purchasing decisions of consumers. The viral nature of brand-relevant communication is why social media is both an opportunity and a threat for advertisers.

Marketing is essential to most businesses and is generally the most important aspect of any business strategy. Many large companies spend millions of rupees on marketing their businesses whereas smaller companies are more reliant on more creative and cost effective methods. Social media marketing has become the new trend and is a trend that is here to stay by means of using social media such as blogs, community sites, video sharing sites etc. to market a product or a business.

Social media is becoming more and more popular every day. Companies are continuously coming up with new ideas of using social media for their advantage and advertising is only one of the many purposes that social media can be used for. The expectations concerning the power of social media as an advertising channel have been set very high. Social media is expected to be a very effective channel for marketing with minimum investments. The recession has only boosted the usage of social media by marketers since the assumed cost effectiveness attracts many marketers with tight budgets.

Scope of the Study

There are many applications available in the social network sites such as government applications, business applications, dating applications, finance applications, medical and health applications, social and political applications, educational applications. This study is focused to find the effectiveness of advertisement which is advertising in the social networking sites. The advertisers can take the advantage of user's demographic information and target their advertisements appropriately.

Objectives of the Study

- To identify the age wise users of SNS.
- To investigate the relationship between consumer attitudes towards the social network.
- To establish the importance of social networks as an advertising medium.
- To determine the criteria for successful advertising in SNS

Research Methodology

This study is an empirical research based on the survey method. It is a blend of both the descriptive and the analytical study. An interview schedule is framed for finding the factors relating to the advertisement in the Social Networking sites. The secondary data have been collected from books, journals, websites, magazines, periodicals, newspaper and government publication.

Social Networking Sites are used as an Advertising Tool

From the last decade, social networking is on the rise for business reasons and also for personal use. With its popularity increasing day by day, the need for business tables, to go social is indispensable. There are four main reasons for social networks used as advertising tools.

Cost Efficiency

Advertising on social networks is relatively cheap compared to other Traditional media; it usually has a similar or expanded reach at much lower costs. In Addition, it is possible for companies to generate free publicity through creative Advertising techniques. There have been a number of successful viral marketing Campaigns in SNS in the recent years. Creating a page for a brand in Facebook is free which is cost efficiency and creates a large number of active followers.

Large Reach

Since social networking websites has millions of active users, it has become acts that are more popular, as a good medium for sharing their social experience, and helps in building relationships. The impact for a social network is the reach of an advertisement on a large scale. With its demand for advertisement is on the rise, displaying an advertisement is significant in such networks is essential for its improvement in potential. The reach by a social network is greater than any other mass media of its kind.

Targeted Advertising

Advertisers have access to a great deal of information about Users and their interests, allowing them to customize and target their advertisements to a degree not yet seen in any other advertising medium. For example, if a user lists "pro Wrestling" as an interest on their Facebook profile, the websites advertising system Will generate advertisements based on that particular interest. However, this can raise Privacy issues: Facebooks Beacon targeted advertising system suffered a great deal of backlash and had to be modified heavily to appease its users.

Time Spent Online

People are spending increasing amounts of time online, especially on social networking websites, at the expense of traditional advertising media such as television and newspapers. This can be viewed because of many of the traditional functions – news, television shows – of the old advertising Media being shifted online to social networks such as Digg and YouTube. As a result, Advertisers are increasingly looking for ways to reach out to consumers who are spending more and more time online.

Analysis and Interpretation

Table 1: Distribution of respondents on the basis of Demographic Factors

Variable	Category	No. of Respondents	Percentage
Gender	Male	39	52
	Female	36	48
	Total	75	100
Age	12-17	22	30
	18-21	26	35
	21+	27	36
	Total	75	100
Family Income	Below Rs 10,000	11	15
	Rs 10,001 to Rs 20,000	18	24
	Rs 20,001 to Rs 30,000	24	32
	Above Rs 30,001	22	29
	Total	75	100
No of years using SNS	Below 1 year	5	7
	1-2 years	16	21
	2-3 years	19	25
	3-4 years	23	31
	Above 4 years	12	16
	Total	75	100

Source: Primary Data

Demographic information presented in the Table 1 reveals that the sample is dominated by the young people in the age group of above 20 years predominately male section of the population. The income profile reveals that most of the respondents belong to the middle income group with monthly earnings of Rs. 20,000 – Rs. 30,000 per month.

