

“ROLE OF SOCIAL MEDIA IN ADVERTISING”

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ABSTRACT: Social networks have not continued to be a phenomenon, they have become a focal point, an attitude. It is simply not a passing fad, but a process that is here to stay, strengthening the daily life of global individuals belonging to various castes and religions. With this in mind, companies that want to spread their message actively use social networking platforms. This practice is quite essential in today's world. Those who have advertised on social media platforms are much more likely to believe in the power of this form of promotion and see that it is useful. One of the main problems with companies that use social networks is not the lack of attention given to them, but rather a question of how to exploit these platforms. These methods are still very new and advertisers will need time to see how and where to send their message to maximize their potential. Social media sites have an integrated advantage when it comes to marketing to potential customers, since a lot of information is known. On its users.

INTRODUCTION

Social networks are a platform where we can establish communities easily and quickly and communicate effectively. With the help of social networks, we can share our thoughts, ideas, interests, such as love for photography and many other things.

With the help of social networks, anyone can share anything globally at no cost. These are the main features and the power of social networks. Social media is a platform where we can talk face to face with our friends and family. In this generation, everyone can share their talent all over the world with the help of social networks for free. Social media is an information technology that facilitates the exchange of ideas and information and the creation of virtual networks. Because of its design, social media is based on the Internet and offers users easy electronic communication of personal information and other content, such as text, videos and photos. Users are involved with social networks through a computer, a tablet or a smartphone via web-based software or a web application, which often uses them to send messages. Social media was born as a tool used by people to interact with friends and family, but then they were adopted by companies that wanted to exploit a new popular communication method to reach customers. The power of social networks is the ability to connect and share information with anyone on Earth (or crowds of people) as long as they also use social networks

These are the some most useable social media sites.

- | | |
|-------------|--------------|
| a) Facebook | d) WhatsApp |
| b) Twitter | e) Instagram |
| c) Skype | f) LinkedIn |

Social media is based on the Internet and offers users easy electronic communication of personal information and other content, such as text, videos and photos.

In 2000: - 361 million people were online all over the world. And in 2016: - 3 billion people worldwide are online. Between 2000 and 2016, the growth rate was 764% of people online worldwide. Today almost half of the online world. In India, 54.8% of Indians have Internet access in 2016. Indian is very connected to the Internet. They have an average of 0.8 mobile subscriptions each. On average, people spend more than 3 hours. Per day online, more than 90 hours per month. 100 million online shoppers in India in 2016. In India, about 2.5 hours. They spend their time on social networks.

The use of smartphones has been significantly improved and the use of applications has become more popular than ever. Smart advertisers have already created apps for their customers to provide updates. Most people start using their phones to access their favorite social networks and this trend should not be ignored. I can't mention advertising through social networks without pointing out how it helps brands and people to have a closer connection with their potential customers. Having the ability to interact directly with them is extremely valuable and helps increase customer loyalty. When you can respond to a specific customer complaint or compliment, it indicates that your voice is heard. This also provides a better perspective of what people want and how they really feel about a product or company.

The fact that other companies are already involved in social networks should create a sense of urgency among those who are not. No one wants to fall behind. Social networks also have the advantage of being accessible and this gives you the opportunity to experiment more and see what works best for you.

LITERATURE SURVEY

According to Thirushen Naidoo (2011) after the survey, Thirushen Naidoo stated that the results of this study, which was designed as a pilot study to investigate the effectiveness of advertising on Facebook, are summarized. All the traditional factors used to measure the effectiveness of advertising have been extended to measure the effectiveness of Facebook advertising. The most obvious figure is the number of times respondents actually saw the ads in the survey, which showed that 93% of respondents never saw any polls published in the survey before. From the survey, it is clear that for an announcement is effective, there are four main elements that contribute to the effectiveness of the ads on Facebook, namely, customer engagement, brand reputation, brand image and attitude of the brand.

