



CONNECTED CREATIVITY: A STUDY ON PERCEPTION OF CONSUMER ON EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING

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Abstract

Digitalization has drastically changed the marketing patterns over past few decades. And social media is hot buzz which has become inevitable part of most of the people across world. Apart from connecting people, social media also serves as cost effective communication channel for promoting brands to target customers. So, we undertook a survey to identify how effective social media advertising's are. It is very important to be aware of facts that drive customers into buying the products. The main aim of the survey is to understand how successful social media advertisements are. The findings of the study indicate the number of customers has increased drastically who are influenced by social media advertising and at the same time there is also one stream of people who still feel unsafe to buy through online sites.

Keywords: *Connecting People, Target Market.*

Introduction

Since 2000, social media has bloomed to horizon and is still expanding limitlessly. Social media is becoming increasingly significant in our online world. Today it is the best source for news updates, marketing, education and entertainment. Some examples of social media activities include blogs, forum, video sharing, connecting people etc.

People prefer to see references, reviews over google search results before purchasing a product. Social media marketing connects service provider, companies and corporations with a broad audience of influencers and consumers. It is a powerful channel of marketing and a game changer for any business.

Social network utilizes user information to serve highly relevant advertisement based in interactions within specific platforms. Major social media platforms that can be used to promote products include Face book, Instagram, and Twitter etc. Each social media site holds its own unique audience. For example, Face book as largest social media platform in the world, is popular among wide variety of demographics. Instagram is an ideal platform for brands with products that are visually appealing and easily incorporated into visual media. Most common types of advertisements include photo ads, video ads, story ads etc.

Statement of the problem

Social media is not just limited to connecting people. It has also stepped into a role of media to advertise products and platform for buyers and sellers to meet. Here we tried to find out how effective social media as platform for marketing.

Review of literature

Pradiptarini (2011) has done a paper on “social media marketing, measuring its effectiveness and identifying target market” where he mentions that social media marketing effectiveness is highly influence by its message, quality and its association with other marketing platforms.

Saravana Kumar M (2012) has done a paper on “Social media marketing”, wherein he mentions that to be successful it is important to align social media marketing with global marketing strategy.



Abu Bashar (2012) has done a research paper on “effectiveness of social media as marketing tool” wherein he analyzed the extent social media helps customers in buying decision making.

Makharadze has done a research paper on “effectiveness of SMM in Georgian consumer market” wherein social media marketing development stages and its impact on consumer market is discussed.

Rosa Lamel, Kean university, USA(2021) has done a research paper on “determining which metrics matter in social media marketing” , wherein choosing of a platform for social media marketing and analyzing metrics that measures whether those objectives were ultimately achieved.

Objectives

- 1) To find out how effective social media as means of advertising in reaching customers.
- 2) To find out how satisfied customers are by this mode of advertising
- 3) To understand the expectation that customers have with regard to social media advertising

Scope of the study

This study helps in understanding the pulse of customers with regards to social media advertising, wherein thousands of alternatives are dominating the market.

Limitations

- 1) Research is confined only to limited size of 50
- 2) Research is confined only to small locality across Bangalore.

Research methodology

The author would like to specifically focus on the link between customer satisfaction through social media advertising.

Descriptive research design

Descriptive research is a type of research design is description of current state of affairs as it is at present. A close ended questionnaire was administered to the respondents.

Sampling technique

Simple random sampling technique was employed in selection of sample.

Data collection method

A questionnaire was used to collect primary data since primary data is original in nature.

Data analysis and interpretation

Table number 1: demographic details of the respondents

GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
Male	33	66%
Female	17	34%
Total	50	
AGE GROUP		
<20	15	30%
20-30	26	52%
30-40	9	18%
>40	-	0



Total	50	
EDUCATIONAL QUALIFICATION		
Diploma	01	2.1%
Graduation	34	70.8%
Post graduation	13	27.1%
Total	50	

(Source – Authors findings)

From the above table it is inferred that out of the total respondents 66% are male and 34% are female. 30% of the respondents belongs to age group of below 20, 52% of respondents are 20-30 and 18% of the respondents belongs to above 30 age group. 70.8% of the respondents are graduate holders and 27.1% of respondents belongs to post graduation category.

Table number 2: Most used social media site

Social media site	Number of respondents	Percentage
Facebook	13	26%
Instagram	39	78%
Twitter	6	12%
LinkedIn	6	12%
WhatsApp	40	80%
Other	8	16%

(Source: Authors findings)

From the above table it is inferred that 26% of the respondents use Facebook regularly, 78% of them are very active on Instagram, 12% each on Twitter and LinkedIn, whereas 80% of the users are very much active in WhatsApp and 16% of the respondents use other social media sites on regular basis.

