

A Study on Awareness towards Advertisements in Social Media in Nagercoil City

K. Chitra*, Dr. S. Muthulekshmi*

**Assistant Professor of Commerce, S.T.Hindu College, Nagercoil*

Affiliated To Manonmaniam Sundaranar University, Abishekapatti, Tamil Nadu, India

Abstract—Social media is a digital platform to advertise the products and services which reach all over the world. The advertisements creates awareness about arrival of different product and services among the general public who has a purchasing power and they are willing to purchase to satisfy the human needs or wants. Most of the developing countries, particularly in India, people are using social media for chat, comment, share and watching advertisements. With the development of technology, social media is one of the most important media to spread the information to the world through smart phones, laptops and personal computers which are connected to the internet. Hence the product or service are connected and understand the wave length of customers. The marketers use this social media as an instrument to target people. This study gives an explanation on the awareness towards advertisements in social media. The data was collected with the help of well-structured questionnaire. Random sampling method was used to represent 120 respondents from the Nagercoil city. The result of the analysis indicates that majority of the respondents access Facebook through their smart phones for watching advertisements.

Keywords: *social media, general people, awareness, advertisement.*

1. INTRODUCTION

Social media is a digital platform to advertise the products and services which reach all over the world. In the modern era, everyone is communicated through social media with their relatives, friends and others. They not only used it for communication but also for watching advertisements and purchasing the product. Microblogging, blogging and social networking sites are used by the advertisers. Social networking sites are the effective instrument to attract the people, such as Facebook, YouTube, Twitter and Instagram. These sites have good-looking advertisements with brand photos, videos, flash advertisements and banner advertisements. Most of the people are in digital natives exploring many possibilities of innovative products through social media. The people activate social media through their smart phones by a single click and they can get the information about the product and service. Awareness expresses how a person feels towards a product displayed through social advertisements. It may positive or negative expression. The buying behavior of consumers of the product will become the customers of the product.

2. REVIEW OF LITERATURE

Ping Zhang (2011) have published a study on what consumers think feel and do toward digital ads: A multi-phase study proceedings of the European conference on information systems indicates that respondents frequently viewed the advertisements for advertisement, credibility to get information, but they used blockers to reject irritating advertisements.

Muhammad Aqusa, Dwi kartini (2015) Impact of online advertising on consumer attitudes, intentions and behaviors towards SMS advertising in Palestine, Indian journal of scientific & technology research depicts that advertisements in social media highly influenced the minds of consumers to purchase online.

3. STATEMENT OF THE PROBLEM

Today's people are in digital natives. They all have access to networked digital technologies. They all have the skills to use those technologies. Therefore today the people in everywhere irrespective of the locations they are sitting with IPOD or smartphone. With this modern technologies they are able to interact and interconnect with the entire world with in a second. So there is great awakening in the field of marketing and advertising with regard to goods and services. Realizing its importance the marketers upload all their advertisements through social media. Social media is a unique tool used by the marketers in an attempt to induce consumers to act in a desired manner. Through social media the advertisers are advertising the products and services like fashions, beauty products, home appliances, smart phones, electronic items ect., to attract the people. The following questions arise in the minds of the researcher like what are the factors that influence the respondents to watch advertisements and how they perceive the advertisements in choosing the products and services. To find out the answers to the questions the researcher has selected the study on awareness towards advertisements in social media.

4. OBJECTIVES

The main objective of the study is

- To find out the awareness towards advertisements in social media.

The following are the specific objectives.

- To study the demographic profile of the sample respondents in the study area.
- To find out the factors that influence the respondents to watch advertisements.
- To measure the awareness towards advertisements in social media.

5. METHODOLOGY

The present study is analytical in nature, which is based on empirical evidences in the form of primary data and secondary data. Primary data was collected with the help of well- structured questionnaire. Secondary data has been collected from various published and unpublished sources like books, articles, journals, magazines and internet. Samples are collected from the total population of Nagercoil city by adopting random sampling method. Thus the study has 120 sample respondents from the Nagercoil city. To make the present study more effective percentage method, Garret ranking technique and Friedman rank test has been adopted.

6. DATA ANALYSIS AND INTERPRETATION

Demographic characteristic of respondents is one of the important variables to identify which factors are highly influenced to watch advertisements and to analyze the awareness regarding advertisements in social media. Demographic profile of the respondents were classified according to their age, gender, occupation and monthly income.

Table 1. Demographic profile of the respondents

Variables	Particulars	Frequency	Percent
Gender	Male	32	26.7
	Female	88	73.3
Age	15-25	42	35.0
	26-35	28	23.3
	36-45	37	30.8
	Above 46	13	10.8
Occupation	Student	50	41.7
	Self Employed	31	25.8
	Govt. Employed	18	15.0
	Pvt. Employed	12	10.0
	Unemployed	9	7.5
Income	10000	14	11.7
	10001-20000	39	32.5
	20001-30000	53	44.2
	Above 30001	14	11.7

Source: Primary data

Table 1 clears that 73.33 percent of the respondents are female and rests are male. It is inferred that female respondents are highly attracted by social media advertisements because the most of the advertisers are concentrating advertisements on female related products like households, jewels, cosmetics, fashions etc. 35 percent of the respondents are belonging to the age group of 15-25 years. It is understood that youngsters are more aware of this advertisements compare to other age groups. 41.7 percent of the respondents are students. It indicates that college going students are enthused to use social media for updates of brand and services available in the particular sites. 44.2 percent of the respondents were in the income group of 20001-30000. It is inferred that income level of respondents decides about the usage of internet and purchasing behavior of the sample respondents.

