EFFECTIVENESS OF SOCIAL NETWORK ADVERTISEMENT AMONG COLLEGE STUDENTS IN KOTTAYAM DISTRICT

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Abstract: Social media has created a huge buzz in today's world. It is very popular in the younger generation, but the middle and the older generations are also not untouched by the wave of social media. On domestic front it is used for interacting with friends and relatives and for the purpose of socialising. Many established organizations are undergoing operational change in their traditional practices in order to adapt to this online environment for promoting their products and services globally. Social media has been the most recent and booming technological innovations. It offers a wide range of benefit. The aims of this study are to analyze the effectiveness of Social Network Advertising among college students and to study the perception of college students towards Social Network Advertisement.

Keywords: Social Media, SNA-Social Network Advertising, Facebook, Twitter, Linked In, Instagram

I. INTRODUCTION

One of the most significant developments to affect advertising worldwide in 21st century has been the development of internet as a medium of mass communication. As a communication tool the internet is emerging as a new challenge to mass media advertising. As a result of this many advertising companies are modifying their traditional the techniques to cater to a wider range of public. The percentage of Indians using internet is projected to reach 25% by 2020. Internet has enormous potential as an advertising medium because the internet offers many advantages over traditional. The potential of online advertising is vast as the audience of it is genuinely global.

Now, social media outlets such as Facebook and Twitter have made it easy for consumers to post product reviews and reach out to other like-minded individuals in their communities. As social media advertisement infiltrates our lives as consumers, before people make purchases, they are increasingly reaching out to their social media communities for opinions.

II. SIGNIFICANCE OF THE STUDY

Social media is a popular trend today, especially among college students. It is shifting the power from marketers to consumers, because regarding to the democracy allowed in social media all users as consumers can now be in contact with each other exchanging the information about products and services, which push marketers changing their old methods to match the new needs of consumers, and contact with them in individual as possible as they can, especially in their buying behaviour by using social media as marketing channel. This study will be beneficial to the companies which are adopted Social Network Advertisements as a promotional measure for marketing its products.

III. OBJECTIVES OF THE STUDY

1. To analyze the effectiveness of Social Network Advertising among college students.
2. To study the perception of college students towards Social Network Advertisement.

IV. HYPOTHESES OF THE STUDY

H_0: There is no significant difference between Under Graduate and Post Graduate students with regards to their perception towards Social Network Advertisements.

3.
H_1: There is significant difference between Under Graduate and Post Graduate students with regards to their perception towards Social Network Advertisements.

V. RESEARCH METHODOLOGY

Research design: It used an exploratory analytical descriptive design to identify, analyze and describe the effectiveness of advertising on social networking used by college students.

Data Collection: Both primary and secondary data were used for the study.

Sample design:
- Sample Units   : College students of Kottayam district
- Research Instrument   : Structured Questionnaire
- Sampling technique   : Judgement sampling method

Tools and technique for analysis:
The collected data were analysed with the help of the tools like tables, graphs, charts, percentage. Hypothesis is tested with the help of Mann-Whitney U test.

VI. LITERATURE REVIEW

Vij & Sharma (2013)[1] has done a study on social media experience of consumers and marketers in the State of Punjab. Based on the results of the study and reviewed literature, the paper suggested the measures for effective Social Media Marketing (SMM)

strategies that Above all, social media marketing content should be 'interesting', 'informative', 'interactive' and 'reliable'. Marketers should align their social media marketing effort with the changing tastes and preferences of customers.

Ambrose Jagongo, Catherine Kinyua (2013)[2] in their study The Social Media and Entrepreneurship Growth focused on the effect of social media on the growth of SMEs in Nairobi. The study established that social media tools offer greater market accessibility and CRM which in turn have a significant impact on the growth of SMEs. This study recommends that the policy makers should come up with favourable internet surfing rates and e-business policies to encourage the technological adoption that would grow the SME industry.

Concept of Social Networking Sites

Social networks have existed for centuries in the offline world. However, in recent years, more and more social networks have shifted from the offline to the online environment. Since the launch of the first social network sites in 1997, these online communities have attracted millions of users because users have the possibility to share their lives, opinions and experiences with other users. Generally spoken, five different types of social networks can be distinguished

- General networks e.g. Facebook
- Practise or professional networks e.g. LinkedIn
- Interest-based or vertical social networks e.g. Flickr
- Horizontal networks e.g. TripAdvisor
- Affinity networks e.g. iVillage
- Sponsored communities e.g. eBay

Concept of social media

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

VII.   **DATA ANALYSIS AND HYPOTHESIS TESTING**
ANALYSIS OF EDUCATION OF RESPONDENTS AND THEIR PERCEPTION TO SOCIAL NETWORK ADVERTISEMENT.

