

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

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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 they 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 of 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 talking 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 sites 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

Objective of the study is as follows

To identify the problems faced by the social networking site users

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

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.

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 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

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

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.

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

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

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

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.

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

DISTRIBUTION OF SAMPLE RESPONDENTS

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

$$n_0 = \frac{(t)^2 \times (s)^2}{(d)^2} = \frac{(1.96)^2 \times (.833)^2}{(5 \times .02)^2} = \frac{(3.8416) \times (0.6938)}{(.01)} = 266.530$$

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.

PROBLEMS REGARDING USING SOCIAL NETWORKING SITES FOR VIEWING ADVERTISEMENTS

Social media can also have negative social effects on users. Angry or emotional conversations can lead to real-world interactions outside of the internet, which can get users into dangerous situations. Some users have experienced threats of violence online and have feared these threats manifesting themselves offline. An attempt was made by the researcher to know the problems regarding using social networking sites for viewing advertisements. For the purpose of this study, the problems regarding using social networking sites such as low reader interest, indifference of various advertisements, lack of assurance in quality, it gives false information, it degrades the substitute products, vulgar and indecent, bandwidth problem, difficult to motivate visitors to visit particular site and ignoring the advertisements by the online users were chosen. Henry Garrett ranking method was employed to ascertain the magnitude of the problems. The details are furnished in the underneath table.

HENRY GARRETT RANKING METHOD**TABLE 4.54****PROBLEMS REGARDING USING SOCIAL NETWORKING SITES FOR VIEWING ADVERTISEMENTS**

S. No	Problems	Total score	Mean Score	Rank
1	Low reader interest	37889	54.127	1
2	Indifference of various advertisements	35144	50.206	5
3	Lack of assurance in quality	36543	52.204	3
4	It gives false information	32638	46.626	8
5	It degrades the substitute products	37166	53.094	2
6	Vulgar and indecent	33202	47.431	6
7	Bandwidth problem	36382	51.974	4
8	Difficult to motivate visitors to visit particular site	32754	46.791	7
9	Ignoring the advertisements by the online users	32582	46.546	9

It is identified from the above table that among the nine common problems valued by the respondents, the problem "Low reader interest" was placed in the first position with the Garrett score of 37889 points. It is followed by the problems "It degrades the substitute products" and "Lack of assurance in quality" which was ranked second and third with the Garrett score of 37166 and 36543 points respectively. The "Bandwidth problem" was placed in the fourth rank by the sample respondents with the Garrett score of 36382 points. The problems like "Indifference of various advertisements" and "Vulgar and indecent" were placed in the fifth and sixth positions with the Garrett scores of 35144 and 33202 points respectively. Simultaneously, it is very difficult to motivate visitors to visit particular site which was ranked in seventh position with the Garrett score of 32754. The social networking site gives false information to the viewers earmarked by the respondents in eighth position with the Garrett score of 32638. Lastly, ignoring the advertisements by the online users is another problem which was ranked in the ninth position with the Garrett score of 32582 points. From the analysis, it is identified that the "Low reader interest" and "It degrades the substitute products" were the major problems in using social networking sites for viewing advertisements highlighted by the sample respondents.

Conclusion:

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