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COMPUTER APPLICATION & MANAGEMENT

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5.   **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

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   INTRODUCTION

   REVIEW OF LITERATURE

   NEED/IMPORTANCE OF THE STUDY

   STATEMENT OF THE PROBLEM

   OBJECTIVES

   HYPOTHESES

   RESEARCH METHODOLOGY

   RESULTS & DISCUSSION

   FINDINGS

   RECOMMENDATIONS/SUGGESTIONS

   CONCLUSIONS

   SCOPE FOR FURTHER RESEARCH

   ACKNOWLEDGMENTS

   REFERENCES

   APPENDIX/ANNEXURE

   It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES**: These should be simple, crystal clear, centered, separately numbered &self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.

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- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (**ed.**) for one editor, and (**ed.s**) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
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BOOKS
- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS
- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES
- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS
- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES
- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, KurukshetraUniversity, Kurukshetra.

ONLINE RESOURCES
- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES
- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

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IMPACT OF FACE BOOK ADVERTISEMENT AND AWARENESS LEVEL AMONG THE CLIENTS WITH SPECIAL REFERENCE TO ERODE CITY

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ERODE

ABSTRACT

The study entitled "Impact of FACE BOOK advertisement and awareness level among the clients with special reference to Erode city" is to find out the awareness about various companies face book advertisement among the clients. The main objectives of the study are to find out the factors influenced effectiveness of face book advertisement among the clients in Erode city. The design for the research study was descriptive in nature and non- probability convenience sampling method was used to collect survey from respondents. The data is collected from the respondents through the personal interviewing technique. This is done through a self administered questionnaire. The collected data was analyzed by using statistical tools such as simple percentage analysis and chi-square test and they are well interpreted. The data collected is analyzed and a hypothesis statement was built. The main findings and suitable suggestions were given to the company for improvement. Thus the study concludes that FACE BOOK advertisements are satisfied by the clients and they have time to watch those advertisements. In a nutshell, Facebook is playing an efficient role in advertising and connectivity. They are the one social network for helping advertisers to enumerate massive traffic and build relationships more easily than ever and it is a great place for the customers to have a look on the products and prices and have good choice of products for their better purchase and their satisfaction.

KEYWORDS
Face book advertisement, erode city.

INTRODUCTION

nline media advertising is one of the upcoming and growing segments in Indian advertisement sector. Internet is one such medium which is accessible by anyone and everyone and that too in any part of the country. This is the reason why online media advertising is catching up with the audience. With its vast accessibility and reach it is easy to reach millions of users at one go.

Sensing its reach and importance many online business publications or magazines have taken online media advertising as a hot topic and keep a close look at the changing trend. Being the newest and hottest field online media advertising has become the talk of the town.

Face book Advertising has started to come into existence and successful in Ad Words program for a long time.

Businesses and affiliate marketers are starting to see the unique benefits offered by Face book, so here is a brief introduction to what makes Face book Ads different than Ad Words.

Firstly, Face book Ads IS very similar to Ad Words in that they operate a PPC (pay per click) or CPC (cost per click) advertising model. In other words, advertisers only pay Face book money when someone actually clicks on one of their ads, rather than paying for general exposure. This is a very attractive advertising option for many advertisers, because it allows you to only pay to show your ads to people who are genuinely interested in your offer and who take the extra step of actually clicking on your ad to learn more.

(More Specific =More Leads, More Leads = More Traffic, More Traffic = More Money)

Face book Ads also has a CPM model (cost per 1,000 impressions), which is similar to the ever-popular banner ad form of marketing developed in the earlier days of the World Wide Web. In this scenario, the advertiser pays Face book a fee for every 1,000 times their ad is shown, RATHER than every time it is clicked on. In certain circumstances, this can be more cost-effective to advertisers, depending on their market place, demographics & budget.

When placing your Face book advertisement, the form makes it very easy to select the demographic profile of your target audience. It has the added feature of targeting very specific audiences. Here, less is more.

Better results are achieved by having less much targeted people, rather than having large numbers of people who are not interested. Gaining smaller but very specific target audiences, even at the risk of reducing the size of your audience, can be more effective.