Table number 3: Time spent on social media sites

Time	Number of respondents	Percentage
Less than 1 hour	9	18%
2 hours	26	52%
3 hours	14	28%
Full day	1	2%
Total	50	

(source: Authors findings)

From the above table it is inferred that 18% i.e., 9 respondents use social media sites for less than an hour, 52% of the respondents say that they spend approximately 2 hours on social media, 28 % of them use 3 hours approximately in a day and 2% says they will be using social media sites full day.

Table number 4: Extent to which social media advertisement influences purchasing decision

	Number of respondents	Percentage
Large	4	8%
Seldom	39	78%
Never	7	14%
Total	50	

(source: Authors findings)



From the above table it is inferred that 78 percentage of respondents say rarely social media influences their purchase decision. And 8 percentage of them say that there is a huge influence by social media advertisements on their purchasing decision. And 14% of them and not at all influenced by social media advertisement.

Table number 5: How likely to buy a product recommended online

	Number of respondents	Percentage
Most often	8	16%
Rarely	40	80%
Never	2	4%
Total	50	

(Source: authors findings)

From the above table it is inferred that 16% of the respondents most often buy products recommended through online. 80% of the respondents say that they rarely go for purchasing items recommended through online. And only 4 % of them say they are not at all interested in this.

Table number 6: online purchase experience

	Number of respondents	Percentage
Excellent	9	18.4%
Good	38	77.6%
Very bad	2	4.1%
Total	50	

(Source: Authors findings)

From the above table it is found out that 18.4% of the respondents say that their online purchase experience was excellent. Whereas 77.6% of them say that they had good experience in purchasing the item recommended through social media website. And only 4% of them are not happy, says that they had a very bad experience in online purchase.

Table number 7: satisfaction on quality of goods purchased online

	Number of respondents	Percentage
Yes	40	80%
No	10	20%
Total	50	

(source : authors findings)

From the above table it is inferred that 80% of the respondents are happy with quality of goods purchased through online whereas 20% of them are not happy.

Table number 8: recommendation of goods to online community

	Number of respondents	Percentage
Most often	18	36%
Rarely	29	58%
Never	3	6%
Total	50	

(Source: authors findings)

From the above table it is found out that 36% of the respondents most often recommend goods to online community, 58% of the respondents rarely recommend and 6% of them never recommends goods to online community.



Table number 9: Parameters attracting towards social media advertainments

	Visibility	Attractiveness	Communication	Informative	Brand ambassador
Male	15	20	10	24	6
Female	7	12	5	10	2
Total	22	32	15	34	8

(Source: Authors findings)

From the above table it is inferred that 32 of the respondents feel they prefer product which is presented in attractive way and 34 of the respondents feel in formativeness is what they look for.

Findings

- Researchers found out that out of total respondents' majority are male respondents and majority of them belongs to the age group of 20 to 30 and most of them are graduate holders.
- Instagram and WhatsApp are used by majority of them wherein Facebook also is used by many of them.
- It is also evident that minimum 2 hours of time most of them spend on social media on a regular basis.
- It is found out that most of the respondents are rarely influence by social media advertisement so only they rarely communicate the same with online community. But those have purchased through online are satisfied with the quality of product they received, and also are very much satisfied with the service provided by those companies, which indicates there is growing importance for the same.
- It is also found out that customers get influenced when there is proper information available, presented in an attractive way, proper communication is established between marketer and consumer etc.

Suggestions

- Your followers are likely following hundreds or even thousands of other people. If marketers fail to publish new contents it's easy to get lost and forgotten.
- First and foremost, it is very important to understand customers on aspects like who they are and what they want.
- Customer reviews are valuable insights to what customers want and how they actually view your products.
- It is also important to have proper market plan on how to reach target audience in most effective way.
- It is not necessary to be available on all social media platforms, but what matters is to create an impact on few that you are present on.
- Showing your audience what goes in your office, introduce them to your employees, show the humans behind the brand. This tells audience what you stand for and will create a better connection.
- Measuring the impact of your social media efforts is also a very important aspect.

Conclusion

Social media is constantly growing. Social media advertising is one of the most efficient and effective ways to reach your target audience and turn them into customers. In order to maximize performance marketer, need to plan before acting. There are plenty of pros for going social, as well as a few cons. Picking the right social platform to promote your business can be tricky, as not all hold the same values or have the same approach. Social media is a gateway to the digital world that provides a great way to connect with your customers.

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