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A STUDY ON CONSUMER'S ATTITUDE TOWARDS ADVERTISEMENTS THROUGH SOCIAL MEDIA WITH SPECIAL REFERENCE TO FACEBOOK

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ABSTRACT

Over the past few years, social media has become popular and account for a major portion of the time of internet users spend online. With the increase in the number of online users, advertisers are interested to explore and exploit the social media as a new platform for advertisement delivery. There are number of social networking sites like Facebook, Twitter, Youtube etc. Facebook is popular among the social media. The current study is focused on Consumer's attitude towards advertisements through social media with special reference to Facebook. For the purpose of study, a convenient sampling survey was conducted among 100 respondents in Malappuram District with the help of interview schedule. The tools used for this study are Percentage analysis; one way Anova etc. Study reveals that consumers have positive attitude towards advertisements through Facebook.

KEYWORDS

advertisement, social media, facebook, consumer behaviour.

INTRODUCTION

Human beings are considered as social animals, they want to communicate among the individuals, groups, social institutions etc. In the highly globalised era, the platform for this kind of human communication has shifted to virtual world. Now a day due to technological development especially in internet world, communication becomes social. There are number of social networking sites are emerged to connect people through internet for sharing their ideas, values beliefs etc. Facebook, LinkedIn, Myspace, Twitter, Google plus etc. are the popular social media sites in the world. These are also termed as web 2.0. Facebook have a dominant role among these social media sites. Facebook is a for-profit corporation and online social media and social networking service situated in Menlo Park, California, United States. The Facebook website was started on February 4, 2004, by Mark Zuckerberg. Now social media's are act as a powerful medium for marketing communication. Advertising actually is a form of communication that created to convince the audience, readers, and listeners to buy or try of the products, ideas or some services. This process is including products or services that may be give benefit to consumers that to buy a particular brand. Consumers may have varied interest on advertisements on facebook because the response level, exposure, attention and reaction towards these advertisements may vary.

REVIEW OF LITERATURE

Bibhas Chandra, Shubham Goswami and Vineet Chouhan (2012) reveal through their study investigating attitude towards online advertising on social media that, online advertising helps in purchase decision and results in lower price. The frequent browsers have strong positive attitude towards advertisements through social media and they trusted on it.

Uchenna Cyril Eze, Chai Har Lee (2012) the study found that television is most effective medium for advertisements. It reveals that negative belief towards consumer manipulation would result in an increase in negative attitude towards advertisements. It also states that; economic conditions have a positive influence on attitude towards advertisements.

Simona Vinerean, Iuliana Cetina, Luigi Dumitrescu, Mihai Tichindelean (2013) has conducted a study with the following purpose to determining the students' underlying characteristics in terms of social media engagement. The study reveals expressers and informers, engagers, networkers, watchers and listeners represent the basis for an understanding of the students' activities on social media sites. The study recommends the managers to identify the targeted customers through segmentation in social media by considering their interest.

Elisabeta Ioanas, Ivona Stoica (2014) states that social networking sites have a great role in influencing the behaviour of consumers in the virtual environment. There is a relationship between income and attitude towards assess the information regarding advertisements through online. The study also found that young people purchase products through online especially women.

Otugo, Nkiru Esther et al., (2015) based up on their study they investigate the level of awareness, attitude and responses to Facebook advertisements on the part of Nigerian youths who are believed to be active social media users. The study found that Facebook users highly aware about online advertisements and they believe that these advertisements are useful to them. Even though they are not purchasing anything they like to visit web page and "Like" their products and services the study also recommends that social media advertisers make their advertisements more attractive, eye catchy, and make more positioned among the viewers.

Henry Boateng Abednego Feehi Okoe, (2015) study on Consumers' attitude towards social media advertising and their behavioural response indicates that there is a significant relationship between consumers' attitude toward social media advertising and their behavioural responses Hierarchical multiple regression was used to examine the moderation effects of corporate reputation and consumers' attitude toward social media advertising and it is inference that corporate reputation moderates this relationship.

