A STUDY ON EFFECTIVENESS OF SOCIAL NETWORKING SITES IN ADVERTISING WITH SPECIAL REFERENCE TO ERODE DISTRICT-TAMILNADU (INDIA)

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Introduction and Design of the Study
Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas over the internet and in virtual communities. The impact of social networks on young people is significant. Children are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, Linkedin, Youtube and Facebook, which has made the social media an essential aspect of their life. Social network is transforming the manner in which young people interact with their parents, peers, as well as how they make use of technology. The effects of social networking are twofold. On the positive side, social networks can act as invaluable tools for professionals. They achieve this by assisting young professionals to market their skills and seek business opportunities. Social networking sites may also be used to network professionally. On the negative side, the internet is laden with a number of risks associated with online communities. Cyber bullying, which refers to a type of bullying that is perpetrated using electronic technology, is one of the risks.

Bullies have taken to internet sites such as Twitter and Facebook, where the hide behind the anonymity provided by the internet to carry out their despicable acts. Young people also run the risk of inadvertently disclosing their personal information since on most occasions; they usually neglect to read carefully websites' privacy policies. Whenever young people fail to read the policies and disclaimers, they are exposed to risks of having their personal information disclosed. This is especially a serious matter in light the rising cases of cyber crimes such as identity theft. New studies reveal that social networks have the ability to sway people to spend money by running advertisements on the user's page. Such forms of near-subliminal advertising can subconsciously cause an individual to buy certain merchandise.

Social Media in Business and Consumer Market
 Role of social media in business and consumer market in India cannot be undermined. It is the change in consumers' behavior that is changing the role of social media in India. With time, use of social media has seen a drastic change from just used for fun to fun plus knowledge and marketing. For business purposes, Facebook is the most important social media platform as there is customers' engagement, followed by Twitter, YouTube and blogging. Social media is used by brands to build communities for interaction and spreading news.

So not only individuals but every organization, is it big or small, has an online presence on Facebook, Twitter, Pinterest, YouTube channels and other related social media platforms. 95.7% of organizations in India use social media to build communities, 76.1% for highlighting brand news, platform specific parameters such as number of likes, share, comments and people taking about the company are considered by 81% of the organizations to measure their success. As far as the budget is concerned, most of the organizations set budget below INR 10 million on their social media spending that makes 1-5% of their total marketing budget. Social media interaction provides useful information about the behavior of the customers to the organization on regular basis.

Need for the Study
Social media today is basically online media that facilitates social interaction. There are various websites, channels and resources that permit advertisements to be distributed reaching millions of people worldwide. Sites such as Facebook, Twitter, YouTube, Bebo and MySpace all contain users that have identities or profiles that display demographic and social information about themselves. These users can generate connections with one another by following one another or by becoming friends. This social media interaction and communication with one another has provided advertisers with a new opportunity to penetrate and display their messages to a vast online audience.

Conversely, successful advertising to this environment is not necessarily straight forward and without problems. There are several concerns regarding some advertisements that invade privacy and publish users identities making the adverts intrusive on peoples online social lives. Nevertheless, social media advertising is considered to be central to marketing, as the Internet has become a influential platform for advertisers to reach mass audiences. Social media has become an integral part of modern society. Astonishingly, there are some social network sites with user bases larger than the populations of most world

countries. With advertising on major social networks and social media sites making changes and improvements on an almost daily basis, it is sure to keep evolving over the coming years.

Statement of the Problem

Social network users have accounts on many social networking sites they spend about a lot of time on writing, sharing their daily information and viewing advertisements. Social network users really enjoy doing this kind of activity, to be able to converse with their friends, family members, and some strangers. Now a day social network users are starting to get addicted to social networking sites in viewing advertisements. Social network users know that social networking is a new invention of technology and this invention bring more and new crime. . Some studies show that disturbingly large numbers of thieves are using social networking sites to identify where they can steel.