According to Christine Adhiambo Odhiambo (2012) in Christine's previous study, Adhiambo Odhiambo shows how social networks have become an important tool for marketing and creating brand awareness with the help of advertising. In fact, it is expected that in the near future there will be a paradigm shift from traditional advertising to social networking platforms. This study was designed to explore whether social media is more effective than traditional media in a brand management perspective and to find implementation challenges that make it a two-sided phenomenon.

According to Logan, Kelty (2013) in the previous study, Mr. Logan, Kelty said that advertisers enthusiastically embraced social media in an attempt to establish long-term relationships with young consumers. This study investigated the role of factors at the individual level (information search behavior, subjective rules, social network self-efficacy, perceived utility of advertising on social networks and attitudes towards advertising in general) in consumers' decisions follow brands on Facebook. An online survey of 502 young adult social network users suggests that the perceived self-efficacy of social networks and peer pressure significantly influence the decision to follow brands on Facebook, as well as consumers' attitudes and perceptions. compared to advertising.

According to Uchechi Cynthia Ohajionu and Dr. Soney Mathews (2015) in the previous study by Uchechi Cynthia Ohajionu and Dr. Soney Mathews, the adoption of social media for advertising by companies around the world is increasing. Nowadays, many companies have official Facebook pages, Twitter accounts and corporate blogs. All these are signs that social networks have become a vital part of consumers' everyday life, as well as in the daily operations of corporate organizations. The purpose of this conceptual document is to examine the various tools that companies can use in their advertising aspect to increase service and quality for their customers and increase profits.

Adnan Veysel Ertemel (2016), it is indicated that approximately 94% of advertisers used paid advertising on social networks on Facebook for both B2B and B2C, less than this percentage but still important in other social networking platforms. The result of the research showed the relationship between the moderate range and the strong one with respect to the whole model. However, the third step "evaluating alternatives" has the strongest relationship with advertising on social networks compared to other passages, on the contrary, the second step "researching information" has no connection with advertising on social networks.

Qazi Mohammed Ahmed and Dr. Muhammad Mustafa Raziq (2017) Social networks have not continued to be a phenomenon, they have become an approach, an attitude. It is simply not a passing fad, but a process that is here to stay, improving the daily life of global individuals who belong to different castes and religions. Over time, the strategies used to interact with customers have changed dramatically. Social media is now a vital component of any company's IMC (Integrated Marketing Communication) program and acts as a hybrid element of its promotional mix. The research paper aims to improve the theoretical body of knowledge and provide a conceptual model of social media advertising (SMAM). The model is supported and supported by two widespread theories of consumer behavior known as Theory of Reasoned Action (TRA) and Theory of Uses and Gratification (U&G).

Objectives

- To study the role of social media in advertising.
- To study the consumer attitude towards advertisement on social media.

Hypotheses

H₀: There is no significant difference between the perceptions of consumer toward social media advertising across the demographic profile.

H₁: There is a significant difference between the perceptions of consumer toward social media advertising across the demographic profile.

RESEARCH METHODOLOGY

The proposed study will be based on primary and secondary data. In this study survey methodology was used with the questionnaire method where it was done in three ways: Via e-mail, personally and Google docs. Simultaneously secondary data will be used from published reports and related literatures.

Research Design:

A research design is considered as the framework or plan for a study that guides as well as helps in data collection and analysis of data. I chose a quantitative research approach and used the survey method. In sum, the reasons to choose a survey method because Questionnaire is useful in describing the characteristics of a large population.

Sampling Design:

According to Sap ford R (1991), it is possible to determine the sample by using geographical locations in which the respondents can randomly collect in the field. In reality, 120 participants from the domain of Dehradun were involved.