STATEMENT OF THE PROBLEM

In the virtual world we cannot think about routine life without connecting people. Facebook is the one of the most popular social media with 195.16 million users in india. People spend lion part of their daily hours in Facebook. It is one of the powerful platform for online advertisements. There are 3 million advertisers in facebook. Online advertising is one of the growing industries. User's attitude towards advertisements may vary according to their personal characteristics. Their attitude is one of the dominant variable in consumer behaviour. So the current study tries to understand the attitude of the customers towards advertisements through Facebook.

OBJECTIVES

Following are the main objectives of the study.

1. To assess the attitude of customers towards advertisements on Facebook.
2. To study the socio-economic characteristics of consumers and its relation with attitude towards advertisements through Facebook.

HYPOTHESIS

H₀₁: There is no relationship between education of the respondents and attitude towards advertisements through facebook.

H₀₂: There is no relationship between income of the respondents and attitude towards advertisements through facebook.

RESEARCH METHODOLOGY

The current study is descriptive in nature and it has made an attempt to understand customer's attitude towards advertisements through facebook. In order to attain the objective of the study, the following methodology has been made use of: A sample of 100 consumers of Malappuram district has been taken for the study. The respondents are selected by using convenient sampling technique. The data required for the study were collected by using of interview schedule. The secondary data for the study was compiled from websites, journals, magazines and books. For analysis purpose percentage and one way Anova were used. For presentation purpose pie chart is used.

ANALYSIS AND INTERPRETATION**TABLE 1: CONSUMER DEMOGRAPHIC FACTORS**

Gender of the respondents		
Variable	Frequency	Percentage
Male	55	55.0
Female	45	45.0
Total	100	100.0
Age of the respondents		
Variable	Frequency	Percentage
Below 20	20	20
20-30	51	51
30-50	16	16
Above 50	13	13
Total	100	100.0
Occupation of the respondents		
Variable	Frequency	Percentage
Agriculture	10	10.0
Business	25	25.0
Profession	17	17.0
Government employee	36	36.0
Others	12	12.0
Total	100	100.0
Income of the respondents		
Variable	Frequency	Percentage
Below Rs.10000	24	24.0
Rs.10000-25000	38	38.0
Rs.25000-50000	27	27.0
Above Rs.50000	11	11.0
Total	100	100.0
Education of the respondents		
Variable	Frequency	Percentage
Primary level	7	7
Higher level	13	13
Diploma	17	17
Under graduate	26	26
Post graduate	23	23
Professional course	14	14
Total	100	100

Source: - Primary data

From table 1 it is observed that 55% of the respondents are male and rest of the 45% were female. 20% of the respondents were fall under the age below 20, 51% of the respondents are in the age group of 20-30, 16% of the respondents were fall under the age group 30-50 and rest of the 13% fall in the age group of above 50. Another inference from the table is that 10% respondents are doing agricultural activities, 25% doing business, 36% govt. employed 17% doing profession and 12% doing other works. From this information we can conclude that majority of the respondents were govt. employees. The table also reveals that 24% of the respondents fall in the income of Rs. 10,000, 38% of the respondents was fall under the income group of Rs. 10,000-25,000, 27% of the respondents were consist in the group of income Rs. 25,000-50,000. Only 11% were in the income group of above Rs. 50,000. Another demographic factor of the respondents is educational qualification. Here we can also observe that 7% of the customers have primary level education, 13% of the customers have higher level education, 17% are diploma holders, 26% have under graduation qualification, 23% have post-graduation and rest of 14% have professional qualification. So we can infer that majority of the customers have higher than matriculation education.

TABLE 2: TIME SPENT ON FACEBOOK

Time	Frequency	Percentage
less than 1 hour	33	33.0
1-3 hour	49	49.0
3-5 hour	15	15.0
more than 5 hour	3	3.0
Total	100	100.0