Table 2: Social Networking Sites

S.No	Particulars	No. of Respondents	Percentage
1.	Facebook	29	39
2.	Twitter	17	23
3.	LinkedIn	6	8
4.	Google+	8	10
5.	Myspace	13	17
6.	Others	2	3
	Total	75	100

Source: Primary Data

Table 3: Hours Spending

S.No.	Hours of using SNS	No. of Respondents	Percentage
1.	Less than 2 hrs	9	12
2.	2-4 hrs	19	25
3.	Above 4 hrs	47	63
	Total	75	100

Source: Primary Data

Social network services have lot of entertainment and other social activities induce the respondents to consume more time with these sites. The Table 3 explained that most of the respondents spend more than 4 hrs per day with SNS, it disclose that the many users using SNS for various social activities.

Table 4: Consumer Sensitivity to Social Marketing to Promote Products

Factors	No. of Respondents	Percentage
I am a highly social person and spend substantial time in socializing every day.	9	12
I understanding that social contacts and are essential to be successful in my profession	16	21
I use my social network and contacts to promote my products	25	34
Social networks are very effective in spreading information and I use it to access and to send information	12	16
I remain up to date by the help of social networks	5	7
I socialize myself to overcome boredom	4	5
I am always in search of new relationships through social networking	4	5
Total	**75**	**100**

Social networking can be used to keep in touch with friends, make new contacts and find people with similar interests and ideas. This depends upon Consumer Sensitivity to Social networks for Marketing and promoting Products. The survey reveals that consumers are more sensitive towards the statements like; "I understand that social contacts are essential to be successful in my profession" and "I remain up to date by the help of social networks". There is a good response to the statement "I use social networks and contacts to promote my products".

Purpose of Social Networking Sites

The purpose of using social networking sites are finding new friends, visiting pages of companies, evaluating comments, consumer awareness pages, chatting, blogging, just browse. Table 5 represents the data regarding purposes of social networking sites. Garratt's Ranking Technique has been applied to analyse the purpose of using social networking sites.

Table 5: Purpose of Using Social Networking Sites

S.No	Purpose	Mean score	Rank
1	Finding New Friends	66	II
2	Visiting Pages Of Companies	43	V
3	Evaluating Comments	57	III
4	Consumer Awareness Pages	30	VII
5	Chatting	72.33	I
6	Blogging	51.33	IV
7	Just Browse	37.61	VI

Suggestions

- Promotional way of advertising is best: the usual banner ads and pop-up ads make the users to ignore them. So advertising must be interactive, promotional and in innovative form to hold the audience.
- Advertising should be more preferred, if the brand is communicated well and remembered by the audience, and then it is a greatest success to the company for their promotion through social media.

Conclusion

Social networking sites users of Face book, Twitter and Orkut have become a personal, product and corporate branding hub in India nowadays in digital era. Every brand that exists on social networking sites has the same core features and benefits, such as the ability to create a page, share resources, add multimedia and much more. Social networking sites are filled with potential users who are mainly young adults. Social networking sites are used as a powerful media to reach worldwide customers at a time. It also helps the various industries to expand their business and promote their brands, products easily by thronging their advertisements in these areas with more and more with various attractive visual effects to attract the customers. The research outcome reveals that social media marketing are influencing the consumer purchase intentions. And also indicates the brand awareness and industry's image are moderately mediate the impact of social media on consumer purchase intentions. So the researcher feels that the innovative social media advertising strategies may decide the success of the social media marketing

and induce the purchase intention of the consumer. Advertisers and brands uses social networking sites as the major resource for their promotion and developing brand identity among the focused market.

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