

“AN ANALYSIS ON THE EFFECTIVENESS OF ADVERTISEMENT IN ONLINE SOCIAL NETWORK AND USER PERCEPTION WITH SPECIAL REFERENCE TO RANNY TALUK”

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ABSTRACT --- Advertising should be used only when it promises to bring good result more economically and efficiently as compared to other means of selling. There are goods for which much time and efforts are required in creating a demand by sending salesman to prospective buyers than by simply advertising them. Advertising in an organized series of advertising messages. It has been defined as “a planned, co-ordinate series of promotional efforts built around a central theme and designed to reach specified goals.”

Internet marketing, also known as **digital marketing, web marketing, online marketing, search marketing or e-marketing**, is the marketing (generally promotion) of products or services over the Internet. Internet marketing is considered to be broad in scope because it only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media. Digital customer data and **electronic customer relationship management (ECRM)** systems are often grouped.

Keywords --- Advertisement, User Perception, E-marketing, Effectiveness, Ranny

I. INTRODUCTION

In 21st century, people do not find time to come and interact with each other, social media helps in connecting themselves with social networking sites which now people can stay far and yet remain connected. Apart from this, media like Facebook create a loyal connection between products and individual that leads to large advertising opportunities.

Advertising has a wide scope in marketing and social system. Advertisement is a form of communication designed to persuade potential customers to choose the product or service over that of a competitor. Successful advertisement involves making the product or services positively known by that section of the public most likely to purchase.

Internet marketing or online marketing refers to advertising and marketing efforts that use the web and email to drive direct sales via e-commerce as well as sales leads from websites or emails. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising like radio, television, newspapers and magazines.

Internet advertising is becoming a part of some companies marketing strategy. Internet is one of the important medium that owns all kinds of features, which implies a great potential and powerful advertising medium in the future. Internet users are growing rapidly, technologies are updated. The mode of advertising also changed.

Internet is fast emerging as a powerful medium of advertising in the new millennium. With the number of Internet users increasing manifold, the new medium is viewed as the advertiser's dream. Internet advertising is becoming a part of some companies marketing strategy; however it requires new strategies and thinking.

A major advantage of the web is the ability to target very specific groups of individuals with a minimum of waste coverage in the consumer market. Through personalization and other targeting techniques, sites are becoming more tailored to meet one's need and want. Social media helps the organizations to connect with potential customers, clients, and business contracts and share resources and information.

As organizations reach out to constituents in new and different ways, a wider variety of people can be reached because of the way the social networking sites function. The number of social media networks from which consumers can choose has exploded, and countless sites are adding social features or integrations.

II. LITERATURE REVIEW

- Advertising is considered to be a non personal and targeted audience communication with the intention of promoting and selling the product or service. Such communication is done through a variety of media channels, including television, radio, newspaper, magazines, direct mail, outdoor displays or the Internet (Lee and Johnson, 1999).
- According to Lears (1994), advertisements have multiple meanings. They mean everything from simply creating the need or the will in people to buy goods, to creating visions of life and supporting or disagreeing with the political and economical powers.
- Advertising is only one of many elements of marketing mix, agree Farris and Quelch (1983), Wesley Frey and Halterman (1970), and Lee and Johnson (1999). However, the importance of advertising in the marketing mix lies in the fact that it is not only considered to be long-term profits and growth generator, but also a communication tool that increases the product or service awareness among target audience.
- McFall (2004) agrees and continues by stating that advertising should be examined and explained in the broader context of marketing and design. Moreover, continues McFall (2004), the entire matrix of activities involving promotion, production and distribution has a strong and significant impact on the importance of advertising.

III. STATEMENT OF THE PROBLEM

Social network plays a vital role in promoting company brand and products. Most of the companies look for social network for promotion of products. Internet is one of the important medium that owns all kinds of features which implies a great potential and powerful advertising medium in the future. Internet users are growing rapidly, technologies are updated.

Social media has become a huge and integral component of how people spend their time online; from Wikis to Blogs and from Facebook to Twitter. People are spending enormous amount of time on websites to share information and to connect with people. New forms of relationship building and social capital occur through social networking sites. Many people get their news, gossips, and friendship updates via social networking sites, sometimes even before breakfast from the convenience of their mobile phone or

laptop. Social media can be defined as a website or internet service that all users used to interact with each other and create content instantaneously.

This study is conducted to know the effectiveness of online advertisements in the social media and the user's perception towards it. The study is limited as it is confined to the respondents of Ranny Taluk only.

Objective

To study the relationship between Gender of the respondents and the number of units purchased.

