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PERCEPTION OF YOUNGSTERS' TOWARDS SOCIAL MEDIA ADVERTISEMENTS

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ABSTRACT

The American advertising director William Bernbach says that "Good Advertising does not just circulate information. It penetrates the public mind with desires and belief". Therefore social media is a digital platform to advertise the products and services which reach the nook and corner of the world. The advertisement creates awareness about arrival of a particular product and services among the general public who has a purchase power and they are willing to purchase to satisfy the human wants. Most of the developing countries, particularly in India, people are frequently using social media for chat, comment, sharing information and watching advertisements. With the advent of technology, the social media is like a virus which spreads nook and corner of the world through smart phones, laptops and personal computers which are connected to the internet. Hence the manufactures of the product or service are connected and understand the wave lines of the customers via social media. The marketers use this platform as a weapon to target people particularly youngsters, through contemporary advertising methods like the banner advertisement, flash advertisement, coupons, multimedia messaging services picture and video advertisements. This study gives an explanation on the perception of youngsters towards social media advertisements. The data was collected with the help of well-structured questionnaire. Convenient sampling method was used to represent 120 respondents from the population in Kanyakumari district. The result of the analysis indicates that majority of the respondents access Facebook through their smartphones for watching advertisements. 4.2 (mean score) respondents made use of social media for getting product information and they are in the age group of 17-20 years and also that they are motivated by their friends to watch advertisements. This paper also gives some suggestions to the advertisers to capture the young consumers.



KEYWORDS : social media, youngsters, perception, advertisements.

INTRODUCTION

The American advertising director William Bernbach says that "Good Advertising does not just circulate information. It penetrates the public mind with desires and belief". Therefore social media is a digital platform to advertise the products and services which reach the nook and corner of the world. In the modern era, everyone is communicated through social media with their relatives, friends and others. They not only used it for communication but also for watching advertisements and purchasing the product. Social media platforms such as Microblogging, blogging and social networking sites are used by the advertisers to advertise their products and services particularly social networking sites are the effective weapon to attract the youngsters, such as Facebook, YouTube, Twitter and Instagram. These sites have good-looking advertisements with brand photos, videos, flash advertisements and banner advertisements. The

youngsters of today who are born as digital natives exploring many possibilities of innovative products/services via social media instantly compare to elders. Therefore the manufacturers of the products/services attract the young consumers through social media advertisements. The youngsters activate social media through their smart phones by a single click and they can get the information about the product and service. Perception expresses how a person feels towards a product displayed through social media advertisements. It may be the positive or negative expression, if they are impressed by the advertisements automatically they are an impulse to buy the product and it indicates they are in a positive way. The Buying behavior of consumers are different, it will change by some factors like motivation, culture and psychological on the basis of that consumer of the product will become the customers of the product.

REVIEW OF LITERATURE

Ping Zhang: 2011 indicates that respondents frequently viewed the advertisements for entertainment, credibility and to get information, but they used blockers to reject irritating advertisements. Miseda. Ken Ochieng:2012 states that advertisements and user comments on social networking sites were positively influenced the respondents and it intended to purchase products. Dharmesh Motwani et.al: 2014 explored that customers had positive perception towards social media advertisements. Muhammad Aqusa and Dwi Kartini :2015 depicts that, advertisements in social media highly influenced the mind of consumers to purchase online. Otugo et.al :2015 found that youngsters are well aware of social networking sites advertisements.

STATEMENT OF THE PROBLEM

Today's youth are called as "Digital Natives." They were all born after 1980, when social digital technologies, such as Usenet and bulletin board systems, came online. They all have access to networked digital technologies. And they all have the skills to use those technologies. Therefore today the teenagers everywhere irrespective of the locations they are sitting with IPOD or smart phone. (John palfrey and Urs Gasser: 2008).With this modern gadgets they are able to interact and interconnect with the entire globe with a nano second speed. So there is great awakening in the field of marketing and advertising with regard to goods and services. Realizing its importance the marketers upload all their advertisements via social media. Social media is a unique tool used by the marketers in an attempt to persuade consumers to act in a desired manner (Shhkazmi, Sathish K. Batra :2001).Through social media the advertisers are advertising the products and services like dresses, watches, cosmetics, shoes, smartphones, electronic gadgets etc., to attract the youngsters. As a consequence the youngsters persuade their parents and make purchasing decision by looking at the ads of social media. At this juncture, the following questions arise in the minds of the researcher like what are the factors that influence the youngsters to watch advertisements and how they perceive the ads in choosing the products and services. To find fitting answers to the aforesaid questions the researcher has selected the study on "perception of youngsters' towards social media advertisements".