Let's say you want to promote an event at your business. It would be more effective to target people who are already fans of your page, who may be more likely to respond to a local offer. Besides targeting people by location, you may want to also use names of popular local businesses, colleges and clubs in the ad manager to find the people that don't put their city and zip code in their profiles.

Face book is the highest targeted ads money can buy and that is because of their proprietary tracking of each person's movement and what that person is looking at or looking for.

This is truly an advertising amazement and is exactly what we need as advertisers in order to have the most targeted ads.

INTRODUCTION OF THE STUDY

Advertising is a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respect to products, ideas, or services. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as websites and text messages.

Commercial advertisers often seek to generate increased consumption of their products or services through "Branding," which involves the repetition of an image or product name in an effort to associate certain qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA).

Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. In 2010, spending on advertising was estimated at more than $300 billion in the United States and $500 billion worldwide.

Internationally, the largest ("big four") advertising conglomerates are Interpublic, Omnicom, Publics, and WPP.

ADVERTISING THEORY
1) Hierarchy of effects model
It clarifies the objectives of an advertising campaign and for each individual advertisement. The model suggests that there are six steps a consumer or a business buyer moves through when making a purchase. The steps are:
- Awareness
- Knowledge

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- Liking
- Preference
- Conviction
- Purchase

2) Means-End Theory
This approach suggests that an advertisement should contain a message or means that leads the consumer to a desired end state.

3) Leverage Points
It is designed to move the consumer from understanding a product's benefits to linking those benefits with personal values.

4) Verbal and Visual Images

5) Main Types of Advertising Techniques Online
Many people are confused by the different types of advertising techniques online. In today's blog post, my aim is to classify all the techniques into 5 main types. I will also discuss the key to success in each of them.

1) Content Advertising
The first type of advertising technique is content advertising. It basically uses content to draw visitors' attention. It is the main type of advertising technique because the entire internet is made up of content (or information).
The following traffic strategies all fall under content advertising technique:
- Submitting articles to article directories
- Posting articles to Squidoo, Hub pages or Blogger
- Posting articles to your own blog or content website
- Press release
- Paid reviews at other people's website
- Yahoo answers
- Social bookmarking at Digg, Propeller etc
- Post videos in video sites
- Posting comments in forums

2) Link Advertising
This type of advertising technique typically uses a short link with some description to attract the visitors directly to your website. The following traffic strategies all fall under link advertising technique:
- PPC advertising
- Leads Leap advertising
- Classified advertising
- Submission to directories
- Link exchange partnership
- Banner advertising (image version of link advertising)
- Craigslist advertising
- Email signature

3) Viral advertising
This kind of advertising technique is similar to word of mouth advertising in the offline world. The idea is to encourage your existing traffic to bring more traffic to your website. The following traffic strategies all fall under viral advertising technique:
- Offer your products' affiliate program, including finding joint venture partners
- Place a "Tell-a-friend" script on your website
- Distribute viral screensaver, software or eBooks.

4) Incentivized advertising
The forth type of advertising technique is incentivized advertising where the traffic is rewarded to visit your website. The following traffic strategies all fall under incentivized advertising technique:
- Traffic exchange programs
- Auto-surf advertising
- Paid to read advertising
- Safe list advertising

5) Obtrusive advertising
The last type of advertising technique is obtrusive advertising where the traffic is forced to view your ad. The most typical examples are popup and pop under advertising.

REVIEW OF LITERATURE
"Mr. kaspersky" (2012) has identified an internet security firm has criticized face book for releasing details of the alleged members of a gang behind the koobface worm,a piece of malicious software that attacked hundreds of thousands of computers through the social network's profiles .In an unusual step in January, face book named six Russian men it said had been running the two million dollar scam against its members for the past three years.

"Amartya sen" (2010) After falling victim to identify theft on face book, Nobel laureate Amartya sen has said he got no help from the managers of the social networking site in closing the "fraudulent" page of someone impersonating him.sen said he never intends to open any account at a site where it is difficult to check the "genuineness" of a participant. According to recent news report, an 'imposter' pretending to be Amartya sen had created a page on face book, which showed sen as having 490 fans, and was liberally posting views that radically contradicted the political and economic views held by the economist.