To understand the perception of respondents to social media advertisements, opinion of respondents on 9 identified dependent variables relating to Social Networking Advertisement were obtained on Likert Scale ranging from "Strongly Agree" which was ranked 5, followed by "Agree" 4, "No opinion" 3, "Disagree" 2, "Strongly disagree" with 1. These variables are Attractiveness, Usefulness of contents ,Interactivity, Reliability, Credibility, Easiness of searching information, Easiness of recalling brands and Comfortability in sharing personal information.

Table: 1 Results of analysis

Variables	Sig. Value	Ho Accept/ Reject	Result
Attractiveness	.393	Accept	Under Graduate and Post Graduate students have same perception towards the attractiveness of Social Network Advertisements
Usefulness of contents	.730	Accept	Under Graduate and Post Graduate students have same perception towards the usefulness of contents in Social Network Advertisements
Interactivity	.914	Accept	Under Graduate and Post Graduate students have same perception towards the interactivity of Social Network Advertisements.
Reliability	.314	Accept	Under Graduate and Post Graduate students have same perception towards the reliability of Social Network Advertisements.
Credibility	.011	Reject	Under Graduate and Post Graduate students have different perception towards the credibility of Social Network Advertisements
Easiness of searching information	.114	Accept	Under Graduate and Post Graduate students have same perception towards the easiness of searching

|			information through Social Network Advertisements.
Easiness of recalling brands	.168	Accept	Under Graduate and Post Graduate students have same perception towards the easiness of recalling brand through Social Network Advertisements.
Comfortability in sharing personal information.	.065	Accept	That is Under Graduate and Post Graduate students have same perception towards the comfortability of sharing information through Social Network Advertisements.

ANALYSIS OF THE EFFECTIVENESS OF SOCIAL NETWORK ADVERTISEMENTS

The primary objective of this study is to analyse the effectiveness of Social Network Advertising among college students but it cannot possible without analysing perception of the respondents and their response towards Social Network Advertisements. Percentage method and charts were used to analyse the effectiveness of Social Network Advertisements. The results of analysis are as follows,

Number of companies followed in SNS

Number of companies followed by the respondents in SNS categorised into four, which are none, 1 to 5, 6 to 10 and above 10. The result depicted below,

Figure:1 Number of companies followed in SNS
(Figure in percentage to total)

Number of companies followed on SNS

None	1 to 5	6 to 10	More than 10
18.28	69.89	8.6	3.23
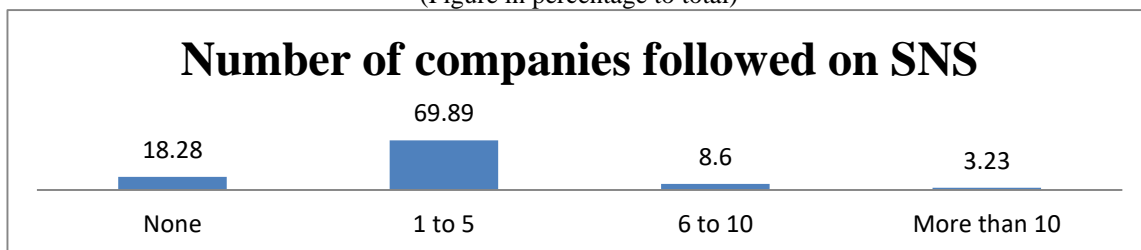
Source: Primary data

From the figure 1, it can be inferred that, 69.89 per cent of the respondents were followed 1 to 5 companies on Social Networking Sites. 8.6 per cent and 3.23 percent followed 6 to 10 and more than 10 companies. But 18.28 per cent of respondents did not follow any companies on SNS.

Respondents wanted to buy product

The table showing the response of college students about wanted to buy product after seeing an Ad on SNS

Table: 2 Wanted to buy a Product after viewing an Ad on SNS
(Figures in percentage to total)

Have you ever wanted to buy a product after viewing an Ad on SNS?			
Variable	**Yes**	**No**	**Total**
Wanted to buy product	88.17	11.83	100

Source: Primary data

From the table 2, it is clear that 88.17 per cent of respondents wanted to buy a product after viewing an advertisement on Social Networking Sites. People do not just see and get information from advertisements placed on Social networking Sites. Among all the respondents interviewed, slightly more than half (88.17 per cent) say they have considered buying something after seeing it advertised on a SNS.

