

A STUDY ON CONSUMERS' PERCEPTION TOWARDS SOCIAL MEDIA ADVERTISING IN ERODE DISTRICT

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Abstract –

Social media advertising is an online paid advertising method that focuses on social networking sites. A business can take advantage of investing in a good social media advertising strategy by targeting users based on their demographic information when advertising on Face book, Twitter, and similar platforms. The primary goal of social media advertising is to collect highly targeted leads. Social media advertising will help increase the visibility of the business. Social media advertising will help improve the conversions and ROI of the business in the long run. Social media users tend to divulge a large share of personal information in their profiles. Advertisement will be charged only when a visitor clicks on the advertisement when visitor is already interested in purchasing the product or service. consumers opined that social media advertisement is the best method to gain information about the product. Hence, an attempt has been made to study the consumers' perception towards social media advertising in Erode district.

Key Words: Social media Advertising, social networking sites, survey in social media, erode district, consumers perception on advertising.

1. INTRODUCTION

Social media advertising is quite effective in taking business to the next level within a short time frame. Whenever a sale or special promotion is there, social media advertising should be used to promote it. When advertisement is posted in social media it is a quick and free way to get people know about promotion in sales. Increased brand awareness and customer loyalty are two of the most significant benefits of an effective social media advertisement strategy. On the other hand, social media users are highly engaged since they spend most of the time on their social media advertisement. That is why advertisement on these networks are more likely to be clicked and shared compared to other marketing methods.

1.1 Objectives

The study is conducted with the following objectives:

1] To know about the demographic factors of the respondents. 2] To study the respondent's perception towards the social media advertising. 3] To study the consumers' satisfaction level towards social media advertising. 4] To rank the advantages and problems faced by the respondents with social media advertising. 5] To render the valuable suggestions for the social media advertising.

2. LITERATURE SURVEY

1] Social Media Advertising Hensel and Deis (2010) bring to the fore the pluses and minuses of using social media. They suggest for businesses and entrepreneurs to be fully informed by being up to date with their presence over social media. They also suggest for businesses to be constantly monitoring the same to learn from consumer feedback, and at the same time to ensure that no third party is attempting to bring them defamation. Ramsay (2012), on the other hand, picks on the etiquettes to be followed on social media. They suggest the general dos and don'ts for the active users of social media and lay out custom specific etiquettes for Facebook, Twitter, YouTube, and LinkedIn users. 2] Carmichael and Cleave (2012) advertised on Facebook and monitored two advertisements to capture the user-advert interaction and its effectiveness for small businesses. For the amount a small business would invest in such social media advertising, they found that this form of advertising could substantially improve the visibility of such businesses and easily redirect consumer traffic to the advertised business page. 3] SMM and Brand Fans and Followers Kim and Ko (2011) empirically examine the influence of SMM on 362 luxury fashion brand users' intentions. Their findings show that SMM have a dramatic positive influence where the brand-consumer interaction enhances the unique brand value, which the traditional marketing often fails to offer. Cvijikj and Michahelles (2011) monitored a Facebook brand page for over a year to analyze the consumer comments. For the authors suggest marketers have an understanding of the content that people share and their motivation behind it. They identify requests and suggestions from the people to be the common intention behind the people participation for the analyzed brand

page. de Vries et al (2012) consider 11 international brands and the impact they make on their customers through their presence on social networking sites. They find that creating a brand page does increase brand popularity, and insist on the importance of lending an ear to what the brand users have to say to address and interact with them efficiently to reap the full benefits of using SMM.

3. METHODOLOGY

3.1. 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.

3.2. SAMPLE DESIGN

Simple random sampling method was used to collect the pertinent data from the respondents. The study was conducted in Erode district and the sample for the study were 200 selected respondents i.e., consumers in Erode district.

4. 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 consumers in Erode district. 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.

5. 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.