On the other hand, the ill-effects of advertising in social networking site are the escalation of national crime rate, decline in the respect for leadership of every kind, establishment of illogical loyalties, exploitation of women and children and deliberate sale of products. The advertising appeals in social networking sires that have received the most criticism for being in poor taste are those using sexual appeals. These techniques are often used to gain viewers' attention and may not even be appropriate to the product being advertised. The present study makes an attempt to find out the level of effectiveness of social networking sites on viewing advertisements in Erode district and also to identify the level of attitude and problems faced by the viewers in viewing advertisements on social networking sites. Based on the above issues the following questions were probed.

1. What are the effectiveness of social networking sites in viewing advertisements?
2. What are the major factors considered by the viewers regarding to view advertisements in social networking sites?
3. To what extent social networking sites affects the viewers in viewing advertisements?
4. How to overcome the problems of viewers in viewing advertisements on social networking sites?

Objectives of the Study

To identify the level of attitude of the users on using social networking sites.

Review of Literature

Chang-Dae Ham; Joonghwa Lee; Hyung-Seok Lee,(2014)[1]. "Understanding consumers' creating behaviour in social media: an application of uses and gratifications and the theory of reasoned action". Employing the theory of uses and gratifications in conjunction with the theory of reasoned action, this study examines why consumers create social media content and how their motivational beliefs and subjective norms influence attitudes toward, intention to, and behaviour of creating social media content. By combining qualitative and quantitative analyses, the results identified five significant motivations to create social media content, including social-cognition, entertainment, self-expression, social-belonging, and communication. Structural equation modelling revealed that some motivations were positively related to attitudes toward creating behaviour, which in turn affected intentions and real behaviours involved in creating social media content. However, subjective norms did not prove to be directly influential. The implications of these results are discussed.

Thamaraiselvan Natarajan et al, (2014)[2]," Perception of Indian consumers towards social media advertisements in Facebook, LinkedIn, YouTube and Twitter" . The increasing presence of social media in India gives an active advantage to marketers to attract consumers through advertisements, still the Indian consumers perception towards these advertisements remain unexplored. This study aims in exploring consumer perception of beliefs towards social media advertisements in four top social media websites; Facebook, LinkedIn, Twitter and YouTube. The survey was collected from 710 social media users through administered online data collection. For this purpose, seven belief factors; product information, hedonic/pleasure, good for the economy, social role and image, materialism, falsity, and value corruption was employed in the study. To enhance the results as appropriate to the investigation, multivariate analysis of variance was used to identify the difference in belief perception of Indian consumers among the four social media sites. All belief factors exhibited comparatively significant difference among the four social media websites except for the beliefs, materialism and value corruption. It was also identified the belief falsity/no-sense shows a highest significant mean difference between LinkedIn and YouTube. The

[1] *Chang-Dae Ham; Joonghwa Lee; Hyung-Seok Lee, Understanding consumers' creating behaviour in social media: an application of uses and gratifications and the theory of reasoned action . : **Int. J. of Internet Marketing and Advertising**, Vol.8, No.4, pp.241 – 263, 2014.*
[2] *Thamaraiselvan Natarajan, Janarthanan Balakrishnan; Senthil Arasu Balasubramanian; Jeevananthan Manickavasagam, "Perception of Indian consumers towards social media advertisements in Facebook, LinkedIn, YouTube and Twitter" . Int. J. of Internet Marketing and Advertising, Vol.8, No.4, pp.264 – 284, 2014.*

proposed study helps to understand the foundation of knowledge of Indian consumer perception towards social media advertisements

Elli Vlachopoulou; Christina Boutsouki, (2014)[3]. "Facebook usage among teenagers - the effect of personality and peer group pressure; an exploratory study in Greece" Teenagers have become the most electronically connected generation of all time and the most avid users of social networking sites. The present study examines Facebook usage among teenagers (12-14 years old) and investigates the mediating effect of personality characteristics and peer group pressure on its use. A survey among 567 teenagers in Greece indicated that intensity of Facebook usage is positively related to increased extraversion and peer group pressure. Teenagers are ardent Facebook users mainly for two reasons: First, because it is a trend and second, in order to keep in touch with them.

