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Awareness And Preference Of Digital Natives Towards Social Media Ads

J. Jani Mercybai*

Dr.S.Sahavaselvi**

Abstract

Digital native describes a person that grows up in the digital age. Advertising makes the youngster to become aware of the arrival new products in the market. It also increases their knowledge about the latest innovations, in the field of technology and communication. It is not exaggerated to say that media is found everywhere. Irrespective of the status everyone is prone to medias particularly social medias especially the digital natives are inseparable to medias. Research indicates that historically the newspaper was one of the platform to display ads but in the present situation mobile phones and other electronic gadgets plays an importance in telling about the arrival new products and services in the market. Media controls the mind of the youngster's like a giant remote control. The research paper highlights the awareness and the preference of youngsters regarding social media advertisements. The data were collected with the help of a questionnaire and multi random sampling technique was used to represent 125 respondents from two autonomous colleges in Agastheeswaram Taluk in Kanyakumari District. This study reveals that the male respondents have a high level of awareness towards social media advertisements when compare with female respondents. This study also indicates a good number of respondents (4.52), preferred to watch YouTube advertisements. This study also gives some suggestions to youngsters and advertisers.

Key Words: social media advertisements, preference , awareness

Introduction

The term "Digital Natives" describes where digital technology is already around when they born, which mean they have grown up with digital technology such as mobile phones, computers and all other digital technologies. They are all born after the 1980s and they comfortable in the digital age. Awareness means, getting knowledge and understanding a situation or information based on experience. Advertising makes youngsters aware of the new products available in the market. It also increases the knowledge about the latest innovations, in the field of technology as well as otherwise, Media is everywhere. It is an inseparable part of youngster's life. Historically, newspaper was the most common of media, but today mobile phones and other electronic devices have taken over all for of communication. Youngster's of today depend on the media for information on everything the latest gadgets, fashion trends etc., Media controls the mind of the teenager's like a giant remote control. In general youngster's would be involved in some sort of media

* Research Scholar, Reg. No: 18113041012013, Research Department of Commerce, Holy Cross College (Autonomous), Nagercoil, Kanyakumari District, Tamil Nadu, India.

** Assistant Professor and Research Supervisor, Department of Commerce, Holy Cross College (Autonomous), Nagercoil, Kanyakumari District, Tamil Nadu, India. Mounmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamil Nadu, India.

communication for up to four hours a day. They are updated about the latest technology with the help of social media. Moreover, Today's youngsters have more autonomy power and decision - making power than the previous generation and they spoke what they need particularly.

Statement Of The Problem

The rapid development of technology brings the world under the umbrella of internet and it increases the social media users especially the digital natives can easily adapt and access social media through their smartphones, laptop and they are comfortable in the digital age . An advertisement is the only way to create awareness about products and services. Therefore the advertisers use social media as a weapon to target the youngsters. Awareness is a factor that appears in the human involuntary process because this automaticity can happens with conscious or with conscious course of action (Chartrand 2005). Hence the researcher wants to analyse the awareness level and preference of youngsters towards social media advertisements. At this juncture, the questions arises in the mind of the researcher is that who is more aware of social media? And what type of advertisements they prefer?. Considering these questions, the researcher has found the study as awareness and preference of youngsters towards social media advertisements in autonomous colleges in Agastheeswaram taluk.

Objectives Of The Study

1. To study the demographic profile of the sample respondents.
2. To understand the awareness level of the respondents towards social media advertisements.
3. To find out the preference of respondents regarding social media and its advertisements.

Methodology

The researcher intended to study awareness and preference of digital natives towards social media advertisements. Therefore the sample size for the study has been selected by using multi random sampling. The researcher has collected data from 125 students who are watching social media advertisement in two Autonomous colleges in Agastheeswaram Taluk in Kanyakumari District. The study is based on primary data sources and data was collected with the help of a well structured questionnaire. The data was analysed with the help of cumulative per cent method, Chi-square test and Friedman test. Secondary data was gathered from journals, books and websites. Based on the findings the suggestions and conclusion were drawn.