"Reuters" (2012) Late this January, some 75,000 people around the planet sat in front of their computers and pondered how to make anagrams from a bowl of alphabet soup. They were participants in the hacker cup, an international programming battle that face book organized to help it find the brightest young software engineers before competitors like Google do. After three more rounds of brain teasers, face book will fly the top 25 coders to its head office in Menlo park, for an adrenaline-soaked finale.

"David carr" face book has largely managed to avoid being seen as greedy, or potentially dangerous, but that gets complicated when you are sitting on billions of dollars in market value.

"Rachelle J. Hruska" (2012) social network face book has made compulsory its Timeline feature through which all of a user's photographs and wall posts would be seen by friends on their homepage. The feature had been voluntary till now and face book has given all of its 800 million users a seven-day period to delete content before Timeline goes online, the sun reported. Timeline makes everything a person has ever done on face book appear on a single screen thst scrolls down year by year right back to when the person was born.

STATEMENT OF THE PROBLEM
Advertising is the promotion of a company's products and services carried out primarily to drive sales of the products and services but also to build a brand identity and communicate changes or new product /services to the customers. Advertising has become an essential element of the corporate world and hence the companies allot a considerable amount of revenues as their advertising budget. There are several reasons for advertising some of which are as follows:

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- Increasing the sales of the product/service
- Creating and maintaining a brand identity or brand image.
- Communicating a change in the existing product line.
- Introduction of a new product or service.
- Increasing the buzz-value of the brand or the company.

Thus, several reasons for advertising and similarly there exist various media which can be effectively used for advertising. Based on these criteria there can be several branches of advertising, but how facebook acts as one of the best media for advertisements is the need for the study.

OBJECTIVES OF THE STUDY

➢ To study the factors influenced effectiveness of face book advertisement among the clients in Erode city.
➢ To identify the problems and prospectors about the utilization of face book.
➢ To find out the awareness about various companies face book advertisement among the clients.
➢ To identify at what extend it reaches the public.
➢ To furnish suitable recommendation and suggestion to improve the performance of face book advertisement.

HYPOTHESIS

H_0: There is no close relationship existing between age and frequency of updating the face book account.
H_1: There is a close relationship existing between age and frequency of updating the face book account.
H_0: There is no significant relationship between Sex and level of satisfaction towards face book advertisement
H_1: There is a close significant relationship between Sex and Level of satisfaction towards face book advertisement.
H_0: There is no significant relationship between Marital status and disturbing the advertisement in face book.
H_1: There is a close significant relationship between marital status and disturbing the advertisement in face book.
H_0: There is no significant relationship between Occupation and types of   advertisement prefer to watch.
H_1: There is a close significant relationship between Occupation and Types of advertisement prefer to watch.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem is to how research is done scientifically. It consists of the different steps that are generally adopted by the researcher to the study his research problem along with logic behind them. It is necessary to the researcher to develop certain tests.

RESEARCH DESIGN

Research design is a plan to answer whom, when, where, and how the subject under investigation conceived so as to obtain answers to research questions. The type of research design involved in this study is descriptive research studies.

DESCRIPTIVE RESEARCH STUDIES

Descriptive research studies are those studies, which are concerned with describing the characteristics of a particular individual, or of a group, where as diagnostic research study determine the frequency with which something occurs or its association with something else. The studies concerning whether certain variables are associated are example of diagnostic research studies. As against this, study concerned individual, group or situation are all example of descriptive research studies. Most of the social research studies come under this category from the point of view of the research design.

DATA COLLECTION METHOD

The required data was collected by the primary sources.
The data objective are describe from the research objectives and their determination rests mainly on the research to translate what the decision marker wants into specific descriptive of the needed data.

PRIMARY SOURCES

➢ The primary data was collected in ERODE CITY. The Respondents were met personally and questionnaire has been given to them and answered questionnaires were collected back.
➢ Primary data is the data gathered for the first time by the researcher by using questionnaire.

