# EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING

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**ABSTRACT**

Social media has formed a huge buzz in this competitive world. Social media has become the most modern and successful technological innovations. Social media advertising has become typical for most of the organization. It is not only popular among younger generations, but also among the middle and the older generations. In this era, due to heavy competition, changing environment, arrival of new technologies and various tools of social media, it is difficult for the company to compete with others. To compete and survival, nowadays almost most of company giving advertisement in TV and also in social media, therefore advertising is getting changed. Most of the companies and role players are enforced to execute many consumers and apply innovative and creative ad strategies. By utilizing the social characteristic of the web, social media and advertising which is able to unite and cooperate with mass number of people.

This study attempts to explore the effectiveness of advertising through social media, to determine the key factors that affect the effectiveness of advertisements on social media. A survey was conducted with the help of Questionnaires to the 169 no: of consumers in the southern part of the Tamil Nadu. Descriptive studies were undertaken and statistical analysis revealed the factors like brand image, message, product offered, semiotic, psychology are the actual effectiveness of the advertisement.

To conclude, advertisement should be effective on social media, the above factors must be established that definitely enhance the company image. Thus, the company should give ad both in TV and also in various social media in order to compete with the competitors. Survival of fitness becomes easy for them and hence they will have a better growth in future.

*Keywords: Social Media, Traditional media, Ad on social media, Effectiveness of Advertisements*

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## Introduction

Advertising aims to influence the consumers on some products which provide evidence and valuable to them. The message communicated through advertising which persuade the consumers' purchasing decisions. It is very popular among the consumer to spread the awareness about the product and services. It is a viral nature communication that is why it is gives both an opportunity and a threat for advertisers. If false information is given the image of the entire company is damaged.

Marketing is indispensable to most businesses and is generally the most significant phase of the business strategy. In the tremendously competitive world, social media marketing has become the new fashion.

The popular websites like Facebook, Twitter, and YouTube etc have nearly five million visitors and thus it is very imperative focal point for marketing. Fostering a business through these sites provide a very striking business offer due to the huge sum of firm traffic every day. Today's vast technological advances have made social networking to be extremely successful and social media marketing a very important segment in a business, because of the sheer number of people that access these sites regularly.

The advertising in social media differs from the traditional way of advertising such as TV, Radio, and other Outdoor advertising a successful social media advertising campaign is designed to create a buzz. The successes of campaign advertisements rely entirely on the social network users to discuss and promote a product.

## Social Media

Social media gain the highest profitable sites on the web, weighing to the value of more than ten billion dollars. The cause why it has become very much popularity is because it gives free lines of communication between all genders across the world in a real time. Opinions and suggestions and games give relaxation to the visitors from their problems.

It is an exceptional marketing and advertising tool for people in order to search product details which are either virtual or physical, one. It has a highly developed campaign set of

connections that allocate a specific demographic region for the companies, which means that they can target specific individuals living in a particular region.

Social media is gaining a lot of profits daily, especially with all the possible resources available for advertising on these social Medias. The software program permits to mechanize and target the method of befriending and divulge to a fan page for big crowds. The use of social media advertising gives a great opportunity to a competitive world which is helpful to sell their products and services.

**The Impact of social media on Advertising**

Organizations can be benefited from advertising via social media. Social media offer opportunities such as:

- Appealing consumers
- Brings brand reputation
- Make positive brand attitude
- Augment CRM
- Publicize new products and services

**Objectives**

- To compare the advertising on social media and traditional media
- To investigate the factors affecting the advertising on social media.

**RESEARCH METHODOLOGY**

This research made use of a focus group methodology to understand consumer behavior toward social media advertising and traditional media advertising.

Research design indicates the methods and procedures for collecting mandatory information and its measurements and analysis to reach a meaningful conclusion at the end of the proposed study.

The Questionnaires were used for this research from the initial stages to the final stage. The Exploratory Research as well as Descriptive Research was used for conducting research.

The sample size is 169 and the researcher concentrated all type of population, including

child, youth, adult and old people. The statistical analysis such as SPSS package was used for data analysis

**Findings**

1. The females are the majority for using social media and watching advertisements.
2. The majority of the respondents fall in the age group between 21-30 and 31-40.
3. The majority of the respondents are well qualified having UG and PG degree.
4. The majority of the respondents are home makers, IT professional, Professors and others.
5. The 54.75% of mean value believe in the product that endorsed by celebrities.
6. 73% of the respondents are very care in using the reputed brand that shown through social media compared to traditional media.
7. 69% of the respondents take quick purchasing decision by seeing the social media.
8. 89% of the respondents talk and share the ad on social media to their friends and relatives.
9. 92% of the respondents are having positive reaction towards social media advertisements.
10. 71% of the respondents agree that message and other content for the product and services shown in social media is sufficient.
11. 62% of the respondents indicate that they use the product which is shown frequently in the social media.
12. 86% of the respondents believe that product quality, quantity, price etc shown in social media is reasonable and accurate.
13. Branding is the most important factor for effectiveness of ad in social media.
14. Other factors such as Message, product offered, semiotic, psychology are some of the next factors for effectiveness of the advertisement on social media.

15. 52% of the respondents says Social media is attractive remaining rely on tradition media.

16. 58% of the respondents agree that advertisement shown on social media is memorable.

17. 63% of the respondents feel that ad on social media gives a pleasant feeling compared to traditional media.

18. 78% of the respondents express that they spent time more on social media ad than traditional media; this is because they frequently use social media.

**Suggestions**

1. The company can target more females because female are watching more social media ad than compared to male. The company can modify the ad to attract the male respondents also.

2. Since the majority of the respondents are in the age group between 21-40 therefore the advertiser can keep in mind about the taste and preferences of young people.

3. Qualified respondents are the most interested to browse ad in social media, hence the advertiser should be very keen in telecasting the ad through social media, and fake information can damage their reputation.

4. Consumers believe those products which were endorsed by celebrities; therefore the company can make the celebrities to act for the ad.

5. The company should focus more on the factors like brand image, message, product offered, semiotic, psychology for the effectiveness of the advertisement.

6. Accurate information and exact details to be given on social media, because these ads are shared between mass number of people. If improper or incomplete information are given then there will be a negative word of mouth.

7. The company should not only focus on social media for their product ad but also other traditional media such as TV, newspaper, magazines, billboards etc.

## Conclusion

Nowadays, social media advertising is very popular issue among online marketing. Many organizations must do their best to engage themselves into social media for various reasons. The motive for many industries that is turning towards social media advertising is dependent on various factors, such as the company profile, the products, and customers. The day by day social media advertising is on the peak.

In conclusion, for advertisements to be effective on social media, the mentioned factors must be established that definitely enhance the company image. Thus, the company should give ad both in TV and also in various social media in order to compete with the competitors. Survival of fitness becomes easy for them and hence they will have a better growth in future.

## Scope for further research

1. More research needs to be carried out on various types of social media individually rather than in general.
2. In addition, more study needs to be carried out on specific product or services rather than in general.
3. Further research can be conducted at the national and international level as this research has been conducted at the Tamilnadu state level.

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