Data And Discussion

Demographic characteristic of the respondents is an important variable for advertisers to carry out the profiling of the target audience. It includes a number of factors like gender, age, educational qualification, residential status and marital status. The following table shows the demographic profile of the respondents.

Table 1: Demographic Profile of the Respondents

Variables	Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	56	44.8	44.8	44.8
	Female	69	55.2	55.2	100.0
	Total	125	100.0	100.0	
Age (Years)	17-19	61	48.8	48.8	48.8
	20-21	37	29.6	29.6	78.4
	Above 22	27	21.6	21.6	100.0
	Total	125	100.0	100.0	
Marital Status	Married	10	8.0	8.0	8.0
	Single	115	92.0	92.0	100.0
	Total	125	100.0	100.0	
Educational Qualification	UG	80	64.0	64.0	64.0
	PG	45	36.0	36.0	100.0
	Total	125	100.0	100.0	
Residential Status	Rural	48	38.4	38.4	38.4
	Urban	77	61.6	61.6	100.0
	Total	125	100.0	100.0	

Source: Statistically Calculated Data

Table 1 shows that 55.2 percent (69) of the respondents are female and remaining are male. It is inferred that the female respondents are highly attracted by the advertisements, for the reason that maximum of the advertisements are focusing on girls related products such as cosmetics, sandals, apparels. This agrees with the study by Zafarullah Chandio et.al 2015 which indicates 111 of the sample respondents are female. 48.8 per cent (61) of the sample respondents were in the age group of 17-19 years. It indicates that teen age respondents are keen to watch social media ads. 92 percent (115) of the respondents are single and the remaining respondents are married. 64.0 percent (80) of the sample respondents are coming under the UG course. 61.6 percent (77) of the sample respondents is from urban areas. The findings of the study support with Sunitha Mehla et.al 2015, in her study 63 per cent of the sample respondents are from the urban area.

Time Spent On Social Media

Social network plays an essential role in youngster's lives. Most youths are spending at least an hour in these popular social media sites. The details about hours spent on social network sites for the sample respondents given the following table 2.

Table 2: Time Spent on Social Media

S. No.	Time Spent On Social Media	No. of Respondents	Percentage
1.	Less than 1 hour in a day	26	20.8
2.	2-4 hours in a day	40	32.0
3.	More than 4 hours in a day	24	19.2
4.	several times in a day	24	19.2
5.	Once in a week	11	8.8
	Total	125	100.0

Source: Primary Data

Table 2 shows that 32 per cent (40) of the respondents spend 2- 4 hours in a day in social media and 8.8 per cent (11) of the respondents are spending social media once in a week. It is inferred that the respondents evaluate and compare the products and services with the competitors' product and services in terms of quality, discount, price.

Device To Access

Today's youngsters are called "Digital Natives". They can easily adapt any invention related to technology. 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

S. No	Device to Access	No. of Respondents	Percentage
1.	Smartphone	95	76.0
2.	Laptop	11	8.8
3.	Tab	9	7.2
4.	Personal Computer	10	8.0
	Total	125	100.0

Source: Primary Data

Table 3 indicates that 76 per cent (95) of the respondents are using smartphones, while 8 per cent (10) are using the personal computer. It is inferred that smart phones have many features compared with other devices such as the laptop, personal computer and it is easy to handle and use. Findings of the study also proved by Firtore Jashar and Visar Rustemi: 2017, shows that 98.15 percent of the sample respondents were accessing social media through smart phones.

Awareness Level

Awareness is nothing it just, getting knowledge and understanding a situation or information based on experience. The table indicates the awareness level of respondents towards social media advertisements. Otugo et.al:2015 indicate that youngsters are well aware of social media sites and its advertisements. The researcher analysis the association between genders with awareness level with the help of Chi-square test.

H01: There is no association between gender and awareness level of the respondents towards social media advertisements.