Raed S. Algharabat,(2014)[4] ,"Conceptualising and modelling virtual product experience for online retailers". This study aims to define and conceptualise three-dimensional (3D) virtual product experience (VPE) for online retailers. Therefore, this research designed a hypothetical retailer website, which presents a variety of 3D laptop and ring sites that allow participants to control the content and form of the 3D flashes. This research finds that the measurement of VPE should be based on a multi-dimensional construct rather than a unidimensional one. In other words, this research finds that defining and operationalising VPE should be based on the authenticity, perceived diagnosticity, compatibility, flow and enjoyment aspects of the 3D product. Results show positive relationships among VPE, attitude to the product and purchase intention.

Eugenia Papaioannou et al, (2014)[5]" "Investigating websites' e-CRM features in building customer relationships: evidence from Greece" In this study the 500 largest Greek companies are examined concerning their websites as marketing communication channels. Features of the websites are analysed and the most important features are categorised. Companies' characteristics are analysed and connected to the business activities of the firms. Simultaneously, the companies are segmented using a two-step cluster analysis and, hence, the profiles of the clusters are presented. The findings indicate that Greek firms do not adopt advanced e-CRM features as a means to obtain feedback. Only a minority of firms surveyed have exploited the web as a marketing communication tool. Further, a field research was conducted addressed to the marketing managers of the largest 500 companies in Greece. The survey showed that the advanced e-CRM features are found to be related to the communication and advertisement goals of a company's website. Moreover, those advanced features are related to the e-commerce web applications and information quality of the company's webpage. Finally, some e-CRM strategy features and pursued characteristics of a company webpage, according to the marketing managers of the firms, are identified and presented.

Minho Lee,(2014)[6],"The effects of message directivity of social networking service word-of-mouth and brand knowledge levels on accessibility and diagnosticity" . This study empirically examines the accessibility and diagnosticity differences of evaluative memory and discrete factual memory information for SNS message directivity and brand knowledge levels. The results indicate that there are greater positive SNS messages and levels of brand knowledge from discrete factual memory information, but there is less diagnosticity. With respect to negative SNS messages and high levels of brand knowledge, the accessibility and diagnosticity of discrete factual memory information are greater. Additionally, the condition of positive SNS messages and low levels of brand knowledge showed higher accessibility to evaluative memory information than discrete factual memory information; however, there was no difference in diagnosticity between the two types of memory information. The condition of negative SNS messages and low levels of brand knowledge showed greater accessibility to evaluative memory information than discrete factual memory information, but no difference was evident between the two types of diagnosticity.

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[3] *Elli Vlachopoulou; Christina Boutsouki, "Facebook usage among teenagers - the effect of personality and peer group pressure; an exploratory study in Greece"* **Int. J. of Internet Marketing and Advertising,** *Vol.8, No.4, pp.285 - 299 ,2014*

[4] *Raed S. Algharabat, Conceptualising and modelling virtual product experience for online retailers* **Int. J. of Internet Marketing and Advertising**, *Vol.8, No.4, pp.300 - 319 ,2014*

[5] *Eugenia Papaioannou; Costas Assimakopoulos; Christos Sarmaniotis; Christos K. Georgiadis, Investigating websites' e-CRM features in building customer relationships: evidence from Greece,* **Int. J. of Internet Marketing and Advertising**, *Vol.8, No.4, pp.320 - 338 ,2014*

[6] *Minho Lee, The effects of message directivity of social networking service word-of-mouth and brand knowledge levels on accessibility and diagnosticity,* **Int. J. of Internet Marketing and Advertising,** *Vol.8, No.3, pp.199 – 207,2014*

Thomas Tellefsen, Alan Zimmerman,(2004)[7], "The impact of buyer perceptions and situational factors on internet usage" . The internet is rapidly gaining prominence in business-to-business marketing. As a result, there is a strong need to understand the role that it plays in inter-firm relationships. This paper addresses this issue by examining internet usage from the perspective of industrial buyers. We draw upon conceptual material, as well as a survey of 100 industrial buyers, to examine factors that may affect a buyer's likelihood of using the internet. The findings suggest that an industrial buyer's likelihood of using the internet is affected by the buyer's perceptions of value and trust, as well as situational factors such as product type, decision stage, and the buyer's overall internet experience. These findings have implications for how industrial marketers design their websites and integrate their internet strategies with their more traditional marketing programmes