RESEARCH INSTRUMENTS

Instrument   : Questionnaires (personal administered)
Instrument Design   : Both open and close ended Questions are used in questionnaires.

QUESTIONNAIRE DESIGN

A well structured questionnaire was used for this study. The types of questions used in the questionnaire were open-ended, multiple-choice questions.

- Open-end questions are questions, which are entitled to give a free response to their choice.
- Multiple-choice questions are question, which contain a list of answer and permit the subject to select the best answer.

SAMPLING

Sampling is the process of selecting a sufficient number of elements from the population, so that a study of sample and an understanding of its properties or characteristics would make it possible for us to generalize such properties or characteristics to the population elements.

SAMPLING PLAN

➢ Sampling technique   : Random sample
➢ Sample size   : Sample size chosen is 200.
➢ Sample unit   : Erode city
➢ Time Dimension   : period of February and March 2012

SAMPLE DESIGN

A Sample design is a definite plan for obtaining a sample from given population. It refers to the technique or the procedure the researcher would adopt in selection items for the sample. Sample may as well lay down the number of items to be included in the sample namely, the size of the sample.

SAMPLING SIZE

The total numbers of respondents are termed as sample size. The sample size for this analysis is 200 respondents.

SAMPLING UNIT

Sampling unit is that of "who is to be surveyed". The survey is done in ERODE CITY.

PERIOD OF STUDY

➢ The research is carried out on February and March 2012

SATISTICAL TOOLS

The collected data has been analyzed by using the following appropriate tool such as:

➢ **PERCENTAGE ANALYSIS**

Percentage refers to a special kind of ratio. It is used to make comparison between two or more series of data. They can be used to compare the relative items, the distribution of two or more series of data since the percentage reduce everything as common base and allow the meaningful comparisons to be made.

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Percentage refers to the special kind of ratio percentage are used in making comparison between two or more series of data. Percentages are used to describe relationship.

FORMULA

Percentage =No. Of respondents / Total*100.

Bar chart and Pie charts are used to explain the tabulation clearly.

CHI – SQUARE TEST

This test is one of the simplest and most widely used non – parametric in Statistical work, when certain observed values of the variable are to be compared with the expected value.

The chi – square is computed on the basis of frequencies in a sample and thus the value of chi – square. So, obtained in a statistic chi – square is not a parameter as its value is not derived from the observations in population,

Hence chi – square test is a non – parametric test. Chi – Square test is not concerned with any population distribution and its observation.

The chi – square test was first used in testing statistical hypothesis by karl person in the year. 1900 it is defined as,

Chi-square=$\sum (O-E)^2/E$

Where,

Oi = Observed frequency of ith event

Ei = Expected frequency of ith event

ANOVA

Analysis of variance (ANOVA) is a collection of statistical models, and their associated procedures, in which the observed variance in a particular variable is partitioned into components attributable to different sources of variation. In its simplest form, ANOVA provides a statistical test of whether or not the means of several groups are all equal, and therefore generalizes t-test to more than two groups. Doing multiple two-sample t-tests would result in an increased chance of committing a type I error. For this reason, ANOVAs are useful in comparing two, three, or more means.

The F-test is used for comparisons of the components of the total deviation. For example, in one-way or single-factor ANOVA, statistical significance is tested for by comparing the F test statistic

$$F = \frac{\text{variance between items}}{\text{variance within items}}$$

$$F^* = \frac{\text{MSTR}}{\text{MSE}}$$

Where

$$MSTR = \frac{\text{SSTR}}{I-1},$$ *I* = number of treatments

And

$$MSE = \frac{\text{SSE}}{n_T - I},$$ n_T = total number of cases

To the F-distribution with $I – 1, n_T – I$ degrees of freedom. Using the F-distribution is a natural candidate because the test statistic is the ratio of two scaled sums of squares each of which follows a scaled chi-squared distribution.

RESULTS AND DISCUSSIONS

CHI-SQUARE TEST

AGE AND FREQUENCY OF UPDATING THE FACE BOOK ACCOUNT:

Null Hypothesis (H₀) :   There is no significant relationship between Age and frequency of updating the face book account.