OBJECTIVES

The main objective of the study is to find out the perception of youngsters towards social media advertisements. The following are the specific objectives.

- To study the demographic profile of the sample respondents in the study area.
- To find out the motivational factors which influence the respondents to watch advertisements and
- To measure the perception of youngsters towards social media advertisements.

METHODOLOGY

The researcher was intended to study the youngsters' perception towards social media advertisements. Therefore the samples for the study were being selected as per convenient sampling method (As per their availability and willingness of respondents). Sample size calculated for the study was

120 young respondents (age range between 17-27 years). Primary data was collected with the help of well-structured questionnaire. The collected data were analysed with the help of cumulative per cent method, Garret ranking technique and Friedman test. Secondary data was gathered from journals, books and websites. Based on the findings the suggestions and conclusion were drawn.

DATA ANALYSIS AND DISCUSSION

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographic characteristic of respondents is one of the important variables to identify which factors are highly influenced to watch advertisements and to analyse the perception regarding social media advertisements. Demographic profile of the respondents were classified according to their age, gender, occupation, monthly income and residential status.

Table 1
Demographic profile of the respondents

Variables	Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	32	26.7	26.7	26.7
	Female	88	73.3	73.3	100.0
	Total	120	100.0	100.0	
Age	17-20	42	35.0	35.0	35.0
	21-24	28	23.3	23.3	58.3
	24-27	37	30.8	30.8	89.2
	Above 27	13	10.8	10.8	100.0
	Total	120	100.0	100.0	
Occupation	Student	50	41.7	41.7	41.7
	Self Employed	31	25.8	25.8	67.5
	Govt. Employed	18	15.0	15.0	82.5
	Pvt. Employed	12	10.0	10.0	92.5
	Unemployed	9	7.5	7.5	100.0
	Total	120	100.0	100.0	
Income	₹10,000	14	11.7	11.7	11.7
	₹10,001- ₹20000	39	32.5	32.5	44.2
	₹20,001- ₹30000	53	44.2	44.2	88.3
	Above ₹30001	14	11.7	11.7	100.0
	Total	120	100.0	100.0	
Residential status	Rural	32	26.7	26.7	26.7
	Semi Urban	36	30.0	30.0	56.7
	Urban	52	43.3	43.3	100.0
	Total	120	100.0	100.0	

Source: Statistically calculated data

Table- 1 shows that 73.3 per cent (88) of the respondents are female and rests are male. It is inferred that female respondents are highly attracted by social media advertisements because the maximum of the advertisers are concentrating ads on young girls related product like jewels, cosmetics fashionable dresses, sandals etc., This agrees with the study by Zafarullah chandio et .al:2015 which shows 111 of the respondents are female. 35 per cent (42) of the respondents are belonging to the age group of 17-20years. It is understood that youngsters are more aware of this advertisements compare to other age groups. 41.7

per cent (50) of the respondents are students. It indicates that college going students are enthused to use social media for updates of brand and services available in the particular sites. 44.2 per cent (53) of the samples were in the income level of ₹. 20,001- ₹ 30, 000. It is inferred that income level of respondents decides about the usage of internet and purchasing behaviour of the sample respondents. This also agreed by Dharmesh Motwani et.al:2014 that 28 per cent of the samples came under the category of (₹200001- ₹ 30000) monthly income level. Further 43.3per cent (52) lives in the urban area. It is inferred that according to the area they have an awareness and knowledge about social media advertisements. The findings of this study support with Sunitha Mehla et.al:2015 in her study 63 percent of the samples were from the urban area.

