A Study on The Effectiveness of Social Advertisement in Nagercoil Town

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ABSTRACT

Social media is basically a group of some social portals and tools that are internet-based and can be used for extraction and exchange of information. You can understand Social Media Platforms as online networking sites that enable you to communicate, interact, share and display everything that you want to highlight. Social media advertising is a form of online advertising which provides very targeted ads based on information supplied by members of a social media service. Social media advertising helps businesses find new potential clients by using users' own shared information to identify interest. Rather than reactively targeting users who search a certain term, social media advertising proactively targets relevant users before they even begin their search. A structured questionnaire was the main instrument used in this study. This study examined the effectiveness of social media advertising in general public. The result of the study showed that social media advertising plays a high impact on the people. The results reflected that social awareness is one of the factors which influence the people.

Keywords: Social media, social media advertising, impacts, motivating factors....

INTRODUCTION

Advertisement is a powerful communication force and vital marketing tool which helps to sell goods, services and ideas. Advertisement is a mass communication intended to persuade buyers to maximise profit. Hall defines advertisement as "Salesmanship in writing, print or pictures or spreading information by means of the return and printed word and pictures". Stanton says, "Advertising consists of all activities to a group by oral or visual message recording a product". American Marketing Association defines "Advertising as any paid form of non-personal presentation and promotion of ideas, goods or services by a sponsor". It is essential for the success of any type of business and industry. Advertisement convinces people to buy products and contains both information and persuasion. Social advertisement is considered to be a highly sophisticated communication and powerful marketing tool at present scenario. Social advertisement is the activity by which virtual messages are addressed to the general public. The purpose of social advertisement is to inform or influence them in order to increase the sale of the advertiser. Social advertisement creates desire for new products. The success of social advertisement greatly depends upon effective advertising channel.

TYPES OF ADVERTISEMENT

- Brand advertisement: This type of advertisement is done to develop unique brand identity for the firm. This is the most popular form of advertisement in all possible media including TV. For example Pepsi, Coke etc.
- National advertisement: These advertisements are uniform across the nation and are realised through media.
- Local advertisement: These advertisements are carried in local and vernacular language to promote the product in a local region.
- Retail advertisement: These advertisements are brought to promote retail outlets and dealer points.
- Political advertisement: These are done for political parties, politicians and individual candidates during elections.
- Directory advertisement: This advertisement is done in yellow pages and followed by people while searching a telephone number or a home address.
- Business-Business advertisement: This kind of advertisement is carried out targeting business and organizational markets, these messages are direct towards retailers, wholesalers and distributors.
- Institutional advertisement: Institutions like colleges, universities, missionary of charities and large corporate bring out these advertisements. The purpose of such advertising is to create a positive goodwill, which will ultimately contribute towards achieving the overall marketing and brand building goal of the organization.
- In-film advertisement: These are new forms of advertisement in which advertisement is placed inside the film and actors are shown using these products during the movie for increasing the usage among the audience.

SOCIAL ADVERTISEMENT

Social advertisement is the "younger sister of commercial advertisement, which is one of the tools of marketing communication mix. Social advertisement identifies social problems. Social media advertising does not promote any products, firm or service. Its main goal is to evoke a sense of responsibilities and to make people change in their behaviour and attitudes. Social advertisement can either refer to advertising about socially relevant issues or leveraging social relationships and social networks to promote a product/service and reach out to its target audience. Social advertisement is the advertisement that relies on social information or networks in generating, targeting, and delivering marketing communications. Many current examples of social advertising use a particular Interpretation service to collect social information establish and maintain relationships with consumers, and for delivering communications. Now COVID-19 will have a bigger impact as social advertisement than the global financial crisis (GFC).

STATEMENT OF THE PROBLEM

There are lot of advertisements broadcasted/ telecasted in the mass media. These advertisements are made by advertisers mainly to popularise their company's product among public. Sometimes along with the commercial advertisements these companies give advertisements with regard to social issues. Beside this, some non-profit organisations also give these kinds of advertisements in order to create social awareness among the public.

Nowadays majority of the viewers watch these advertisements either for time passing or for contributing something to the society.

OBJECTIVES OF THE STUDY

The following are the objectives of the study.

➢ To study the demographic profile of the respondents.

➢ To find out the factors that creates the awareness of social advertisement.

➢ To find out the impact of social advertisement in the minds of sample respondents.

➢ To analyse the effectiveness of social media advertisement in the minds of sample respondents.

SCOPE OF THE STUDY

The scope of the study is confined to the effectiveness of social advertisement in Alagappapuram village, Kanyakumari district. In the present study the researchers have selected 50 respondents who watch social advertisement in the media.

METHODOLOGY

The present study is descriptive in nature, based on the questionnaire. Primary data were collected from the respondents residing in Alagappapuram village, Kanyakumari district. The relevant secondary data were collected from different sources like books, reports, newspaper and websites.

SAMPLING DESIGN

For selecting the sample respondents the researchers have adopted convenient sampling method.

LIMITATIONS OF THE STUDY

➢ The study is confined to the effectiveness of social advertisement in Alagappapuram village, Kanyakumari district only.

➢ The researcher collects the data only from the people who are watching social advertisement regularly.

REVIEW OF LITERATURE

Vengadesh Divya (2015), made a study on the topic, "Effectiveness of social advertisement" and found out that social advertisement offer solutions to the social problem and most of the respondents were fully aware of the social issues and majority of the respondents liked to see blood donation advertisements followed by gender equality and demographic variables significantly have on overall attitude towards social advertisements.

R. Maheswari (2013), in her study on," A study on the preferences of social advertisements among the adults in Erode" tries to bring change in the perception of individuals which at large would bring changes in the society. It is highly welcomed by all ages in India than action, humour and sexual appeal in commercial.