Lynda Fitzgerald ,(2004)[8]," The influence of social communication networks on intentions to purchase on the web" .Despite the increased offering of online communication channels to support web-based retail systems, there is limited marketing research that investigates how these channels act singly, or in combination with offline channels, to influence an individual's intention to purchase online. If the marketer's strategy is to encourage online transactions, this requires a focus on consumer acceptance of the web-based transaction technology, rather than the purchase of the products per se. The exploratory study reported in this paper examines normative influences from referent groups in an individual's on and offline social communication networks that might affect their intention to use online transaction facilities. The findings suggest that for non-adopters, there is no normative influence from referents in either network. For adopters, one online and one offline referent norm positively influenced this group's intentions to use online transaction facilities. The implications of these findings are discussed together with future research directions.

Minjoon Jun, Jing Hu, Robin T. Peterson ,(2004)[9]," A comparison of information searchers and e-shoppers on the perceptions of e-shopping factors: an assessment "This exploratory study expands knowledge concerning the perceptions of two groups of internet users, information searchers and e-shoppers, on the key e-shopping factors and intention to shop online. The findings suggest that the two groups of internet users showed significant differences in their perceptions of the following four e-shopping factors: product perception (product quality, price, and variety), e-shopping experience, prompt/reliable service, and online security risk. Further, product perception, e-shopping experience, online security risk, and consumer risk emerged as the factors that significantly impacted on intention to shop online

Methodology
The validity of any research depends on the systematic method of collecting the data, and analyzing the same in a sequential order. In the present study, an extensive use of both primary and secondary data was made.

Sampling Design
Stratified random sampling method was used to collect the data from the 700 respondents living in various Taluks of Erode district. For this purpose, field survey method was employed and questionnaire technique was used by the researcher to collect the pertinent data with the help of well structured questionnaire. For this purpose, the researcher has established a good rapport with the respondents living in various Taluks of Erode district. A note working feature was that all the 700 respondents have given proper answer with much zeal. There are fourteen blocks in Erode district. For the purpose of this empirical study, the respondents were chosen from all the fourteen blocks of the study area by employing stratified random sampling method. The names of the blocks in the Erode district are listed in the underneath table which includes Erode, Modakurichi, Kodumudi, Perundurai, Chennimalai, Ammapettai, Anthiur, Bhavani, Gobichettipalayam, Nambiyur, T.N. Palayam, Sathyamangalam, Bhavanisagar and Thalavadi. The geographical distribution of the respondents living in industrial locality is given in the following table.

Distribution of Sample Respondents

S. No	Name of the Blocks	Sample Distribution
1	Erode	50
2	Modakurichi	50

[7] *Thomas Tellefsen, Alan Zimmerman, The impact of buyer perceptions and situational factors on internet usage ,* **Int. J. of Internet Marketing and Advertising,** *Vol.1, No.3, pp.268 – 282,2004*
[8] *Lynda Fitzgerald, The influence of social communication networks on intentions to purchase on the web,* **Int. J. of Internet Marketing and Advertising,** *Vol.1, No.2, pp.137 – 154,2004*
[9] *Minjoon Jun, Jing Hu, Robin T. Peterson, A comparison of information searchers and e-shoppers on the perceptions of e-shopping factors: an assessment,* **Int. J. of Internet Marketing and Advertising,** *Vol.1, No.2, pp.204 – 228,2004*

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3	Kodumudi	50
4	Perundurai	50
5	Chennimalai	50
6	Ammapettai	50
7	Anthiur	50
8	Bhavani	50
9	Gobichettipalayam	50
10	Nambiyur	50
11	T.N. Palayam	50
12	Sathyamangalam	50
13	Bhavani sagar	50
14	Thalavadi	50
	Total	700

Sampling Method
The sample size was determined using Cochran's (1977) sample size determination formula for continuous data. Information used in this formula included (i) a five point Likert - type scale (ii) a two percent margin of error (iii) an estimate of population standard deviation of .833. A five percent risk that true margin of error may exceed the acceptable margin of error was utilized.