IV. RESEARCH METHODOLOGY AND DESIGN

Research methodology is a systematic analysis of a problem and reaches a conclusion. It may be understood as a science of studying how research is done scientifically. The study is done by collecting primary as well as secondary data. Primary data were collected by using structured questionnaire, and the secondary data consists of information gathered from various websites, journals, magazines, catalogues, and annual reports.

Area of Study

The present study is confined to the people residing in Ranny Taluk.

Sample Design

By adopting convenient sampling, 100 respondents have been selected.

Framework of Analysis

The collected data have been analyzed by making use of Chi-Square Test, Anova.

V. LIMITATION

- The sample size is limited to 100 internet users and hence the result of the study cannot be taken as universal;
- Findings of the survey are based on the assumption that the respondents have given correct information;
- Due to the busy and hectic schedule of the respondents many were reluctant to reply;
- The study was conducted only in Ranny and therefore, several other potential samples outside the city were neglected;

Table 1: Demographic Profile

<i>Variables</i>	<i>Particulars</i>	<i>Frequency</i>	<i>%</i>
Gender	Male	58	58
	Female	42	42
Age Group	Below 20	8	8
	20-30	42	42
	30-40	23	23
	40-50	17	17
	Above 50	10	10
Education	SSLC	8	8
	Plus two	12	12
	Graduate	45	45

	Post-Graduate	35	35
Occupation	Student	38	38
	Employee	34	34
	Business	17	17
	Others	11	11
Favourite social networking site	Facebook	79	79
	Twitter	8	8
	YouTube	10	10
	Others	3	3
Hours for browsing social sites	<1 Hour	69	69
	1 – 2 Hour	28	28
	>2 Hour	3	3
Visits website after seeing ad's in social network	Yes	77	77
	No	23	23
	I don't remember	-	-
Interest in clicking ad's in social networking sites	Just to know about the product	15	15
	Attractive photography	12	12
	Known brand	29	19
	Discount offers	36	36
	Effect on multimedia	8	8

Reason for choosing online shopping	Mobility, global access	4	4
	Less time required	10	10
	Wide range of product	47	47
	Affordable price	33	33
	Any other	6	6
Feeling about the ad's in social network	I don't care about it	9	9
	Annoying	10	10
	Educational	19	19
	Manipulative	11	11
	Interesting	46	46
	Others	5	5
Recommendation of ad link to friends	Always	67	67
	Sometimes	29	29
	Never	4	4
Purchased product advertised in social network	Yes	75	75
	No	25	25
	I don't know	-	-
Type of product purchased	Life style products	31	31
	Books and CD'S	16	16
	Electronic items	44	44
	Others	9	9
Method of payment	Net banking	32	32
	Credit card payment	22	22
	Cash on delivery	46	46
Reasons for insecurity for disclosing details for paying online	Fraud	13	13
	Hacking threat	67	67
	Regular spam emails	7	7

	Security concern	13	13
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(Source: Data collected and computed through Questionnaire)

From the above table it is inferred that;

- Majority of the investors are Male,
- Majority are in the age group 20-30,
- 45 percent of the respondents are Graduates,
- Majority of the respondents are students,
- Most of the respondents favourite social networking site is Facebook,
- Majority of the respondents have opined that hours for browsing social sites are less than 1 hour,
- Most of the people visit product website after seeing an advertisement in online social networking sites,
- 36 percent of the respondents shows their interest in clicking advertisement on social networking sites,
- Majority of the respondents (47 percent) says that online shopping provides wide range of products,
- Most of the people feels that online advertisements are interesting,
- Majority of the respondents always recommend advertisement links to their friends,
- Out of the total 100 respondents 75 have purchased product advertised through online social networks,
- The study reveals that majority of the respondents purchase electronic items,
- The study reveals that out of 100 respondents 46 use cash on delivery as the mode of payment,
- The main reason for insecurity for disclosing details for paying online is hacking threat,

TESTING OF HYPOTHESES

Based on the study, the following hypotheses are tested:-

HYPOTHESIS NO.1

H₀₁: There is a significant increase in the number of units purchased by the respondents.

H₁: There is no significant increase in the number of units purchased by the respondents.

To test this hypothesis ANOVA is used.