Sahar Mohammed Rafaat et.al (2013), in his study on measuring the effectiveness of social advertisement campaigns in shaping youth's behavioural intentions, with the

moderating role of advertising sceptic, implies the acquirements of more socially responsible behaviour or abandoning unfavourable ones for the sake of a better living and more flourishing life.

ANALYSIS AND INTERPRETATION
AGE WISE CLASSIFICATION OF SAMPLE RESPONDENTS

S. No.	AGE	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Below 20	14	28
2.	21-30	23	46
3.	31-40	12	24
4.	Above 40	1	2
Total		**50**	**100**

Source: Primary data

The above table shows that 46% of the sample respondents belong to the age group of 21 -30 years and 2% of the sample respondents are above 40.

GENDER WISE CLASSIFICATION OF THE SAMPLE RESPONDENTS

S. No.	GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Male	19	38
2.	Female	31	62
Total		**50**	**100**

Source: Primary data

The above table shows that 62% of the sample respondents are female and 28% of the sample respondents are male. The study shows that the majority of the sample respondents are female.

SOURCES OF AWARENESS ABOUT SOCIAL ADVERTISEMENT

S. No.	SOURCES	GAR. SCORE	AVGERAGE	RANK
1.	Newspaper	3073	61.46	I
2.	Radio or Television	2859	57.18	III
3.	Cinema	1793	35.86	VI
4.	Internet	2864	57.28	II
5.	Smart Phone	2483	49.66	IV
6.	Posters	2218	44.36	V

Source: Primary data

The above table shows that newspaper is the main source of awareness to respondents which is given the first rank with the highest mean score of 61.46 followed by internet which is given the second rank, radio or television and smart phone is the next important source which is given the third and fourth rank respectively. Fifth and sixth ranks are given to the posters and cinema with the least mean score of 44.36 and 35.86 are given the last two ranks.

IMPACT OF SOCIAL ADVERTISEMENT AMONG RESPONDENTS

S. No.	RESPONSE	GREAT EXTENT	CONSIDERABLE EXTENT	SOME EXTENT	MINIMAL EXTENT	NO CHANGE	TOTAL	RANK
1.	Motivation	18 (90)	13 (52)	13 (390	4 (8)	2 (2)	191	V
2.	Gaining knowledge	15 (75)	21 (84)	10 (30)	1 (2)	3 (3)	194	III
3.	Planting more trees	12 (60)	16 (64)	16 (48)	3 (6)	3 (3)	181	VIII
4.	Change of personality	13 (65)	19 (76)	19 (57)	5 (10)	4 (4)	212	II
5.	Love for mother nature	16 (80)	18 (72)	10 (30)	4 (8)	2 (2)	264	I
6.	Awareness on issues	14 (70)	17 (68)	14 (42)	3 (6)	2 (2)	188	VI
7.	Follow road safety rules	10 (50)	24 (96)	12 (36)	1 (2)	3 (3)	187	VII
8.	Love for environment	14 (70)	24 (96)	5 ((15)	5 (10)	2 (2)	193	IV

Source: Primary data

The above table shows the impact of social advertisement, Love for Nature ranked I, Change of Personality ranked II, Gaining Knowledge ranked III, Love for Environment ranked IV, Motivation ranked V, Awareness on various issues ranked VI, Respect for road safety ranked VII and Planting more trees ranked VIII.

FACTORS MOTIVATING RESPONDENTS TO WATCH SOCIAL ADVERTISEMENT

There are some of the factors which motivate the respondents to watch social advertisement. They are social awareness; desire to know the content of the advertisement, awareness towards environment, social responsibility and securing knowledge on various issues and awareness on social problems like Covid-19. The following table analyse the factors motivating respondents to watch social advertisement

FACTORS MOTIVATING RESPONDENTS TO WATCH SOCIAL ADVERTISEMENT

S. NO.	FACTORS	STRONGLY AGREE	AGREE	MODERATE	DISAGREE	STRONGLY DISAGREE	TOTAL	RANK
1.	Social awareness	17 (85)	23 (92)	8 (24)	1 (2)	1 (1)	204	I
2.	Desire to know the content of the advertisement	9 (45)	21 (84)	17 (51)	2 (4)	1 (1)	185	VI
3.	Awareness towards environment	12 (60)	24 (96)	11 (33)	1 (2)	2 (2)	13	III
4.	Social responsibility	14 (70)	23 (92)	10 (30)	2 (4)	1 (1)	197	II
5.	Securing knowledge on various issues	11 (55)	19 (76)	18 (54)	1 (2)	1 (1)	188	V
6.	Awareness of social problem	12 (60)	22 (88)	13 (39)	2 (4)	1 (1)	192	IV

Source: Primary Data

The above table shows that the factors motivating the respondents to watch social advertisement. Social awareness ranked I, social responsibility ranked II followed by awareness towards environment ranked IV, securing knowledge on various issues ranked V and desire to know the content of the advertisement ranked VI respectively.

CONCLUSION

Most of the social advertisements are available in the mass media in words only. In order to make these advertisements most attractive and effective, it is better to show images also. The social advertisements with regard to evils of drinking and smoking are usually shown when the films are screened or when the serial is going on. In order, to catch the attention of the viewers at the maximum level, these advertisements should be shown along with other commercial advertisements. Proper awareness programmes should be arranged to create a tendency to love our environment and family. Advertisements with regard to social issues such as polio vaccination and blood donation should be telecasted continuously as these advertisements are shown on some occasions only. Advertisements on child labour and female abuse should be given much importance. The schemes such as Clean India, Plastic Free Environment were advertised only when they are introduced. To have a positive impact on these advertisements they should be made available regularly in proper media.

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