7. TIME SPENT ON SOCIAL MEDIA

Social media advertisements play an important role in the people. They spent quality time in watching advertisements via social media rather than Television while purchasing products or services. The following table depicts that time spent on social media.

Table 2. Time spent on social media

Particulars	Frequency	Percent
1-2 Hours daily	59	49.2
Several times in a day	41	34.2
2-4 times in a week	17	14.2
Once in a week	3	2.5
Total	120	100.0

Source: Primary data.

Table 2 clears that 49.2 percent of the respondents spent 1-2 hours daily on social media and 34.2 percent were visit social media several times in a day. It is inferred that the sample respondents were accessing social media when they are free and evaluate the products and services with the competitors' products and services in terms of quality, discount, shape, price etc.

8. DEVICE TO USE

Nowadays advertising is experiencing rapid technological changes that have led to result in the emergence of new media such as Tab, Laptop, Smartphone and personal computers. The following table depicts the modern devices used by the people.

Table 3. Device to use

Particulars	Frequency	Percentage
Tab	24	20.0
Laptop	28	23.3
Smartphone	59	49.2
Personal computer	9	7.5
Total	120	100.0

Source: Primary data

Table 3 depicts that 49.2 percent of the respondents were using smart phones and the least 7.5 percent of the respondents are using personal computers. So it is inferred that smart phones having advanced features compared with other devices like tab, laptop and personal computers and also very easy to handle.

9. FACTORS INDUCE TO WATCH ADVERTISEMENTS

There are number of factors induce to watch advertisements in social media. No one can purchase the products without the promotional efforts. The following factors induce the respondents to watch advertisements in social media.

Table 4. Factors induce to watch advertise

Factors	Garret score	Rank
Friends	62.11	I
Reviews	51.6	III
Newspapers	46.12	IV
Relatives	51.71	II
Television	44.11	V
Others	43.30	VI

Source: Primary data

Table 4 shows that the friends get the first rank with its score of 62.11, relatives got the second rank followed by reviews, newspapers and television. It is inferred that most of the respondents are getting awareness about social media advertisements from friends.

10. OPINION ABOUT SOCIAL MEDIA ADVERTISEMENTS

The views are different from one person to another. It is the process by which individuals become aware of products through the advertisements.

Table 5. Opinion about social media advertisements

Particulars	Mean score	Rank
More informative than traditional ads	4.20	I
Attractive advertisements	3.70	III

Creates product awareness	2.86	VI
Entertained than other advertisements	3.37	IV
Credible than other advertising methods	2.92	V
Purchase impulsion	3.96	II

Source: Primary data

Table 5 clears that based on mean rank advertisements through social media are more informative than traditional advertising and it is followed by purchase impulsion, attractive advertisements and so on. It is inferred that social media advertisements are more informative and it tuned the people to purchase the products.

11. FINDINGS

- 73.3 percent of the respondents are female and 26.7 percent are male.
- 35 percent of the respondents are belonging to the age group of 15-25 years and 10.8 percent are in above 46 years.
- 41.7 percent of the respondents are students and 7.5 percent are unemployed.
- 49.2 percent of the respondents are using smart phones and 7.5 percent are using personal computers.
- To get awareness friends got the first rank.
- Social media advertisements are more informative than traditional advertisements got highest score.

12. CONCLUSION

In the modern era social media plays an important role in all life. Through this social media advertisements the products and services reaches the whole world and all the people are getting benefited through Facebook, you tube etc. From the results of this research advertisements are more informative and attractive. Hence there is an impulsion in the hearts of the customers to purchase the products. The credibility of the advertisement is low because the advertisers use visual and graphical effects to attract all the people. It can be concluded that all the people are having positive awareness towards social media advertisements and they also intended to purchase the products.

13. SUGGESTIONS

- To improve sales and capture market share the social media advertisements can be prepared for all stages of people.
- The concept of digitalization of country may become true, when the producers of various

companies can join together and create free Wi-Fi connection in the whole world.

- To advance the purchasing behavior of the families in general, the marketer can concentrate the needs of the people and to improve the marketing strategy.
- The social media advertisements cannot mislead the people by providing the false information.
- The advertisements must be attractive which are appealing to the eyes of the viewers so as to watch more advertisements on online.

REFERENCES

- [1] Ece Armagan, Bihter Bicer Oymak (2013) The impact of social media on Turkish university students attitude toward online advertising and their behavioral response, international journal of social sciences and humanity studies vol.5 no. 1 ISSN13.9-8063.
- [2] Regi, S.B, & Franco, C.E. Information Technology in Indian Baking Sector- Challenges And Opportunities.
- [3] Mohammed Zeda Yeti Salem (2016) Impact of online advertising on consumer attitudes, intentions and behaviors towards SMS advertising in Palestine, Indian journal of scientific & technology Vol 9(4)
- [4] Muhammad Aqusa, Dwi kartini (2015) Impact of online advertising on consumer attitudes and interests buy online, International journal of scientific & technology research, Vol 4, ISSN 227-8616.
- [5] Ping Zhang (2011) have published a study on what consumers think feel and do toward digital ads: A multi-phase study proceedings of the European conference on information systems, Helsinki Finland June.