Table 2

No. of units purchased	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	Total
Below 5	66	42	30	10	8	156
5-10	20	25	28	15	10	98
10-15	6	18	25	42	44	135
15-20	5	10	12	25	26	78
Above 20	3	5	5	8	12	33
Total	100	100	100	100	100	500

(Source: Primary Data)

CALCULATIONS:-

Sum of all observation (T) = 500

$T^2/N = 10000$

SST = Sum of squares of all observations – T^2/N

$$SST = 5840$$

$$SSC = (\sum X_1)^2/n_1 + (\sum X_2)^2/n_2 + (\sum X_3)^2/n_3 + (\sum X_4)^2/n_4 + (\sum X_5)^2/n_5 - T^2/N$$

$$SSC = 1868$$

$$\begin{aligned} SSE &= SST - SSC & MSC &= SSC/K - 1 & MSE &= SSE/N - K \\ &= 3972 & &= 467 & &= 198.6 \end{aligned}$$

Table 2.1

ANOVA TABLE

Sources of variations	Sum of squares	Degree of freedom	Mean Square
Between Samples	SSC = 1868	K - 1 = 4	MSC = 467
Within Samples	SSE = 3972	N - K = 20	MSE = 198.6
Total	SST = 5840	N - 1	

(Source: Table 2)

$$F = MSE/MSB = 0.42, \text{ Degree of Freedom} = (4, 10)$$

Level of significance = 5 Percent

Table Value = 2.87

INTERPRETATION

The calculated value of F is less than the table value. So, H_0 is accepted. Hence, H_1 is rejected. Therefore we can say that there is a significant increase in the number of units purchased by the respondents.

HYPOTHESIS NO.2

H_0 : There is no association between the Gender of the respondents and the frequency of units purchased.

H_2 : There is an association between the Gender of the respondents and the frequency of units purchased.

To test this hypothesis, **Chi - Square Test** is used.

Table: 3

GENDER OF RESPONDENTS

Gender	No. of Respondents	Percentage
Male	58	58
Female	42	42
Total	100	100

(Source: Primary Data)

Table 3.1

FREQUENCY OF UNITS PURCHASED

Units Purchased	Frequency	Percentage
Below 5	8	8
5 – 10	10	10
10 – 15	44	44
15 – 20	26	26
Above 20	12	12
Total	100	100

(Source: Primary Data)

Table 3.2

CROSS TABLE

Frequency of units purchased	Male	Female	Total
Below 5	3	5	8
5 – 10	6	4	10
10 – 15	26	18	44
15 – 20	14	12	26
Above 20	9	3	12
Total	58	42	100

(Source: Table 3 & 3.1)

Table 3.3

CHI – SQUARE TEST

O	E	(O – E) ²	(O – E) ² /E
3	4.64	2.6896	.5796
6	5.8	.04	.0068
26	25.52	.2304	.0090
14	15.08	1.1664	.0773
9	6.96	4.1616	.5979
5	3.36	2.6896	.8004
4	4.2	.04	.0095
18	18.48	.2304	.0124
12	10.92	1.1664	.1068
3	5.04	4.1616	.8257
			3.0254

(Source: Table 3.2)

$$(\chi^2) = (O - E)^2/E$$

$$= 3.0254$$

$$\text{Degree of freedom} = (r - 1) (c - 1)$$

$$= (5 - 1) (2 - 1)$$

$$= 4$$

Level of significance = 5 Percent

Table Value = 9.488

Since Table Value > Calculated Value H_{02} is accepted and H_2 is rejected.

Hence we can say that there is no association between Gender of Respondents and the frequency of units purchased.

VI. SUGGESTIONS

1. Social networking sites have to update their technology.
2. Clarify the audience needs, wants and challenges.
3. Keep the target in mind.
4. Post content that is engaging and exciting for consumers.
5. Avoid posting forceful ads. Forceful content appears to customers as a sales pitch for their money, which causes many customers to automatically shut it out without even considering your product or service.
6. Take time to get feedback from users and make sure their feedback is received.

VII. CONCLUSION

Social networking sites help companies and individual to advertise their products and brands for a wide range of linked user networks. This can make them aware about the products and brands and it can be promoted by sharing, liking, commenting etc. The large numbers of users and the frequency with which users communicate and use social media suggests that social media are a serious platform that organizations and businesses need to think about. Companies and organizations are realizing that engaging in social media can allow for “highly participative” interaction with customers and constituents who make them feel more loyal and positive towards the company or organization performing the outreach.

Internet advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the customers, and reduced costs in performing these tasks. As people get more accustomed to finding their product information on the Web, more and more readers will actively seek out Internet advertising sites.

As organizations reach out to constituents in new and different ways, a wider variety of people can be reached because of the way social networking sites function. Social media can help organizations connect with potential customers, clients and business contacts and share resources and information.

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