Source: Primary data

FIGURE 1

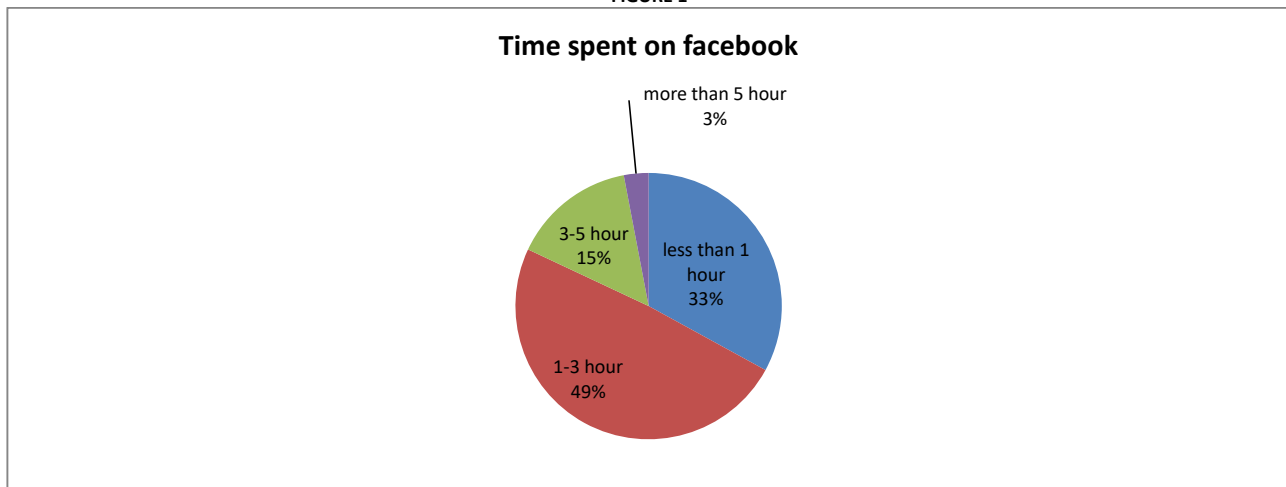


Table 2 and Figure 1 shows that people response towards time spent on Facebook. There are 33% of the respondents are spent less than one hour on facebook. 49% of the respondents are spent their one to three hour time on facebook. 15% of the people spent their three to five hours per day on facebook and only 3% of the respondents use facebook more than five hours. It is infer that majority of the respondents were using facebook in between one to three hours.

TABLE 3: YEARS OF USING FACEBOOK

Year of usage	Frequency	Percentage
less than 1 year	33	33.0
1-2 year	35	35.0
2-5 year	21	21.0
above 5 year	11	11.0
Total	100	100.0

Source: - Primary data

FIGURE 2

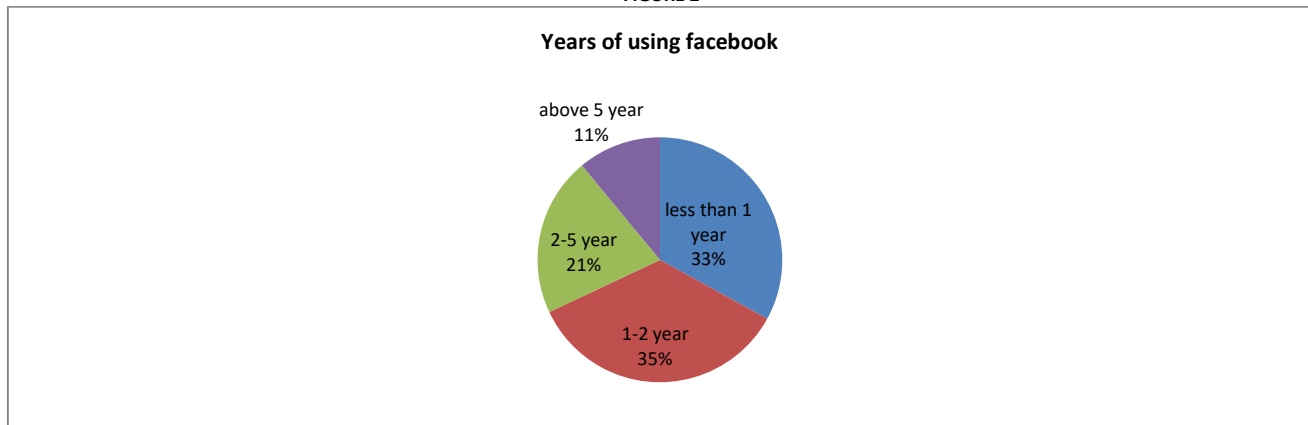


Table 3 and figure 2 shows respondents years of using facebook. There are 33% of the respondents of using facebook for less than one year, 35% of the people using facebook 1-2 year, 21% use facebook 2-5 years and 11% of the respondents use facebook more than five years. So it is found that popularity and number of users of facebook is increased for the last two years.

