TO STUDY THE ASSOCIATION BETWEEN THE RESPONDENTS DEMOGRAPHIC PROFILE AND THEIR PRODUCT ADVERTISEMENT INFLUENCE ON SOCIAL MEDIA PLATFORM

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ABSTRACT

In recent years world has witnessed the phenomenon of online networks became the global interactions through "sharing" and "following". Online information and data within Social media networking like Web sites (SNW) have begun to be used for purposes beyond their intended use (Statistic 2011). In the following decade with the growth of Web 2.0 technologies and rising online communications, communities moved to begin their largest engagement of interactions through social media such as forums, wikis, blogs, Twitter social networking websites like Facebook, Myspace, video hosting sites like YouTube. Social media has quickly changed today's marketing approach and given the marketer connection between other consumers with new possibilities and opportunities to increase brand awareness for consumers.

INTRODUCTION

Social media advertising refers to the process of creating and placing advertisements on various social media platforms, including Facebook, Instagram, Twitter, LinkedIn, and others. It is a type of digital advertising that targets a specific audience based on their demographics, interests, behavior, and other factors. Social media advertising can take different forms, such as sponsored posts, display ads, video ads, and others.

Social media advertising has become a popular way for businesses to reach their target audience and promote their products or services. Social media platforms provide a wealth of data and insights on user behavior, making it easier for businesses to create highly targeted campaigns that reach the right audience at the right time.

Effective social media advertising requires a deep understanding of the platform's algorithms, user behavior, and advertising best practices. By leveraging these insights, businesses can create engaging ads that resonate with their audience, driving traffic, leads, and sales. Overall, social media advertising is a powerful tool for businesses to expand their reach, build brand awareness, and drive business growth.

REVIEW OF LITERATURE

Norris, et al., (2000) studied Internet is often referred to as the network of networks a communication medium made possible by computers and networks. Wang, (2002) stated that the Internet is a fluid and dynamic environment, that is, it has no definite boundaries. Haghirian and Madlberger (2005) suggested established that attitude toward mobile advertising and advertising value are stoutly related to message content as entertainment, informativeness, and credibility have positive effect while irritation has a negative effect. Haghirian et al (2005) found a complex viral marketing message can cause irritation among consumers, and this disturbance decreases the value of the advertising for consumers and may cause a negative reaction toward mobile advertising. Morimoto and Chang (2006) examine consumers' attitudes towards viral marketing are influenced by three factors which one of them is irritation which happened when inappropriate marketing techniques are used by the marketers. Wyshynski (2009) stated that the social media ecosystem has its focus on the consumer experience. Slater & Narver (2009) stated that marketing is turning into a service-dominant logic and that it needs to focus on the integration of brand in value-adding processes. Gope, K. (2012) examined the benefit of social network advertising is that the advertisers can take advantage of the users' demographic information and target their advertisements appropriately. Bhola, R. M., & Mahakud, G. C (2014) indicated that most youngsters begin social networking at 14.6 years. Arumugam, B., Nagalingam, S., & Ganesan, R (2014) studied that majority of teenagers were addicted to Social Networking Sites.

OBJECTIVES

To determine the factor influencing consumer attitude towards social media advertising

To identify the impact of the demographic profile of the consumer on social media advertising.

RESEARCH METHODOLOGY

The study is based on both primary data and secondary data. This first-hand information was collected from the sample respondents with the help of a questionnaire schedule prepared and pre-tested for its suitability through a pilot study. The necessary secondary information has been collected from various Journals, Newspapers, Magazines, Books, and Websites. A sample size of this student was 210 with organized and unorganized dealer & Snowball sampling method was adopted for sampling. The P-value for the above regression model is less than 0.05 (i.e. 0.000), this states that the sample data (210) has provided enough evidence to reject the null hypothesis for the population. The data favor the hypothesis that there is a correlation. For the statistical manuverability, chi-square test and ANOVA were used to find relationship and variance between the HRD strategies and employees. Using SPSS 17.0 version.

Analysis on Chi-square test

This study attempted to find the relationship between the employees and the nine HRD strategy techniques of performance evaluation, incentives, training and development, career planning, interpersonal relationship, organization climate, workers participation, employee feedback and employee autonomy and the results were shown below.

CHI-SQUARE TESTS

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GENDER AND PRODUCT ADVERTISEMENT INFLUENCE ON SOCIAL MEDIA ADVERTISEMENT

H_0 There is no significant association between product advertisement influence on social media and the gender of the respondents.

H_1 There is a significant association between product advertisement influence on social media and the gender of the respondents.

Table No.1

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	97.836[a]	9	.000
Likelihood Ratio	117.289	9	.000
Linear-by-Linear Association	19.902	1	.000
N of Valid Cases	210		

Inference

The calculated value of chi-square is 97.836 and its degree of freedom is 9. Since the significant value of the chi-square test is less than 0.05 (i.e.0.000). We reject the null hypothesis and accept the alternative hypothesis. Hence, there is a significant association between gender and product advertisement influence on social media.