Actually purchased Product/Service advertised on SNS

The table shows the response of college students regarding actually purchased product after seeing an Ad on SNS.

Table: 3 Actually purchased Product/Service advertised on SNS

(Figures in percentage to total)

Have you ever purchased a product after viewing an Ad on SNS?			
Variable	**Yes**	**No**	**Total**
Actually bought product	39.79	60.21	100

Source: Primary data

From the table 3, it is clear that 39.79 per cent of all respondents have actually went ahead and bought a product or accessed a service based on advertisements placed on SNS this somewhat low figure because majority of the respondents are not bought a product or accessed a services based on Social Network Advertisements.

Attitude change of respondents towards a product

The attitudinal change of respondents regarding a product after seeing an Ad on SNS was obtained. The results of analysis explained below,

Table: 4 Attitude change of respondents towards a product
(Figures in percentage to total)

Have you ever changed a negative attitude towards a product after viewing an Ad on SNS?			
Variable	**Yes**	**No**	**Total**
Attitude change	94.62	5.38	100

Source: Primary data

From the table 4, it can be inferred that, 94.62 per cent of respondents changed their negative attitude towards a product after viewing an advertisement on Social Networking Sites. There is no attitude change regarding a product form the part of 5.38 per cent of respondents.

Familiarity of respondents with new brands through SNS

The table shows the analysis of response of respondents regarding the familiarity with new brands through SNS
Familiarity of respondents with new brands through SNS
Table: 5 Familiarity of respondents with new brands through SNS
(Figures in percentage to total)

Did you ever familiar with new brands through SNS?			
Variable	**Yes**	**No**	**Total**
Familiarity with new brands	96.77	3.23	100

Source: Primary data

From the table 5, it is clear that 96.77 per cent of respondents are agreed that they are familiar with new brands through advertisements on Social Networking Sites 3.23 per cent are not familiar with new brands through Social Network Advertisement. It can be concluded that, Social Network Advertisements are more informative and update with innovations.

Suggestion of products after viewing Ad on SNS

The table shows the response of college students regarding suggestion of product to others after seeing an Ad on SNS
Table: 6 Suggestion of products after viewing Ad on SNS
(Figures in percentage to total)

Do you ever suggest a product to others after viewing an Ad on SNS?			
Variable	**Yes**	**No**	**Total**
Suggestion of products	94.62	5.37	100

Source: Primary data

From the table 6, it can be inferred that majority of the respondents suggest product to their peers and friends after viewing an Ad on Social Networking Sites. it shows that respondents are believe in the reliability of SNS advertisements

Motivation of respondents to buy

The following table shows that the respondent's opinion about the motivation to purchase the product after seeing an Ad on SNS.

Table: 7 Motivation of respondents to buy
(Figures in percentage to total)

Did brand pictures or style on SNS motivate you to buy?				
Variable	**Yes**	**No**	**Sometimes**	**Total**
Motivation to buy	49.46	6.45	44.09	100

Source: Primary data

From the table 7, it is found that, 49.46 per cent of respondents agreed that the style or pictures of a brand motivate them to buy the product. 44.09 per cent of respondents agree that they sometimes attracted towards the style or picture of the brand and it motivate them to buy the product.

Information supply of advertisements on SNS
The following table shows the opinion of the respondents regarding the information supply of Ad on SNS

Table: 8 **Information supply of advertisements on SNS**
(Figures in percentage to total)

Do you ever feel Ad on SNS give you more information on product/ services?				
Variable	**Yes**	**No**	**Sometimes**	**Total**
Information supply	83.87	6.45	9.68	100

Source: Primary data

The result shows that, 83.37 per cent of respondents agreed that the advertisement of Social Networking Sites provides more information about product/ services. It helps the viewer to understand various essential details about the products. 6.45 And 9.68 per cent indicates that advertisements on SNS does not supply adequate information or sometimes provides essential information about the product.

Curiosity creation of advertisements on SNS
The following figure shows the opinion of the respondents regarding the creation of curiosity in the minds through Ad on SNS.

