



A STUDY ON THE EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING AMONG COLLEGE STUDENTS

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Abstract

Social Media is a platform that lets us participate in social networking. We can share our posts on various social media platforms to improve business visibility. Today it is the best source for news updates, marketing, education, and entertainment. The study is This section is devoted to a description of the methodology, which includes sources of data, construction of interview schedule, pilot study, sampling design, collection of data, tools of analysis and the period of the study. The present study is descriptive and analytical in nature. Designing suitable methodology and selection of analytical tools are important for a meaningful analysis of any research problem. The correlation between social media advertising are as follows

- Positive significant correlation is observed between social media is effective for brand awareness and social media has revolutionized the marketing of a product/Service ($r = .308$).
- Positive significant correlation is observed between social media has revolutionized the marketing of a product/Service and social media is effective for selling a product/service ($r = .488$).
- Positive significant correlation is observed between social media is effective for selling a product/service and social media is great for engaging with consumers ($r = .428$).
- Positive significant correlation is observed between social media is great for engaging with consumers and social media is better than any other type of media for the purposes of our organization ($r = .405$).

Keywords: Social, Media, Network, Correlation and sites.

Introduction

Social Media is a platform that lets us participate in social networking. The college students can share our posts on various social media platforms to improve business visibility. Today it is the best source for news updates, marketing, education, and entertainment.

Statement of the Problem

The social media advertising is more efficiently compared with the normal advertising such as television. It is because the social media advertising can immediately send the information to the reader. So, the reader can quickly up-to- date with all kind of information. On the other way, the old method of advertising such as newspaper would take at least 1 day to produce the advertisements. So, the reader cannot immediately know all the information. The researcher from this study would understand the value of social media advertising and its influence on students' decisions which ultimately impacts electronic commerce/trade, and therefore would effectively regulate how social media advertising is delivered by acting rationally on laws that would restrict data usage, creating an ambient environment and availing resources to internet providing companies and at the same time safeguarding the interest of students. For college students, the current study will form a basis upon which future research on social media Advertising may be established. The study may be resourceful in providing viable information to



college students on various concepts related to internet advertising. The researcher has been select the topic on “**A Study on The Effectiveness of Social Media Advertising Among College Students**”.

Objectives of the study

The following are the major objectives of the present study;

- To analyse the socio-economic profile of the respondents and internet knowledge about college students in social media advertising.
- To identify the effectiveness of social media advertising and opinion about social media advertising of the college students selected for the study.
- To offer suitable suggestions for the findings of the study to enhance the social media advertising than the existing level in the study area.

Methodology: This section is devoted to a description of the methodology, which includes sources of data, construction of interview schedule, pilot study, sampling design, collection of data, tools of analysis and the period of the study. The present study is descriptive and analytical in nature. Designing suitable methodology and selection of analytical tools are important for a meaningful analysis of any research problem.

Sources of Data: Both primary and secondary data are used for the present study.

Primary data: Primary data are collected through a well-structured interview schedule. The interview schedule is designed to gather the data keeping in view of objectives. The interview schedule consists of direct questions, open end questions and multiple-choice questions. The interview schedule in analyzed after conducting pre-test.

Secondary data: The secondary data have been collected from various standard text books, journals, and magazine and by referring some of the research projects have already been done in this field.

Research Instrument: Interview schedule was used by the researcher to collect primary data. The interview schedule was designed with appropriate questions to fulfil the objectives of the study. The first part captures the socio-economic profile of the respondents followed by socio economic profile and internet knowledge about college students in social media advertising, and opinion about social media advertising of the respondents. The face and content validity are finalised after making consultation with the experts. Based on their feedback, changes were made and it is found that all the items developed by the researcher in the interview schedule is having adequate validity for analysing the college students.

Pilot Study: Pilot study is important to measure whether the questions in the interview schedule are adequate to gather required data or not and fulfilling the objectives of the study. After finalizing the number of items in the research instrument using face and content validity tests, a pilot study was undertaken to assess the reliability of the variables included under the seven risk dimensions. Since the researcher got favorable results from the pilot study, the present study has been undertaken.

Area of Study: The present study is conducted within the Virudhunagar District of Tamil Nadu. The main reason for choosing Virudhunagar District is that more colleges available in the study area. The college students are handling of online purchasing a products and services. Moreover, the researcher is a native of the Virudhunagar District and is familiar with local places, people and their pertinent conspicuous problems.



Sampling Technique: The present study entitled social media advertising effectiveness is based on the opinion of the college students selected for the study. The population for the present study is unknown and infinite in nature. There are five taluks in the Virudhunagar district namely Sivakasi, Rajapalayam, Srivilliputhur, Virudhunagar, Sattur. The researcher has selected the required number of 500 sample respondents from these five taluks of the Virudhunagar District using Snow Ball sampling technique of non probability sampling method.

