

Effectiveness of Advertising on Social Media

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Abstract

Advertising today plays a pivotal role because of the fast growing competition and fear of losing the market. Without advertising, people will neither be aware of the attributes of the product nor of its price. A growing class of advertising media has been on the Social Media. Social Media advertising provides an advantage of its impact, mass coverage, repetition, flexibility and prestige of the product to its customers. The fact that the product or services is promoted on a Social Media may build a prestigious image of product and its sponsor. The Social Media advertising may be taken for good communication requirement to emphasis on the prime prospect and geographic sales analysis. The study focuses on impact of the advertisements, the perception, purchasing behavior and product preference of the respondents. The sponsors too need to know how well their product had reached the audience. The notion is that customers should make a purchase rather than to have a desire. This study is opted in order to understand customer's perception on the product and advertisement's nature.

Keywords: Consumer, Perception, Social Media, Advertising, Product

Introduction

Advertising today plays a vital role because of the fast growing competition and fear of losing the market. Though it may be made useful by the sponsors and producers to a large extent the actual impact has to be analyzed and hence it leads into this study. It also focuses on the perception and the purchasing behavior of respondents to analyze how it had made them aware and cautious in choosing the product.

Advertising is the service for which the consumers are willing to pay, because the information it provides reduces search time. Advertising is a service rather than a cost. Today's development of MNC's had led the companies rushing to give advertisements through various Medias. Advertising has emerged as a tool to try to stimulate goods. It is also used as a method of consumer marketing to pay for overproduced goods. It is also used as a method of preventing new competitors in the market. A developing country like India needs advertising because - Advertising is a way of communication of information to the consumer, It is the most economical means by which a manufacturer or an institution communicate to the audience, Advertising being a necessary means of communication is an inseparable part of free speech, to improve the economy of developed and developing countries by increasing production and providing employment.

Objectives

1. To analyze the impact of Social Media Advertising with other media.
2. To find out the buying behavior of the respondents.
3. To provide suggestion to improve the Quality of Advertising

Research Methodology

Descriptive research used in this study. The study relied on both the primary and the secondary data. The primary data were collected from the sample respondents with the help of structured Questionnaire. The secondary data related to advertising of products in the Social Media Network were collected from the websites. Questionnaire survey was adopted as a survey instrument in the study. The items that measure the effectiveness of advertisements in social media network.

Analysis

The Communicative Nature of Advertisements

A majority of the respondents both at the male and the female category are at 35.97 and 31.57 percent respectively. A combined united response is shown by the age group from 25 to 35 and 35 to 45 both the male and female endeavors at 35.71 percent, 40 percent, 33.34 percent and 30 percent respectively.

The income group of less than Rs.10000 at 32.14 percent in the age group of 45 to 55 agrees that advertisements provide understandable communication for the male and 10.71 percent for the female. As of resistance to change due to modern advertisements the age group of above 55 shows negative attitude at 42.86 percent in the male and 35.71 percent in the female. On the whole it is evident that advertisement provides right message at the right time. It can be extended and focused to attract the higher age groups also.

The Reasons behind Product Purchase Due to its Advertisement in Television Programmes

It is surprising to observe that gender category at all the age group and who are above the income level of Rs.25000 do not have any significant presence in the purchasing decision. The same case is repeated in the income group between Rs.10000/- and Rs.20000/- in the same gender and age category.

But all the age groups under the income level below Rs.10000 have high significant presence in explaining the decision the decision factors for purchasing a product. Men in the age group from 25 to 35, 35 to 45 and 45 to 55 do buy a product for its value and to feel the product. Only the female in the age group of 25 and 35 purchase a product for its value (i.e., 25 to 80 percent of the respondents)

The Advertisements Effect on the Lifestyle of a Person

A majority of respondents voted for it under the age group of below 25 and who had an income of less than Rs.10000 male at 28.95 percent and the female at 20.32 percent. The same view given by the respondents falling under the age group of 25 to 35, male strongly agreeing to the statement whereas to our astonishment female are against the statement at 25 percent. The age group of from 35 to 45 under the income of less than Rs.10000 disagrees to the statement at 18.33 percent female favour over the statement with 16.67 percent response.

With a similar view the male and the female category provide a support over the fact with male at 25 percent and the female at 14.28 percent. Opposite views are at 21.43 percent by the male and female in the age group of above 55. A majority of the respondents on whole agree that their life style has changed due to the advertisements.

Table 1 Age Distribution of Respondents' Communication Effectiveness with Respect to Various Media

Media	Below 25			25-35			35-45		
	Total Score	Avg Score	Rank	Total Score	Avg Score	Rank	Total Score	Avg Score	Rank
Social Media	499	4.38	1	356	4.24	1	256	4.27	1
TV	379	3.32	2	312	3.71	2	237	3.95	2
Radio	352	3.11	3	247	2.94	3	189	3.15	3
Newspaper	302	2.65	4	199	2.37	4	113	1.88	4
Magazine	174	1.54	5	133	1.58	5	112	1.87	5

Media	45-55			Above 55		
	Total Score	Avg Score	Rank	Total Score	Avg Score	Rank
Social Media	107	3.82	1	64	4.57	1
TV	106	3.79	2	60	4.29	2
Radio	93	3.32	3	50	3.57	3.5
Newspaper	60	2.14	4	50	3.57	3.5
Magazine	55	1.96	5	29	2.07	5

The above table shows the respondents ranking based on the age group. The majority of the age group had given the primary importance to the television which gets the highest score. As of radio that covers all the rural areas had been given the second rank except the above 55 age group which preferred magazines. The above 55 age group had opted for an equal sharing to the newspaper and the radio. The fifth rank is backed up by the outdoor advertisements in all ages. To conclude the understandable mode is the television and it proves wide coverage both to the literates and illiterates.

The Impact of Social Media Advertisement over the Other Media

The female category under the age group below 25 agrees that television has more effect at 14.04 percent. Male too agree over the view of the female under the same age group. The similar opinion is drawn by male at 13.10 percent where as opposite view is posed by the female at 16.6 percent under the 25 to 35 age group. Equal favoring and disfavoring at a same percent (i.e., 20 percent) by male and female is seen at 35 to 45 age group. A wise decision is observed from the respondents in the 45 to 55 age group describing their view strongly by supporting the statement. The wave length differs by the respondents in the above 55 age group. The

male supporting and the female disagreeing over the statement. The analysis made implies that the television has the control over the advertisements when compared to other Media.

Conclusion

The study poses the attitude of the viewers' towards the advertisements. Because of the competition all concerns focus only to give advertisements without considering the importance of the consumers. The viewers generally do not like to have any disturbances during their browsing and viewing their favorite programs. But for the sponsors the aim is tugging the war against competitors. Hence the advertisements should be made to the right audience and at the right time. Social Media Advertising in recent days is considered to be the important media covering the nook and corner of the world. In future the media effectiveness may vary and we can expect some new media entering into the field.

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