TIME SPENT ON SOCIAL MEDIA

Social media Advertisements play an essential role in the lives of youngsters. They spent quality time in watching ads via social media rather than Television while purchasing products or services. The following table depicts that time spent on social media by youngsters.

Table 2
Time spent on social media

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
1-2 Hours daily	59	49.2	49.2	49.2
Several times in a day	41	34.2	34.2	83.3
2-4 times in a week	17	14.2	14.2	97.5
Once in a week	3	2.5	2.5	100.0
Total	120	100.0	100.0	

Source : Statistically calculated data

The table 2 shows that 49.2 per cent (59) of the respondents spent 1-2 hours daily on social media and 34.2 per cent (41) were visit social media several times in a day. It is inferred that the samples were accessing social media when they are free and evaluate the products and services with the competitor's products and services in terms of quality, discount, shape, price etc. Findings of this study were supported by Ece Argam and Bihter Bicer Oymak: 2013 his study pointed 41.8 percent (167) spent 1-2 hours in social media.

DEVICE TO ACCESS

Recently advertising is experiencing rapid technological changes that have led to digitalization of media, consequently resulting in the emergence of new media types such as mobile phones. Mohammed Zaden Yehia Salem :2016. This has made possible the rapid spread of advertisements among consumers and allowed interaction with them in an easier manner. The following table depicts the modern devices used by the youngsters.

Table 3
Device to access

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Tab	24	20.0	20.0	20.0
Laptop	28	23.3	23.3	43.3
Smartphone	59	49.2	49.2	92.5

Personal Computer	9	7.5	7.5	100.0
Total	120	100.0	100.0	

Source: Statistically Calculated Data

The table 3 indicates that 49.2 per cent (59) of the respondents were using smart phones while 7.5 per cent (9) are using personal computer. It is inferred that smart phones are having advanced features compared with other devices like laptop and personal computer. Moreover it is handy and easy to carry from one place to other place. Hence good numbers of youngsters are using smart phones to access their social media accounts. It is also proved by Firtore Jashar and Visar Rustemi : 2017 which shows that 98.15 per cent of the respondents were accessing social media through smart phones.

ACTIVE MEMBER IN SITES

In this digital world, youngsters are the kings and queens of the market. Hence they are very eager to open an account on social networking sites through which they upload and download information to enhance one's own knowledge and skills. The following table proves the details of respondents regarding members in sites.

Table 4
Active member in sites

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Facebook	49	40.8	40.8	40.8
Twitter	30	25.0	25.0	65.8
You Tube	21	17.5	17.5	83.3
Instagram	17	14.2	14.2	97.5
Linked In	3	2.5	2.5	100.0
Total	120	100.0	100.0	

Source: Statistically calculated data

The table 4 depicts that 40.8 per cent (49) of the respondents are active members in Facebook and only 2.5 per cent (3) of the respondents are having an account in LinkedIn. It is inferred that Facebook is a popular site compare to other social media sites. Hence advertisers use this site to advertise their product to attract youngsters. Further, it is easy to access because it is a default option in all smart phones. So they don't want to download again and again. And also that through Facebook they can comment, share the advertisements to others and so the youngsters are willing to maintain the account. Findings of this study also supported by Miseda Ken Ochieng :2012 which states that 59 percent of the respondents have maintained an account in Facebook.

MOTIVATIONAL FACTORS

There are number of factors induce to watch advertisements in social media. However the products and services are quality without any promotional activities no one purchases the same. The following table shows that what are the factors motivate the respondents to watch advertisements in social media with the help of garret ranking technique.

Table 5

Factors	Garret Score	Rank
Friends	62.11	I
Reviews	51.6	III
Relatives	51.71	II
Television	44.11	V
Newspaper	46.12	IV
Others	43.30	VI

Source: Statistically Calculated Data

Table 5 depicts that 'friends' get the first rank with its score of 62.11, 'Relatives' get the second rank (51.6) followed by 'Reviews', 'Newspaper', and Television. It is inferred that peer group pressure is greater among the college going students and they interact with them for everything compared with elders. This finding was already agreed by Sharon. S. Pate and Melinda Adams :2013 that 114 samples were motivated by friends.