Review of Literature

Bibhas Chandra., (2012) in his study entitled “Investigating attitude towards online advertising on social media - An empirical study”, found that the embedded attitude of the customers towards online advertising on the social community sites. It further investigates the instrumentality of key discriminating attributes configuring attitude on the premise of customers' proclivity for online advertising. Nevertheless, the study renders scope to test the supremacy of online advertising over other conventional media for advertising. The study advanced in the paper would provide enough insights to the marketers, advertisers, and strategy makers at the top of the organizational pyramid for framing strategy to maximize the favourable impact of advertising on a spectrum of mass media. **Hazem Rasheed Gaber., (2014)** in his study entitled “Fast-food advertising in social media. A case study on Face book in Egypt”, found that young consumers are accepting the idea of fast-food advertising in Face book. Moreover, the research provides a framework for the factors that lead to consumers' engagement with the advertisements on Face book. With the increase in the popularity of social media websites among the young generation, fast-food marketers find it a more effective medium for advertising for their chains among that segment. The research provides insights for marketers to make their advertisements more effective on Face book.

Ismail Salamah., (2015) in his study entitled “Consumer’s attitude towards website and smart phone advertisements: Case study in Jordan”, found that consumers have negative attitude towards the website and smart phone advertisements as they believe these advertisements do not add new values to their shopping experience, do not preserve their privacy, and may contain materials inappropriate to their culture and religion. Additionally, we found that internet speed, the language of landing websites, and the ease of use of the landing website also influence consumer attitude towards the website and smart phone advertisements.

Kavitha., (2015) in her study entitled “Consumers’ attitude and behaviour towards internet advertising”, found that the purchase behaviour of the consumer and problems faced by the consumer. A sample of 200 respondents has been selected from Coimbatore city using random sampling technique. The result test shows that the attitude on internet advertising makes the respondents to help in purchase decision and important attribute on internet advertising among the respondent is visual appeal.

Brindha. (2015) in her study entitled “Consumer attitude towards social media advertising”, found that the social media environment is very easy way to reach the customers. The purpose of the study is to identify the difference in attitude towards social media marketing more specifically about social media advertising. It was analysed from the perspectives of age, gender, education and income status of consumers in Coimbatore city. Now-a-days, for the marketers it is the best way to market their products to the consumers at their door step. Future forecast will be easy to the marketers through social media advertising.



Muhammad Aqsa., (2015) in his study entitled “Impact of Online Advertising on Consumer Attitudes And Interests Buy Online (Survey On Students Of Internet Users In Makassar)”, made an attempt to analyze and test the effect of online advertising on consumer attitudes and purchase interest online, a survey conducted on students of Internet users in the city of Makassar. The study was conducted on students of public and private universities in the city of Makassar. The method used was a quantitative analysis using the technique of purposive sampling method with a sample of 340 people. Testing this hypothesis using structural equation modeling (SEM). The results showed that online advertising has an influence on consumer buying behavior and online. Dimensions interactivity of online advertising provides the highest influence on the attitudes and interests of consumers purchasing online.

Socio – Economic Profile of the respondents

This chapter is designed to analyse the socio-economic profile of the respondents and effectiveness of social media advertising among college students. The researcher has classified the respondents based on their socio-economic profile namely gender, age, marital status, monthly income, preference of online shopping, knowledge about internet, video advertising and the like. The details are presented in the following table.

Table 1
Socio – Economic Profile of the respondents

Category	Variable	No.of the respondents	Percentage (%)
Gender of the respondents	Male	281	56.20
	Female	209	41.80
	Others	10	2.00
	Total	500	100.00
Age of the respondents	Below 18 years	380	76.00
	18 years - 20 years	110	22.00
	20 years and Above	10	2.00
	Total	500	100.00
Marital Stats	Unmarried	370	74.00
	Married	130	26.00
	Total	500	100.00
Educational Qualification	UG	380	76.00
	PG	100	20.00
	Professional Studies	20	4.00
	Total	500	100.00
Monthly Income (Parent)	Below Rs.10,000	250	50.00
	Rs.10,000 to	130	26.00
	Rs.20,000	120	24.00
	Above Rs.20,000	500	100.00
	Total		

Source: Primary Data

Gender of the respondents - From the table 1 it is found that out of 500 respondents (281) 56.20 per cent of the respondents are male, (209) 41.80 per cent of the respondents are female and the remaining



(10) 2.00 per cent of the respondents are transgender. It is found that majority (56.20 per cent) of the respondents are male.

Age of the respondents - It is found that out of 500 respondents, (380) 76.00 per cent of the respondents are in the age group of below 18 years, (110) 22.00 per cent of the respondents are in the age group of 18 - 20 years and the remaining (10) 2.00 per cent of the respondents fall under the age group of above 20 years. It is evident that majority (76.00 per cent) of the respondents are in the age group of below 18 years.

Marital status - It is found that (370) 74.00 per cent of the respondents are unmarried and the remaining (130) 26.00 per cent of the respondents are married. It is found that majority (74.00 per cent) of the respondents are unmarried.