Table: 9 Curiosity creation of advertisements on SNS
(Figures in percentage to total)

Does Ad on SNS arouse curiosity in you about the product?				
Variable	**Yes**	**No**	**Sometimes**	**Total**
Curiosity creation	27.96	5.38	66.67	100

Source: Primary data

The table 9, reveals that 27.96 per cent of respondents agreed that advertisement on Social Networking Sites arouse curiosity in the minds of the respondents about the product. 66.67 per cent indicate that sometimes some advertisements make curiosity about the product. 5.38 per cent claimed that they did not feel any curiosity about any product after viewing an advertisement of SNS.

Prompt to repurchase the product
The table and figure shows that the opinion of respondents regarding the advertisement on SNS prompts them to repurchase any product.

Table: 10 **Prompt to repurchase the product**
(Figures in percentage to total)

Does Ad on SNS prompt you to repurchase the product?				
Variable	**Yes**	**No**	**Sometimes**	**Total**
Prompt to repurchase	11.83	6.45	81.72	100

Source: Primary data

From the table and figure, it is found that 11.83 per cent of respondents agreed that advertisement on SNS prompt them to repurchase the product. 81.72 per cent declared that sometimes the advertisement lead them to repurchase the product. It shows the ability of the advertisement to build brand loyalty towards the products

VIII.   **FINDINGS, CONCLUSIONS AND SUGGESTIONS**

- The results of analysis of the perception of college students to Social Network Advertisements reveals that, majority of the respondents have positive opinion towards the attractiveness. Usefulness of contents, interactivity, reliability, conviction value of Social Network Advertisements, respondents feels easiness in searching information, easiness in recalling brands, comfortable in sharing personal information through Social Network Advertisements. But majority of the respondents have negative opinion towards the credibility of Social Network Advertisements.

The test result of hypothesis reveals that, the Under Graduate and Post Graduate students have same perception towards the attractiveness, usefulness of contents, interactivity, reliability, conviction value of Social Network Advertisements and easiness in searching information, easiness in recalling brands and comfortability in sharing personal information through Social Network Advertisements. But there is difference in perception among Under Graduate and Post Graduate students regarding the credibility of Social Network Advertisements

- The overall analysis of effectiveness of the Social Network Advertisements among college students reveals that, 68.89 per cent of respondents are followed 6 to 10 companies in SNS after seeing an Ad on Social Networking Sites. 88.17 per cent of respondents wanted to buy product and 39.79 per cent actually bought product after viewing an Ad on Social Networking Sites. 94.62 per cent agreed that they have changed a negative attitude towards a product after seeing an Ad on SNS. 96.77 Per cent agreed that they are familiar with new products through Social Network Advertisements and 94.62 per cent reveals that they suggest product to others after seeing an Ad on Social Network Advertisements and 5.37 do not.

49.46 per cent agreed that brand pictures or style on SNS motivate them to buy the product and 44.09 per cent and 6.45 per cent claimed that brand picture or style sometimes and not a motivation factor to buy product.

83.87 per cent indicates that they feel that Social Network Advertisement provides more information about the product and 9.68 per cent and 6.45 per cent claimed that Social Network Advertisements sometimes and does not give more information about the product.

66.67 per cent reveals that Ad on SNS creates curiosity about the product, 27.96 per cent and 5.38 per cent indicates that Ad on SNS Creates and not creates curiosity about the product.

81.72 per cent and 11.83 per cent of respondents agreed that the Ad on SNS sometimes and always lead to the repurchase of product. 6.45 per cent claimed that Ad on SNS does not lead to repurchase the product.

IX. Conclusion of the study

A lot of young people are on Social Networking Sites and they interact with advertisements on Social Networking Sites. The aim of this study was to analyse the effectiveness of Social Network Advertisement among college students. Business today being transformed from a transactional relationship to a social relationship.

Various subscriptions are made by customers to keep themselves updated with the new launches and the changes in existing products/ services. They are very responsive to SNA. Advertisements and comments on SNA are successful in engaging people and creating awareness of new products among college students. SNA also influence people perception towards products/brands and purchasing intent. Because majority of the respondents want to buy a product after seeing an Ad on SNS. They feel that Ad on SNS give more information about the product and it prompt to repurchase the product. They were agreed that there was a change in a negative attitude towards a product after seeing an Ad on SNS. But the number of respondents actually bought the product after seeing Ad on SNS is very less. It may be because of the credibility concern of the respondents regarding SNA. If the company can convince them about the credibility of SNA, definitely it leads huge growth in their sales and profit. Because youth are the future spenders.

Over all, it can be concluded that Social Network Advertisements are effective among college students.

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