Alt. Hypothesis (H₁) :   There is a close significant relationship between Age and Frequency of updating the face book account.

TABLE 4.2.1: AGE AND FREQUENCY OF UPDATING THE FACE BOOK ACCOUNT

S. No.	Age	Frequency of updating the face book account				Total
		Daily	Twice a week	Weekly	Monthly	
1	13-23	18	12	65	14	109
2	23-33	12	26	14	10	62
3	Above 33	2	0	23	4	29
	Total	32	38	102	28	200

CHI-SQUARED TEST

Calculated χ2 value   :   44.569

Degrees of Freedom   :   6

Table value   :   12.592

Significant   :   Significant at 5% level

INTERPRETATION

It is cleared from the above analysis that calculated chi-squared value is greater than the table value and the result is significant at 5% level. So the null hypothesis is rejected. Hence, there exists a close significant relationship between age of the respondents and frequency of updating the face book account.

SEX AND LEVEL OF SATISFACTION TOWARDS FACE BOOK ADVERTISEMENT

Null Hypothesis (H₀) :   There is no significant relationship between Sex and level of satisfaction towards face book advertisement.

Alt. Hypothesis (H₁) :   There is a close significant relationship between Sex and Level of satisfaction towards face book advertisement.

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TABLE 4.2.2: SEX AND LEVEL OF SATISFACTION TOWARDS FACE BOOK ADVERTISEMENT

S. No.	Sex	Level of satisfaction towards face book advertisement			Total
		Neutrally satisfied	Satisfied	Neutral	
1	Male	17	96	15	128
2	Female	4	58	10	72
	Total	21	154	25	200

CHI-SQUARED TEST

Calculated χ^2 value	:	2.978
Degrees of Freedom	:	2
Table value	:	5.991
Significant	:	Not Significant

INTERPRETATION

It is cleared from the above analysis that calculated chi-squared value is less than the table value and the result is not significant. So the null hypothesis is accepted. Hence, there exists no significant relationship between sex of the respondents and level of satisfaction towards face book advertisement.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

1. Majority (54.5 %) of the respondents belong to the age group of 13-23.
2. Majority 64.0 % of the respondents are male.
3. Take from the analysis it is found that (58.5%) of the respondents are married.
4. Take from the analysis it is found that (48.0%) of the respondents are qualified under graduate level.
5. From the analysis it is found that (70.0%) of the respondents are student.
6. Majority (65.5%) of the respondents aware about facebook through friends.
7. Majority (80.5 %) of the respondents are having a facebook account.
8. Take from the analysis it is found that (58.5%) of the respondents are using a face book to be contact with friends.
9. Take from the analysis it is found that (51.0%) of the respondents are updating a facebook account weekly.
10. Majority (78.5 %) of the respondents aware about facebook advertisements.
11. Majority (100.0%) of the respondents having time to watch the facebook advertisements.
12. It found from the analysis that the majority (41.5%) of the respondents preferred fashion related advertisement to watch in facebook.
13. It found from the analysis that the majority (77.0%) of the respondents are satisfied towards advertisement on facebook.
14. Majority (60.0) of the respondents watch all the above company's advertisement.
15. It is found from the analysis that most (54.5) of the respondents liked the advertisements and also joined membership.
16. Take from the analysis it is found that most (56.5) of the respondents are not satisfied with the choice of products given through company in facebook advertisement.
17. It is found from the analysis that majority (71.5) of the respondents are not disturbed through the advertisement in facebook.
18. Majority (73.5) of the respondents are opined that the advertisement shouldn't be ignored at the right side of facebook account.
19. It is found from the analysis that majority (50.9) of the respondents opined that the advertisement should be displayed before login facebook.
20. Majority (92.0) of the respondents are satisfied with the advertisement provided by the company.

CHI-SQUARE

21. There exists a close significant relationship between age of the respondents and frequency of updating the face book account.
22. There exists no significant relationship between sex of the respondents and level of satisfaction towards face book advertisement.
23. There exists a close significant relationship between marital status of the respondents and disturbing the advertisement in face book.
24. There exists a close significant relationship between occupation of the respondents and types of advertisement prefer to watch.
25. There exists a close significant relationship between reason for behind using face book of the respondents and frequency of updating the face book account.

