

# EFFECTIVENESS OF ADVERTISMENT IN SOCIAL MEDIA

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## ABSTRACT

Nowadays the most of the peoples are started using social media ,so this research is based on the effectiveness of advertisement in social media. Its a new method, which is using in marketing sectors as well as this method is the best way to convert the product to the customers. And this method of advertisement will easily maximize the customer expectations to buy a products, so I did a research on that with sampling size of 50 and the respondedents. The tools use for research isthe basis of my P-value from ANOVA tablethat there is a no relationship between effectiveness of advertisement and social media.

**Keywords:** Social Media ,ANOVA

## I. INTRODUCTION

The effectiveness of advertisement is faced by all the social media user especially Facebook users. The social media is easiest way to attract the peoples as well as it's a best marketing tools to promote the information's directly to the customers. By using this technique ,can easily convert the message about the products to the customers and also the customers can know the brief information's about the products.

## II. LITRATURE REVIEW

**Abu Bashar(2012)** This study business has been transformed today a from a transformed form a transactional relationship to a social relationship. Marketer's job is to providing this information is such a manner that you are viewed in a positive light create a positive brand and product reputation.

**TrishaDowerhBaruahl(2012)** The social media online mode going to becomes easy if it is facilitated by social media technologies. For insistence, learners can collaborate on team projects.

**NancyFernandez(2011)** This study was to understand the impact of changes in consumer behaviour and the emergence of new media such as SNS communication model. In order to verify the hypothesis, products are selected high involvement products or low-involvement.

**Arul Jothi(2017)** Social networks is having a role in influencing the behaviours of consumers in the virtual environments, particularly when the degree of exposure of messages and the relation has created between the variety of information given of information given and the customer who is about to make apurchase

**Sogoto(2018)** Based on the results of the study it can be concluded that the role of social media is very influential for tourism promotion tool.The efficiency of the cost can be controlled through social media.

### III. RESEARCH METHODOLOGY

The sample data for this research has been collected from the people of the Thanjavur region. 60 questionnaires were framed to collect the data from the sample of Thanjavur people.

### HYPOTHESIS

H<sub>0</sub>: There is no significant relationship between effectiveness of an advertisement and social media.

H<sub>1</sub>: There is a significant relationship between effectiveness of an advertisement and social media.

### IV. DATA ANALYSIS

Data analysis tool is ANOVA: Single factor.

**TABLE-I**

VARIABLE	SD	D	N	A	SA
Motivation to buy the product	13	10	6	9	12
Known product	2	10	7	13	18
New type of product	12	8	7	3	20
Advertisement help to number	12	7	12	9	10
Social media product me to buy	13	8	7	8	14
Updated in advertisement	10	7	10	10	13
Brand loyalty	12	4	7	13	14
Emotion are not	6	10	4	14	16
Change emotion or not	16	13	7	5	15
Quality of the product	5	6	6	17	16
TOTAL	10.1	8.3	7.3	10.1	14.8

**TABLE-II**

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	15.002	9	1.66689	0.89255	0.53167	1.89898
Within Groups	915.1	490	1.86755			
Total	930.102	499				

The above table-I it is evident that the mean score 14.8 is higher on “Strongly Agree” followed by mean score 10.1 on “Agree”. The table-II shows that the table value of F is 0.8925 is lesser than the calculated value of F is 1.8989 and the P-value is 0.5316 which is greater than 0.05. This analysis accepts the null hypothesis(H<sub>0</sub>).

## V. CONCLUSION

In conclusion ,the social media advertisement is playing a good role between the customers. And also the social media keep updates about upcoming products .the minimum no of customers are from working peoples are accept that the quality of the product is more attracted to order the best products but at the same time the most of the people are not using social media advertisement method to buy a products.

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