H₀₁: There is no relationship between education of the respondents and attitude towards advertisements through Facebook

TABLE 4: EDUCATION AND ATTITUDE TOWARDS ADVERTISEMENTS THROUGH FACEBOOK

Statements	Sources of Variation	Sum of Squares	df	Mean Square	F	Sig.
Facebook advertisements helps in purchase decision	Between Groups	5.461	5	1.092	.889	.492
	Within Groups	115.499	94	1.229		
	Total	120.960	99			
Facebook advertisement leads to lower price	Between Groups	6.359	5	1.272	.930	.465
	Within Groups	128.551	94	1.368		
	Total	134.910	99			
Entertainment value	Between Groups	11.984	5	2.397	2.290	.052
	Within Groups	98.376	94	1.047		
	Total	110.360	99			
Facebook advertisements makes disturbance	Between Groups	6.207	5	1.241	.812	.544
	Within Groups	143.793	94	1.530		
	Total	150.000	99			
facebook advertisements are trustworthy	Between Groups	22.575	5	4.515	2.980	.015
	Within Groups	142.415	94	1.515		
	Total	164.990	99			

The above table shows that significant value for all statement is greater than 0.05(Except on the statement facebook advertisements are trustworthy) at 5% level of significance, so the null hypothesis is accepted. Hence we can state that there is no relationship between education of the respondents and their attitude towards advertising on facebook.

H₀₂:- There is no relationship between income of the respondents and attitude towards advertisements through facebook

TABLE 5: INCOME OF THE RESPONDENTS AND ATTITUDE TOWARDS ADVERTISEMENTS THROUGH FACEBOOK

Statements	Sources of Variation	Sum of Squares	df	Mean Square	F	Sig.
Facebook advertisements helps in purchase decision	Between Groups	5.445	3	1.815	1.508	.217
	Within Groups	115.515	96	1.203		
	Total	120.960	99			
Facebook advertisement leads to lower price	Between Groups	.963	3	.321	.230	.875
	Within Groups	133.947	96	1.395		
	Total	134.910	99			
Entertainment value	Between Groups	5.240	3	1.747	1.595	.196
	Within Groups	105.120	96	1.095		
	Total	110.360	99			
Facebook advertisements makes disturbance	Between Groups	2.589	3	.863	.562	.641
	Within Groups	147.411	96	1.536		
	Total	150.000	99			
Facebook advertisements are trustworthy	Between Groups	4.940	3	1.647	.988	.402
	Within Groups	160.050	96	1.667		
	Total	164.990	99			

The above table shows that significant value for all statement is greater than 0.05at 5% level of significance, so the null hypothesis is accepted. Hence we can state that there is no relationship between income of the respondents and their attitude towards advertising on facebook.

FINDINGS

The study tries to find out the consumer's attitude towards advertisements through social media with special reference to facebook. Following are the important findings derived from the study.

1. The demographic factors shows that majority of the respondents are male, majority of the respondents were fall in the age category of 20-30, 36% of the respondents are government employees, the income of the respondent shows that 38% of the consumers have average income of between Rs.10,000 - 25,000 and finally majority of the respondents have higher than matriculation education.
2. It is inferred that majority of the respondents (49%) were using facebook in between one to three hours.
3. It is found that popularity and number of users of facebook is increased for the last two years.
4. There is no relationship between education of the respondents and their attitude towards advertising on facebook.
5. That there is no relationship between income of the respondents and their attitude towards advertising on facebook

DISCUSSION AND CONCLUSION

Promotion is one of the integral parts of marketing mix. Advertisements are considered as the most glamorous element in the promotion mix. In the digital marketing era companies cannot sustain only with traditional media's of promotion. As a part of worldwide change, due to technological development now companies are competing with each other. Social media is one of the popular vehicles to deliver online promotion. Facebook influenced much more in the socio-cultural life of human beings. The attitude towards advertisements is the sum total of human characteristics. As per the current study advertisements through facebook are helpful for purchase decision. It gives the ground for online comparison of goods and services. Online advertisements possess high entertainment value and eye catchy in nature. Sometimes users feel disturbance while encountering with online advertisements.

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