Educational Qualification of the respondents - It is found that out of 500 respondents, (380) 76.00 per cent of the respondents belong to UG courses, (100) 20.00 per cent of the respondents belong to PG courses and the remaining (20) 4.00 per cent of the respondents belong to professional studies. It is found that majority (76.00 per cent) of the respondents belong to PG courses.

Monthly income of the respondents (Parent) - To know the monthly income of the respondents study has been made and it is discovered that out of 500 total respondents (250) 50.00 per cent of the respondents' monthly income is Below Rs. 10,000, (130) 26.00 per cent of the respondents' monthly income is Rs. 10,000 to Rs.20, 000 and the remaining (120) 24.00 per cent of the respondents' monthly income is above Rs.20, 000. It is found that majority (250) 50.00 per cent of the respondents' monthly income is below Rs.10, 000.

Correlation between impacts of social media advertising

The researcher has gathered the details about correlation between Impacts of social media of the respondents and presented in the following Table.

Table 2
Correlation between effectiveness of social media advertising

Correlations						
		Social Media is effective for brand awareness	Social Media has revolutionized the marketing of a product/Service	Social Media is effective for selling a product/service	Social Media is great for engaging with consumers	Social Media is better than any other type of media for the purposes of our organization
Social Media is effective for brand	Pearson Correlation	1	.388**	.366**	.344**	.243**



awareness	Sig. (2-tailed)		.000	.000	.000	.000
	N	500	500	500	500	500
Social Media has revolutionized the marketing of a product/Service	Pearson Correlation	.388**	1	.488**	.306**	.087
	Sig. (2-tailed)	.000		.000	.000	.052
	N	500	500	500	500	500
Social Media is effective for selling a product/service	Pearson Correlation	.366**	.488**	1	.428**	.057
	Sig. (2-tailed)	.000	.000		.000	.203
	N	500	500	500	500	500
Social Media is great for engaging with consumers	Pearson Correlation	.344**	.306**	.428**	1	.405**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	500	500	500	500	500
Social Media is better than any other type of media for the purposes of our organization	Pearson Correlation	.243**	.087	.057	.405**	1
	Sig. (2-tailed)	.000	.052	.203	.000	
	N	500	500	500	500	500

*. Correlation is significant at the 0.01 level (2-tailed).

Positive significant correlation is observed between Social Media is effective for brand awareness and Social Media has revolutionized the marketing of a product/Service ($r = .308$). Hence the null hypothesis “There is no significant relationship between Social Media is effective for brand awareness and Social Media has revolutionized the marketing of a product/Service” is rejected at 1% level.

Positive significant correlation is observed between Social Media has revolutionized the marketing of a product/Service and Social Media is effective for selling a product/service ($r = .488$). Hence the null hypothesis “There is no significant relationship between Social Media has revolutionized the marketing of a product/Service and Social Media is effective for selling a product/service” is rejected at 1% level.

Positive significant correlation is observed between Social Media is effective for selling a product/service and Social Media is great for engaging with consumers ($r = .428$). Hence the null hypothesis “There is no significant relationship between Social Media is effective for selling a product/service and Social Media is great for engaging with consumers” is rejected at 1% level.

Positive significant correlation is observed between Social Media is great for engaging with consumers and Social Media is better than any other type of media for the purposes of our organization ($r = .405$). Hence the null hypothesis “There is no significant relationship between Social Media is effective for selling a product/service and Social Media is great for engaging with consumers” is rejected at 1% level.

Findings of the study

- Positive significant correlation is observed between Social Media is effective for brand awareness and Social Media has revolutionized the marketing of a product/Service ($r = .308$).



- Positive significant correlation is observed between Social Media has revolutionized the marketing of a product/Service and Social Media is effective for selling a product/service ($r = .488$).
- Positive significant correlation is observed between Social Media is effective for selling a product/service and Social Media is great for engaging with consumers ($r = .428$).
- Positive significant correlation is observed between Social Media is great for engaging with consumers and Social Media is better than any other type of media for the purposes of our organization ($r = .405$).

Suggestions

- College students to attract the all products and services in social media. Companies should create the various and design in products in social media through websites and online advertisements through websites. Companies should offer the sales promotion and discounts.
- College students are so used to seeing advertising on television, hearing radio commercials and flipping through advertisements in magazines, they've developed an aversion to all forms of social media. This is also the case with online advertising, where College students can avoid clicking banner advertisements, bypass ads in online videos they watch and close pop-up advertisements as soon as they come up on their screens. College students are in control of which advertising messages they want to click and respond to.
- Website downtime, lags in website or video loading and browser complications can reduce the number of times consumers witness media advertisements and how well they see them. When technical issues occur, companies lose the opportunity to broadcast advertisements for their products and services and may lose potential sales.

Summary

The social media seemed to be modern tools of learning for college students. However, their negative things seemed to be very poor as compared to their positive things as they described that too much use of social media as a concern, which wastes their time and money. It is suggested that the lecturers, faculties and others social media users, especially Face book pages owners, what apps, Google+ , spread advantageous issues which help students in terms of enhancing their knowledge and information and purchase decision for college students. In addition, no differences were found between students.

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