AGE AND PRODUCT ADVERTISEMENT INFLUENCE ON SOCIAL MEDIA PLATFORM

H_0 There is no significant association between product advertisement influence on social media and the age of the respondents.

H_1 There is a significant association between product advertisement influence on social media and the age of the respondents.

Table No.2

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.954[a]	18	.001
Likelihood Ratio	45.909	18	.000
Linear-by-Linear Association	3.503	1	.061
N of Valid Cases	210		

Inference

The calculated value of chi-square is 43.954 and its degree of freedom is 18. Since the significant value of the chi-square test is less than 0.05(i.e.0.001). We reject the null hypothesis and accept the alternative hypothesis. Hence, there is a significant association between age and product advertisement influence on social media platforms.

EDUCATION AND PRODUCT ADVERTISEMENT INFLUENCE ON SOCIAL MEDIA PLATFORM

H_0 There is no significant association between product advertisement influence on social media and the education of the respondents.

H_1 There is a significant association between product advertisement influence on social media and the education of the respondents.

Table No.3

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.939[a]	27	.522
Likelihood Ratio	29.694	27	.328
Linear-by-Linear Association	.315	1	.575
N of Valid Cases	210		

Inference

The calculated value of chi-square is 25.939 and its degree of freedom is 27. Since the significant value of the chi-square test is more than 0.05(i.e.0.522). We accept the null hypothesis. Hence, there is no significant association between education and product advertisement influence on social media platforms.

OCCUPATION AND PRODUCT ADVERTISEMENT INFLUENCE ON SOCIAL MEDIA PLATFORM

H0 There is no significant association between product advertisement influence on social media and occupation of the respondents.

H1 There is a significant association between product advertisement influence on social media and occupation of the respondent

Table No.4

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	74.085^a	36	.000
Likelihood Ratio	76.231	36	.000
Linear-by-Linear Association	1.034	1	.309
N of Valid Cases	210		

Inference

The calculated value of chi-square is 74.085and its degree of freedom is 36. Since the significant value of the chi-square test is more than 0.05(i.e.0.000). We reject the null hypothesis and accept the alternative hypothesis. Hence, there is no significant association between occupation and product advertisement influence on social media platforms.

ANNUAL INCOME AND PRODUCT ADVERTISEMENT INFLUENCE ON SOCIAL MEDIA PLATFORM

H0 There is no significant association between product advertisement influence on social media and the annual income of the respondents.

H1 There is a significant association between product advertisement influence on social media and the annual income of the respondents.

Table No.5

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.370^a	27	.392
Likelihood Ratio	29.772	27	.325
Linear-by-Linear Association	6.446	1	.011
N of Valid Cases	210		

Inference

The calculated value of chi-square is 28.370 and its degree of freedom is 27. Since the significant value of the chi-square test is more than 0.05(i.e.0.392). We reject the null hypothesis and accept the alternative hypothesis. Hence, there is no significant association between annual income and product advertisement influence on social media platforms.

CHI-SQUARE TESTS

Gender and product advertisement influence on social media advertisement:

The significant value of the chi-square test is less than 0.05 (i.e.0.000). So, we reject the null hypothesis and accept the alternative hypothesis. Hence, there is a significant association between gender and product advertisement influence on social media.

Age and product advertisement influence on social media platform:

The significant value of the chi-square test is less than 0.05 (i.e.0.001). We reject the null hypothesis and accept the alternative hypothesis. Hence, there is a significant association between age and product advertisement influence on social media platforms.

Education and product advertisement influence on social media platform:

The significant value of the chi-square test is more than 0.05(i.e.0.522). We accept the null hypothesis. Hence, there is no significant association between education and product advertisement influence on social media platforms.

Occupation and product advertisement influence on social media platform:

The significant value of the chi-square test is more than 0.05(i.e.0.000). We reject the null hypothesis and accept the alternative hypothesis. Hence, there is no significant association between occupation and product advertisement influence on social media platforms.

SUGGESTIONS

- The online usage of social media advertise their products above using on consumer of above 20 years of age
- Since the majority of the respondents were in the age group between 21-40 years the online usage of social media engagement with the young age groups
- To improve the social media usage of social networking sites to time-saving the Consumption of the time
- To increase the website value, increase the purchase intention

CONCLUSION

Social media targeting is a method of optimizing social media advertising by using profile data to deliver advertisements directly to individual users. Social media targeting refers to the
Process of matching social network users to target groups that have been specified by the advertiser.

For every four minutes spent online, one is spent on social networks, according to a Global Web Index study. Time spent online is increasing, and with the increasing dominance of social networks, businesses have no choice but to integrate them into their web strategies. Beyond demonstrating the loyalty or admiration for a brand, following brands often gives corporate access to exclusive content, like promotions for the next purchase.

If the social media message is not clear and focused, it is unlikely to be effective, it will waste the advertising investment. A clear social media message should promote a company's brand in ways that are friendly and that don't feel overtly like advertising. For example, you could provide educational snippets about the different varieties of plants if you own a gardening store.

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