

A STUDY OF THE ATTITUDE OF CUSTOMERS TOWARDS SOCIAL MEDIA ADVERTISING

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Abstract: Social media advertising is on the rise today, as younger generations are more interested in technology, which is why advertisers use social media to attract customers. As people struggle day after day, they connect more and more with each other through social networks. Therefore, a marketer can take advantage of this advantage to target millennial customers through advertising on social networks. In this research, we studied customer attitudes towards social media advertising through the use of different statistical tools, such as percentage analysis and the Chi-square test and the Mann Whitney test. The study was conducted on 80 Dehradun respondents.

Index Terms: Social media advertising, Attitude, Beliefs.

I. Introduction: Advertising on social networks is a term used to describe online advertising (paid efforts) that focuses on social networking sites. One of the main advantages of advertising on a social networking site (such as Facebook, Twitter, You Tube, Snap chat and Instagram) is that advertisers can take advantage of the demographic information of the user and guide the ads appropriately.

Social media advertising combines current guidance options (such as geographic targeting, behavioral guidance, socio-psychographic guidance, etc.) to enable detailed identification of the target group. With advertising on social networks, advertising is distributed to users based on the information gathered from the profiles of the target groups. Advertising on social networks helps.

Social media advertising helps generate leads: - The goal of all paid advertising should be to generate leads. Each of the published social networks must be linked to a landing page and the landing page should include a call to action.

Increase the visibility of content: - The promotion of publications on Facebook is a great way to increase the visibility of content. The publication will appear closer to the top and in the news sources of more people than if it were not promoted.

Increase customer loyalty towards brand: when the marketer creates a Facebook page for the company and then promotes it through Facebook advertising to accumulate more "likes", brand awareness increases. to interact directly with customers, which keeps the marketer's business at the forefront of their minds and makes it more accessible.

It addresses the specific public: - Users on social networking sites tend to disclose a lot of personal information in their profiles. Companies can use this information to target users based on specific criteria, including their geographic location, personal interests, gender and age. On Facebook, advertisers can even post their ads on pages that mention specific keywords.

Increase flexibility: - The length of the ad descriptions allowed by Facebook and other social networks is longer than those offered by the words of the Google ad. They have the ability to use images in their ads, which helps to draw more attention to them.

Attitude- It is a part of human behavior that is based on our beliefs, feelings and intentions of behavior for certain objects. The attitude is different for each person. It is not necessary for all people to think in the same way about a product or service. It depends on individual beliefs, feelings or intentions of behavior. Although the purchasing decision or attitude depends on the individual mentality, we live in a society with certain culture, social class, family composition and we can directly or indirectly influence our attitude. Therefore, marketing professionals must understand this psychology and personality and take advantage of them.

To measure students' attitudes towards advertising on social media, I will use the Fishbein model to assess attitude. This model will help in the decision-making process.

II. LITERATURE SURVEY: Wright E., Khanfar N. M., Harrington C., Kizer L.E. (November 2010) Volume 8, number 11, in his work on the "lasting effect of social media trends in advertising", explained that social networks are a step forward in technology that will help marketing professionals in the future to compete with competitors. They explained the importance of two-way communication that cannot be underestimated, since the comments of these key people will help marketers learn about new popular media and new consumer trends. It focuses on the fact that the basic notion of communication will thrive and should remain the focus as marketing professionals learn to navigate the world of social networks. In simple terms, marketing professionals are encouraged to keep the lines of communication open with consumers to create real value for their customers. Because this is marketing and social communication: creating value for all.

Dehghani M. (2013) The role of social networks in advertising: a survey on the effectiveness of advertising on Facebook to improve the brand image. In his study, he explained the relationship between advertising on social networks (Facebook) and the improvement of the brand image to measure purchase intent together with analytical decision-making. His research revealed that advertising on social networks was accepted as more fashionable than traditional advertising, to attract customer attention, advertising on social networks is more accepted than the old traditional methods.

Haida A. and Rahim HL (2015) in their research study on "Value of advertising on social networks: a study on consumer perception" explained that social networks have an effect on online consumers, but not on all consumers every day. They focused on the effective use of advertising on social networks, where consumers can rely on being more informative than on any entertainment advertising and spamming, which irritates users, as an advertiser or social media advertiser believes, as a way to attract attention. In their study, they suggest that social media advertisers will focus on creating more effective, more informative and more creative advertising on social networks.

Mydheen D.M. And Damodaran G.R. (2016) in their study entitled "A Study of Student Attitudes Towards Online Shopping" evaluated students' attitudes towards online shopping and determined the factors that influenced them in the selection of online retailers. Students regularly use online services for various types of purchasing decisions. The comparison of products, purchases, discounts and offers at any time is the satisfactory element through the online purchase.

III. Objective and Research Methodology of the Study: The research objective is to measure the attitude of students toward social media advertising, to study the independence of students' attitude and their gender, and to compare the attitudes of male and female students.

The research design of the study involved the measurement of phenomenon involving human beliefs, feelings and attitudes; therefore a well-structured and rigid descriptive research design was selected by the investigator to describe the customers' behavior towards the social media advertising. A sample of 80 customers was taken to the study of Dehradun who are the users of social media websites. The attitude of customers' is measured using Fishbein's attitude model.