ANOVA

F_1= It is identified from the above analysis that the calculated value (F_1) is more than the table value ($F\alpha_1$), so null hypothesis is rejected. Hence there is close Relation between educational qualification and study factors.

F_2= It is identified from the above analysis that the calculated value (F_2) is more than the table value ($F\alpha_2$), so null hypothesis is rejected. Hence there is close Relation between educational qualification and study factors.

SUGGESTIONS

❖ Face book will became the "bureau" for advertisements in upcoming years.
❖ Face book advertisement can give more information regarding products and its price.
❖ Face book can improve more number of advertisements in daily basis.
❖ Face book advertisements helps to glance about new products availability.
❖ Face book advertisements should be sited at the bottom of the page.
❖ Face book covers all age categories, so it is a best place for advertising the product.
❖ Face book can approve more number of companies' advertisement.

CONCLUSION

In a nutshell, Facebook is playing an efficient role in advertising and connectivity. They are the one social network for helping advertisers to enumerate massive traffic and build relationships more easily than ever and it's a great place for the customers to have a look on the products and prices and have good choice of products for their better purchase and their satisfaction.

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APPENDIX

QUESTIONNAIRE

A STUDY ON IMPACT OF FACEBOOK ADVERTISEMENT AND AWARENESS LEVEL AMONG THE CLIENTS WITH SPECIAL REFERENCE TO ERODE CITY.

1. Age:
  a)   13-23   b) 23-33   c) 33+
2. Gender:
  a)   male   b) female
3. Marital Status:
  a)   single   b) married   c) divorced
4. Educational Qualification:
  a) Primary   b) secondary   c) higher secondary
  d) U.G   e) P.G   f)no schooling
5. Occupation:
  a) Student   b) job-holder   c) self-employed   d) home maker
6. How do you come to know about face book?
  a)friends   b)relatives   c)work place   d)internet
7. Do you have face book account?
  a) yes   b)no
8. The reason behind using face book:
  a) Entertainment purpose   b) to be in contact with friends
c) to see advertisement   d)all the above
9. How often you update your face book account?
  a) Daily   b) twice a week   c) weekly   d) monthly
 10. Are you aware of face book advertisements?
  a) Yes   b) no
11. Do you have time to watch those advertisements?
  a) Yes   b) no
12. What kind of advertisement you would prefer to watch?
  a) fashion   b)electronics   c)food   d)drinks   e)others
13.what attracts you most in face book advertisement?

S.NO	FACTORS	HIGH	MEDIUM	LOW
1	logo			
2	Web design			
3	images			
4	color			
5	creativity			
6	price			

 14. To what extent you are satisfied with advertisement on facebook?
  a) Highly satisfied   b) satisfied   c) neutral   d) dissatisfied
  e) Highly dissatisfied
15. Have you seen the following company's advertisement?
  a) yebhi   b)pantaloons c)live India   d)fast track   e)Samsung galaxy f) nokia n8
  g)all the above   h)others.
16. Have you 'LIKED' or 'joined membership' in any of the advertisement?
   a) Yes   b) no
17. Are you satisfy with the choice of products givfen through company in facebook advertisement?
  a) Yes   b) no
  If yes,
  HS-highly satisfied   S-satisfied   NS-not satisfied

S.NO	FACTORS	HS	S	NS
1	JEWELLERY			
2	CLOTHES			
3	UTENSILS			
4	ELECTRONICS			

18. Is this helpful?

S.NO	FACTORS	YES	NO
1	offers		
2	discounts		
3	vouchers		
4	Lucky draws		

19. Do advertisement in face book disturbs you?
  a) Yes   b) no
20. Do you think, an advertisement can be ignored, ac it is cornered to right side of face book account?
  a)   Yes   b)No
If Yes, how to solve this problem
  a)   By changing the place, other than corner.
  b)   Before log in face book, advertisement should be displayed.
  c)   Others.
 21. Are you satisfied with the advertisement provided by the company?
  a) Yes   b) No
If no, please specify_____
Comments:
_____

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