6. HYPOTHESIS TESTED

There is significant relationship between age and respondents' satisfaction level towards social media advertising. There is significant relationship between gender and respondents' satisfaction level towards social media advertising while compare to other advertising media. There is significant relationship between educational qualification and respondents' satisfaction level on connectivity between customer and company by social media advertisements. There is significant relationship between annual income and respondents' satisfaction level in knowledge of audience in social media advertisements. There is no significant relationship between occupation and respondents' satisfaction level in knowledge of audience in social media advertisements

7. RESULTS

Majority (34%) of the respondents are in below 20 years category of age group. Majority (56%) of the respondents are male. Majority (50%) of the respondents are under graduates. Majority (50%) of the respondents' annual income is below 1 lakh. Majority (55%) of the respondents' occupation is students. Majority (66%) of the respondents are unmarried. Majority (44%) of the respondents are in rural area. Majority (67%) of the respondents 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%) of the respondents are interested in watching social media advertisement. Majority (33%) of the respondents 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 (31%) of the respondents opined entertainment as the factor influencing to watch advertisements in social media. Majority (26%) of the respondents liked to view discount offer in social media

advertisement. Majority (32%) of the respondents shared their experience to others about social media advertisement because they felt protecting others. Majority (45%) of the respondents received advertisement notification from social media about once in a day. Majority (46%) of the respondents spent less than 5 minutes in social media advertisement in a day. Majority (52%) of the respondents used smart phone as their electronic device to access social media advertisement. 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%) of the respondents think agree that they are helped by generating new customers and promoting the products and services through social media advertisements. Majority (38%) of the respondents think agree that they are influenced to try new brands/products/services through social media advertisements. Majority (36%) of the respondents' 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%) of the respondents' level of satisfaction is satisfied towards connectivity between consumers and advertisers in social media advertising. Majority (36%) of the respondents' level of satisfaction is satisfied in knowledge of audience in social media advertisements. Majority (46%) of the respondents sometimes faced privacy problems while watching social media advertising. Majority of the respondents ranked 'brand visibility' as the first advantages of social media advertising. Majority of respondents ranked 'security breach' as the first problem faced by the respondents in watching social media advertising. There is significant relationship between age and the consumer satisfaction level towards social media advertising. There is significant relationship between gender and customer satisfaction towards social media advertising while compare to other advertising method. There is significant relationship between education qualification and customer satisfaction level on connectivity between customer and company by social media advertisements. There is significant relationship between annual income and customer satisfaction in knowledge of audience in social media advertisements. There is no significant relationship between occupation and customer satisfaction in knowledge of audience in social media.

9. SCOPE

The scope of the study is to identify and analyze the consumers' perception towards social media advertising in Erode District. The theoretical scope of the study includes the popularity of the advertising and consumers'

perception towards it. The advantages to measure the consumers opinion towards social media advertising are trust in know information about the product, it motivates to buy a product, know about that advertisement, quality of the product can be assumed.

10. SUGGESTIONS

The following are the suggestions given for the study:

- ❖ The first and foremost problem of time consuming can be reduced by skipping the unwanted advertisements.
- ❖ Only few people are interested to watch advertisement in social media. So, awareness programs about useful advertisement can be suggested to consumers.
- ❖ In order to improve the purpose of watching social media advertisement, the advertiser should prepare the advertisement which is more useful and essential both for the growth of the company and society.
- ❖ The drawback of a particular medium of advertisements can be overcome by analyzing and selecting the required media by considering the customers' needs.
- ❖ Review every information before it is actually added to social media advertising.
- ❖ Use social media advertising to engage potential customers by telling them what is offered and by displaying prominent link to product page.

8. CONCLUSIONS

The social media advertising is effective in terms of publicity and cost. These evidences could prove that social media advertising has high potential to take over mass media advertising in the future. Social media advertising not just lower down the cost of spending and also raise awareness of the social media users. Besides, social media advertising can reach larger number of viewers because there are millions and billions of people are using social media in this modern century. With all these, social media advertising shows its effectiveness and could be the first choice of the marketers used to advertise. 2] Majority of unmarried male respondents living in rural area under the age group of below 20 years who are under graduates with earning annual income below Rs.1 lakh and family size 3 - 4 members in nuclear family have opined satisfied towards social media advertising. Age, gender, educational qualification and Annual income have significant relationship with respondents' satisfaction level towards watching social media advertising. Increasing presence of social media in urban markets gives an advantage to sellers to use the platform of social media advertising to

improve the business and generate new customers through online, but according to perception of urban area consumers towards these advertisements remain unexplored and uncertain. 3] People in urban area knows about the fraudulent advertisement but in rural area the usage of social media is very less that they prefer face to face consumer or seller relationship. Hence, Social media advertising is positive for gaining knowledge about the product available in the market. People watched social media advertisement to entertain themselves

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