IV. Data Analysis and Interpretation: -As learned predispositions, attitudes have a motivational quality; that is, they may propel customers towards the purchase or repel the customers away from the purchase. Since attitudes are not observable, they must be determined so that marketing strategies can be formulated for holding favorable attitudes and changing unfavorable attitudes of customers. In view of this requirement for marketers of education industry, following problem triggered an idea of research.

Calculation of attitude through the application of Fishbein's attitude model:

Students' attitude towards social media advertising is measured through the application of Fishbein's attitude model.

According to the model, the attitude score of a student (A_o) for social media advertising can be expressed as

$$A_o = \sum B_i . E_i \quad (\text{Eq. 1})$$

Where, A_o is the student's overall attitude toward the social media advertising.

B_i = the strength of students' belief that the advertising is related to attribute i .

E_i = students' intensity of feeling (liking or disliking) that social media advertising possess attribute i .

Table 4.1 Informative Attribute:

Statistics
Informative

N	Valid	80
	Missing	0
Sum		151

Table 4.2 Persuasive Attribute:

Statistics
Persuasive

N	Valid	80
	Missing	0
Sum		156

Table 4.3 Reminder Attribute:

Statistics
Reminder

N	Valid	80
	Missing	0
Sum		160

Table 4.4 Social media attitude:

Social_media_attitude					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-3	2	2.5	2.5	2.5
	0	1	1.3	1.3	3.8
	1	3	3.8	3.8	7.5
	2	1	1.3	1.3	8.8
	3	1	1.3	1.3	10.0
	4	3	3.8	3.8	13.8
	5	6	7.5	7.5	21.3
	6	4	5.0	5.0	26.3
	7	8	10.0	10.0	36.3
	8	7	8.8	8.8	45.0
	10	6	7.5	7.5	52.5
	11	2	2.5	2.5	55.0
	12	5	6.3	6.3	61.3
	14	5	6.3	6.3	67.5
	15	1	1.3	1.3	68.8
	16	5	6.3	6.3	75.0
	17	4	5.0	5.0	80.0
	18	7	8.8	8.8	88.8
	19	2	2.5	2.5	91.3
	20	1	1.3	1.3	92.5
	21	3	3.8	3.8	96.3
	24	2	2.5	2.5	98.8
	27	1	1.3	1.3	100.0
Total		80	100.0	100.0	

From above tables (4.1, 4.2 and 4.3) it is seen that,

$$A_o = \sum B_i .E_i = 877$$

Maximum score for B_i is 3 and maximum score for E_i is also 3 and 3 attributes were taken into consideration therefore maximum value of $B_i * E_i = 3 * 3 * 3 = 27$. Since 80 respondents were questioned therefore, the maximum score for $A_o = 27 * 80 = 2160$.

Thus, percentage attitude score for 80 respondents = $(877 / 2160) \times 100\%$

$$= 40.6\%$$

Hypothesis- 1

H₀: Students' attitude is independent of their gender.

H₁: Students' attitude and their gender are dependent.

To test above H₀ against H₁, Chi-sq. test is applied and results are shown in the following tables.

Table4.5

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender of respondent * VAR	80	100.0%	0	0.0%	80	100.0%

Crosstabs:

Gender of respondent * VAR Cross- tabulation

Count

		VAR		Total
		(-27) - 0	0 - 27	
Gender of respondent	Male	2	39	41
	Female	0	39	39
Total		2	78	80

Table4.6 Chi-Square test:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.951 ^a	1	.162	.494	.259
Continuity Correction ^b	.463	1	.496		
Likelihood Ratio	2.723	1	.099		
Fisher's Exact Test					
Linear-by-Linear Association	1.927	1	.165		
N of Valid Cases	80				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .98.

b. Computed only for a 2x2 table

Since calculated value of Chi-square 1.951 is less than the critical value 3.8415 at 95% confidence level for 1 df, therefore H_0 is accepted. This shows that the students' attitude is independent of their gender.

Hypothesis- 2

H_0 : There is no significant difference between the attitude of girls and boys.

H_1 : There is a significant difference between the attitude of girls and boys.

To test above H_0 against H_1 , Mann-Whitney U test is applied as an alternative to t-test for large samples and results are shown in the following tables.

Table4.7: Mann-Whitney Test

Table4.7.1

Ranks				
	Gender of respondent	N	Mean Rank	Sum of Ranks
Attitude_score	Male	41	37.04	1518.50
	Female	39	44.14	1721.50
	Total	80		

Table4.7.2

Test Statistics	
	Attitude_score
Mann-Whitney U	657.500
Wilcoxon W	1518.500
Z	-1.370
Asymp. Sig. (2-tailed)	.171

a. Grouping Variable: Gender of respondent

Since calculated value of Z is -1.37 which is more than the critical value -1.96 at 5% level of significance for a two tailed test, therefore H_0 is accepted.

V. Conclusion: Social media sites are the most popular today and different activities are carried out through this medium, such as business, politics and networks. This study examined the consumer's attitude towards advertising on social networks. After performing a series of analyzes, several conclusions were drawn from this study.

The results show that there are several attributes that influence students' beliefs and feelings. In my research, it is clearly demonstrated that the recall of attributes and persuasion influence the belief and intensity of feelings.

In my study, my hypothesis nothing is accepted, which shows that the attitude of the students is independent of their gender, which means that my alternative hypothesis showing the dependence between the attitude and the student's gender is rejected.

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