Sample size formula for continuous data,

$$n_{o} = \frac{(t)^2 \times (s)^2}{(d)^2} = \frac{(1.96)^2 \times (.833)^2}{(5 \times .02)^2} = \frac{(3.8416) \times (o.6938)}{(.01)} = 266.530$$

Where t = value for selected alpha level of 0.25 in each tail = 1.96.
S = estimate of standard deviation in the population =.833 (estimate of variance for 5 point scale calculated by using 5 (inclusive range of scale) divided by 6 [number of standard deviations that include almost all, approximately 98% of the possible values in the range])
D= acceptable margin of error for mean being estimated = 0.1(0.02 x 5 point likert type scale)
$N_0 = $ unadjusted sample size

$$N = \frac{n_0}{1 + \frac{n_0}{N}} = \frac{267}{1 + \frac{267}{10,000}} = 260.5649$$

N= adjusted sample size

Therefore, the required sample size is 260.

Sample of 780 respondents in various blocks of Erode District, about triple the number of required sample size were selected based on the convenience of the researcher by adopting Stratified random sampling method. The data thus collected were verified and found certain flaws and incomplete information in the questionnaire. They were discovered and finally 700 respondents were chosen for analyzing data.

Data Collection
Primary Data
In order to fulfill the objectives set, a sample study was undertaken by using a well-framed questionnaire that was duly filled by the respondents. Respondents with varying background were selected based on the important aspects of their age, gender, marital status occupation and income etc. They are all situated throughout the Erode district. The specimen of the questionnaire given to the selected sample respondents is shown in the Appendix section of this thesis.

Secondary Data
The primary data were supplemented by a spate of secondary sources of data. The secondary data pertaining to the study was gathered from the records of HRD and all the District Collectrates. Latest information about the social networking sites was gathered from well equipped libraries of Bangalore, Chennai and Coimbatore. Internet web resources were also used. The secondary data were collected from leading journals such as the Indian journal of marketing, journal of information technology, survey of Indian census and economic survey report.

Level of Attitude of Social Networking Site Viewers (Multiple Regression Analysis)

S. No	Variables	B	Std. Error	T	Sig
	(Constant)	69.277	3.683	18.812	.000
1	Age	-.473	.620	-.764	.445
2	Gender	-2.328	.919	-2.531	.012
3	Marital status	1.165	1.139	1.022	.307
4	Educational qualification	.113	.532	.212	.832
5	Occupation	-.761	.314	-2.423	.016
6	Family size	-.672	.670	-1.003	.316
7	Type of family	-.143	.942	-.152	.879
8	Monthly income	-.168	.506	-.333	.739
9	Residential area	-.808	.637	-1.268	.205
10	Usage period	-.624	.606	-1.030	.303
11	Mostly used social network site	.397	.280	1.415	.157

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.159	.025	.010	11.705

The multiple linear regression component (Dependent Variable) is found statistically a good fit as R^2 is 0.025 which shows that the three independent variables contribute about 25% on the variations in the level of attitude of the respondents by viewing advertisements in social networking sites and this is statistically significant at 5% level.

The table indicates that the co-efficient of respondent's in marital status, educational qualification and mostly used social networking site are positively associated with the level of attitude of the respondents by viewing advertisements in social networking sites. Further, it indicates that these variables that contribute to the attitude are statistically a good food fit. The variable such as gender and occupation of the respondents is significant at 5% level which implies that their influence is stronger than the other variables.

The rate of increasing the level of attitude of the respondents by viewing advertisements in social networking sites shows better results of the independent variables such as marital status with 1.022 unit change, with 0.212 unit change in educational qualification and with 1.415 unit change in mostly used social networking site. Thus, from the analysis, the following observations could be made. The level of attitude of the respondents by viewing advertisements in social networking sites is positively associated with increase choice in marital status, educational qualification and mostly used social networking site. On the other hand age, gender, occupation, family size, family type, monthly income, residential area and usage period are negatively associated with the level of attitude of the respondents by viewing advertisements in social networking sites.

Conclusion
Social media marketing is a emerging trend in the field of information technology. The youngsters put their search and hang too much in the social media blogs. Hence this factor is considered in the study and a analysis is made on this frontiers. The study reveals many information and perhaps the study has made a positive approach during its undertakings.