PERCEPTION TOWARDS SOCIAL MEDIA ADVERTISEMENTS

Perception or view differs from one person to another person. It is the process by which individuals become aware of products/services through the particular advertisement. It basically refers to the manner in which a person experiences the world. The following hypothesis is tested with the help of Friedman test.

H_0 : There is no significant Difference between mean ranks towards the perception of youngsters regarding social media advertisements.

H_1 : There is significant Difference between mean ranks towards the perception of youngsters regarding social media advertisements.

Table 6
Perception towards social media advertisements

S.No	Particulars	Mean score	Chi-square	P value
	Advertisements through social media are more informative than traditional advertising	4.20	65.879	0.000**
	Social media advertisements are attractive	3.70		
	It creates product awareness	2.86		
	Social media advertisements are entertained than other advertisements	3.37		
	These advertisements are credible than other advertising methods	2.92		
	These advertisements are purchase impulsion	3.96		

Source: Statistically Analysed Data

Note: ** Denotes significance at 1% level

Since P value is less than 0.01 the null hypothesis is rejected at 1per cent level of significance. Hence it is concluded that there is the significant difference between mean ranks towards the perception of youngsters towards social media advertisements. Based on mean rank 'advertisements through social media are more informative than traditional advertising' (4.20) followed by 'advertisements are purchase impulsion' (3.96), 'social media advertisements are attractive' (3.70) and so on. It is inferred that social media advertisements are informative and it tuned the youngsters to purchase products and services. Further, most of the respondents are watching the advertisements for their entertainment like listening to music, attractive slogans and watching the celebrities etc.,

FINDINGS

- 73.3 per cent (88) of the respondents are female and 26.7 per cents (32) of the sample respondents are male.
- 35 per cent (42) of the respondents are belonging to the age group of 17-20 years while 10.8 per cent (13) are in the age group of above 27years.
- 41.7 per cent (50) of the respondents are students and 7.5 per cent (9) of the sample respondents are unemployed.
- 44.2 per cent (53) of the samples were in the income group between ₹ 20,001- ₹ 30, 000
- 49.2 per cent (59) of the respondents spent 1-2 hours daily on social media and 34.2 per cent (41) were visit social media several times in a day.
- 49.2 per cent (59) of the respondents were using smart phones while 7.5 per cent (9) are using personal computer.
- 'Friends' got the first rank with its score of 62.11, 'Relatives' got the second rank (51.6) followed by 'Reviews', 'Newspaper', and Television.
- P value is less than 0.01 the null hypothesis is rejected at 1 per cent level of significance. Hence it is concluded that there is the significant difference between mean rank towards the perception of youngsters towards social media advertisements. Social media advertisements are informative than traditional advertisements got highest score (4.20 mean score), advertisements are purchase impulsion (3.96 mean score) and social media advertisements are attractive got the score of (3.70 mean score).

SUGGESTIONS

- The social media ads can be prepared for all segments of people so as to boost sales and capture more market share.
- Realising the social responsibilities to the country, the producers of various companies can join together and create free Wi-Fi connection in the nook and corner of the world. Thus online shopping can be prompted and the concept of digitalisation of country may become true.
- The marketers can concentrate more on youngsters so as to advance the purchasing behaviour of the families in general.
- The marketers of social media advertisements must be credible and they should not mislead the youth in providing the false information.
- The advertisers can create attractive ads which are appealing to the eyes of the viewers so as to view more ads through on line mode.

CONCLUSION

Tony Clark the Director of communications in Cedar Point Amusement Park states that "Social media reaches farther than we can physically reach with advertising" .Hence in the digital era, social media play a pivotal role in all walks of life. Through this social media advertisements the products and services reaches the nook and corner of the world and particularly the youngsters' are getting benefited through Facebook, Instagram, YouTube etc.,. From the results of this research, advertisements are informative and attractive. Hence there is impulsion in the hearts of the youngsters to purchase those products and services. However the credibility of advertisement is low because the advertisers use visual and graphical effects to attract youngsters. Therefore the marketers should give actual information regarding products and services through advertisements. Further, it can be concluded that youngsters are having positive perception towards social media advertisements and they also intended by the advertisements to purchase the products and services.

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