Data Collection: A research instrument for the collection of data is a structured questionnaire. A questionnaire is developed through similar past studies reviewed in the literature review section. The questionnaire was developed in English either face to face or online and included two parts and totally 21 questions. At the beginning of the questionnaire some demographic questions from participants (Name, Gender, age, Education, Marital status, Occupation, Annual income of family) were asked and in the second part, were asked 14 five-point Likert type scale (where 5-point scales where 1=strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5= strongly agree) to record their perceptions. In the online section of the survey, data were congregated by using an online survey throughout the internet. The web site was:-

https://docs.google.com/forms/d/e/1FAIpQLSdTmCq4XFLNmlqulbBFkbb8yxQ_3oCKGVkjHlsTxAs_HRc23w/viewform?vc=0&c=0&w=1

When a participant enters the link provided the survey page was opened in few seconds, then as they complete the questionnaire and submit all of the data automatically saved to the database file, which is congregated information save to the database file, which is gathered information simultaneously.

Analysis of data & statistical tools:

The data collected are tabulated and analyzed in such a way to make interpretations. The statistical tools such as Mean, Standard Deviation, One way ANOVA is employed for analysis of data. The one-way analysis of variance (ANOVA) is used to determine whether there are any significant differences between the means of two or more independent (unrelated) groups. IBM SPSS version 22 is used for data analysis.

DATA ANALYSIS AND DISCUSSION

Table 1: ANOVA Table

Age wise classification

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	42.952	17	2.527	6.436	.000
Within Groups	40.040	102	.393		
Total	82.992	119			

One-way ANOVA analysis was carried out and from the Table1, it is clear that calculated Significance value $p=.000$ is less than $.05$ ($.000 < .05$) Hence the null hypothesis is rejected, indicating that there is a significant difference in the perception of consumer toward social media advertising across between different age groups.

Table 2: ANOVA Table

Gender wise classification

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.508	17	.265	1.307	.203
Within Groups	20.692	102	.203		
Total	25.200	119			

One-way ANOVA analysis was carried out and from the Table 2, it is clear that calculated Significance value $p=.203$ is more than $.05$ ($.203 > .05$) Hence the null hypothesis is accepted, indicating that there is no significant difference in the perception of consumer toward social media advertising across between gender groups.

Table 3: ANOVA Table

Marital status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.489	17	1.264	15.702	.000
Within Groups	8.211	102	.081		
Total	29.700	119			

One-way ANOVA analysis was carried out and from the Table 3, it is clear that calculated Significance value $p=.000$ is less than $.05$ ($.000 < .05$) Hence the null hypothesis is rejected, indicating that there is a significant difference in the perception of consumer toward social media advertising across between marital groups.

Table 4: ANOVA Table

Profession

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	41.992	17	2.470	5.142	.000
Within Groups	49.000	102	.480		
Total	90.992	119			

One-way ANOVA analysis was carried out and from the Table 4, it is clear that calculated Significance value $p=.000$ is less than $.05$ ($.000 < .05$) Hence the null hypothesis is rejected, indicating that there is a significant difference in the perception of consumer toward social media advertising across between different profession groups.

Table 5: ANOVA Table

Family annual income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.095	17	.770	1.124	.342
Within Groups	69.897	102	.685		
Total	82.992	119			

One-way ANOVA analysis was carried out and from the Table 5, it is clear that calculated Significance value $p=.342$ is more than $.05$ ($.342 > .05$) Hence the null hypothesis is accepted, indicating that there is no significant difference in the perception of consumer toward social media advertising across between different income groups.

CONCLUSION

In this study, consumers' perceptions of advertising on social networks through the demographic profile, people of different age groups have specific product options and, therefore, can only say that, while satisfying its uncertainty, the choice of advertising on Social media is not influenced by its genre to a large extent. Married groups like singles like those that help them simplify their lives.

Example: gadgets and services where different people have chosen different options, such as insurance, home applications, etc.

Education plays an important role in the perception towards advertising, since the most educated respondent has a more specific selection of advertisements, while a person with little or no experience in education is often confused as to which means of communication. Approached. People attach more importance to ads related to their professional life.

Example: a doctor is very much seen by the announcements in the medical field instead of the general announcements, listening to announcements in the different sections of the company is independent of his economic status, and you can see the announcements but he is not forced to buy the product

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