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A STUDY ON CUSTOMER ATTITUDE AND GRATIFICATION TOWARDS SOCIAL MEDIA ADVERTISING

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ABSTRACT

The article describes about the social media advertising. Social media advertising is a networking communication platform. Social media allow the people to freely interacts with others and also it provides multiple way for the marketers to reaches and engaging the customers. It provides the new platform to interact with the customers. Advertising on social media helps to improving business. Social media gives power to companies on the internet. marketers can use social media as a promotional tool. Social media advertising is big opportunities for the company to promote their products. In this study it focuses on customer attitude and gratification towards social media advertising.

Keywords -social media, Advertising, Customer – Marketing.

INTRODUCTION:

Social media is more reliable than old marketing tools. advertising on social can increase you brand recognition. Social media become a part of person's life and brand awareness. Social media is the largest media platform to world building both a social media audience and landing page audience, creating consistent and future success your marketing's. promotion ads call for people to submit entry to a competition. Social media ads, you can also target the ideal consumers for your business. social media ds is the most important resource a marketer can have. Social media advertising platforms offer highly visual advertising formats that include some ads. Social media influencer promotes products and brands on social media. one of the most important aspects of the social media advertising campaign is keywords. The fact, some of definitions make these personalized social media signals is more necessary conditions for the advertising being social ads.

OBJECTIVES OF THE STUDY:

- To know about the customer attitude and gratification towards social media advertising.
- To analyse the consumer behaviour towards social media advertisement.
- To examine the awareness of social media advertisement of the customer.

REVIEW OF LITERSTURE:

1. Abd Aziz, et al. (2008) state that publicity is pleasurable and entertaining in attracting and maintaining attention given to customers' wants and desires. Consumers like and like to visualize advertisements that have additional diversion and gratifying parts, the additional the pleasure the higher it's (Alit and Prabhakar 1992; Pollay and Mittal, 1993).

2. According to Mackenzie and Lutz (1989), publicized believability is outlined "the perceived honesties or honesty of the sponsor of the ad". In their structural model of perspective toward the ad formation, publicize believability ends up in advertising believability, which, in turn, affects perspective toward the add In step with Mackenzie & Lutz, publicity believability refers to the perceived honesties and quality of publicity [Mackenzie's. and Lutz, 1989].

3. Ducoffe confirmed that perceived delivering data (Rotzoll, Haefner and Sandage, 1986). Ducoffe confirmed that perceived informativeness is that the indispensable predictors of publicity worth [Ducoffe, R.H, 1996].

ANALYSIS AND INTERPRETATION:

FREQUENTLY USED SOCIAL MEDIA

S. No	Particulars	Number of Respondents	Percentage %
1.	Facebook	8	7
2.	Twitter	5	4
3.	Instagram	59	54
4.	YouTube	38	35
Total		110	100

Source: Primary Data

INTERPRETATION:

The above table shows that 7% of the respondents are frequently using Facebook, and 4% of the respondents are frequently using twitter, 54% of the respondents are frequently using Instagram and 35% of the respondents are frequently using YouTube.

INFERENCE:

Hence Majority 54% of the respondents are using the Instagram as most frequently.

REASON TO VIEW SOCIAL MEDIA ADVERTISEMENT

S. No	Particulars	Number of Respondents	Percentage %
1.	Product quality	19	17
2.	Time efficiency	22	20
3.	Discount	38	35
4.	Attractive advertisement	31	28
Total		110	100

Source: Primary Data

INTERPRETATION:

The above table shows that 17% of the respondents said that they are using it because of product quality, 20% of the respondents are convey that it is a time efficiency ,35% of the respondents are say that it's because of discount, 28% of the respondents are said it is an attractive advertisement.

SUGGESTION:

- Making Attractive advertisement is trending and discounts are should take place.
- Placing advertisements with right content will be helpful in effective advertising.
- If we are creating advertisement Use animation to attract the audience so that we can grab the desires of all categoriesof customers

CONCLUSION

In conclusion, I think Social media site is very popular everyday with new people joining sites creating a wide variety of people for the companies to advertise, also as shown above the advertising generates obvious results. Social media ads is the easiest and fastest way to communicate people. Promote your ads on like Facebook, Instagram, snapchat. YouTube these like platforms. Besides social media advertising can reach larger amount of viewer because there are millions and billions of people is using social media in this modern century. Social media is creating more and more audience at low cast.

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