TABLE 4: ASSOCIATION BETWEEN GENDER AND AWARENESS LEVEL OF THE RESPONDENTS TOWARDS SOCIAL MEDIA ADVERTISEMENTS

Gender	Awareness level of respondents			Total	Chi Square	P value
	High	Medium	Low			
Male	14 (25.0%) [56.0%]	37 (66.1%) [41.6%]	5 (8.9%) [45.5%]	56	1.645	0.439**
Female	11 (15.9%) [44.0%]	52 (75.4%) [58.4%]	6 (8.7%) [54.5%]	69		
Total	25	89	11	125		

Source : Statistically Analysed Data

- Note : 1. The value within () denotes Row percentage
2. The value within [] denotes Column percentage
** denotes significance at 1% level

Since P value is greater than 0.01, the null hypothesis is accepted at the 1 % level of significance. Hence concluded that there is no association between gender and awareness level of the respondents towards social media advertisements. Based on row percentage 25.0 per cent of the male respondents are highly aware and 8.9 per cent have low awareness. Whereas for female respondents, 15.9 per cent have high awareness and 8.7 per cent have low awareness. It is inferred that the male respondents have a high level of awareness towards social media advertisements when compare with female respondents. The reason is male are exposed and highly active in social media, they have linked to many online groups such as Facebook, Twitter, LinkedIn from this site they can get more information relating to products/services. Hence, they have more aware of social media advertisements than female.

Preference Of Social Media

Preference of sites differs from one person to another person's, according to their view they prefer social media. The following table 1 shows that details of social networking sites, by the sample respondents.

H_0 : There is no significant difference in the preference of social media of respondents on various measures.

TABLE 5: FRIEDMAN TEST FOR SIGNIFICANT DIFFERENCE IN THE PREFERENCE OF SOCIAL MEDIA OF RESPONDENTS ON VARIOUS MEASURES

S. No	Social Media Prefer	Mean Rank	Chi-square value	P value
1.	Facebook	4.40	178.746	0.000**
2.	YouTube	4.52		
3.	Twitter	3.40		
4.	Instagram	3.55		
5.	LinkedIn	2.77		
6.	Blogs	2.36		

Source: Statistically Analysed Data

Since P value is less than 0.01 the null hypothesis is rejected at the 1 % level of significance. Hence concluded that there is a significant difference in the preference of social media of respondents on various measures such as Facebook, YouTube, Twitter, Instagram, LinkedIn and Blogs. Based on mean rank YouTube was highly preferred (4.52) by respondents, followed by Facebook (4.40), Instagram (3.55), Twitter (3.40), LinkedIn (2.77) and blogs (2.36). It is inferred that a good number of respondents preferred to watch YouTube advertisements since in this site advertisements will display for few seconds automatically. We can skip the advertisements only after a few seconds, hence it will strike the mind of respondents and impulse to watch the advertisements.

Types Of Advertisements Prefer

A successful advertisement will spread the information effectively. It must stay back the viewers and increase sales. The advertisers are using a variety of advertising method to capture their target audience. But few advertising methods will attract the viewers and remain in the mind of them. The following table shows the types of advertisements, preferred by respondents.

TABLE 6: TYPES OF ADVERTISEMENTS PREFER

S. No	Types of Advertisements	Garret Mean Score	Rank
1.	Flash ads	62.696	III
2.	Photo ads	65.552	II
3.	Video ads	66.072	I
4.	Banner ads	51.832	IV
5.	Domain Ads	39.552	VII
6.	Multi product Ads	41.76	VI
7.	Lead ads	39.44	VIII
8.	Offer ads	43.026	V

Source : Statistically Calculated Data

Table 6 was analysed with the help of Garret ranking technique, video advertisements get the first rank with its score (66.072), photo advertisements get the second rank (65.552) followed by flash advertisements, banner advertisements and offer advertisements. Lead advertisements get the last rank (43.026). It is inferred that video advertisements are attractive, thus the respondents prefer this type of advertisements.

Suggestions

- Advertisers could give genuine information regarding the product price in advertisements. So that genuine customers who buy the product can check the product price with the competitor's product.
- The advertisers of social media have to prepare the ads in a catchy and attractive way just that of Youtube to fascinate the customers.
- Social media advertisers must give the product details in proper blogs. So that the young user can get accurate information regarding products or services.
- The youngster's need not be carried away by the exaggerated facts given by the advertisers rather they need to be realistic in watching the ads and choose the product or services.
- Every click and interaction with an advertisements or products page on social networking sites gives data about the users to advertisers. So that the youngsters must be conscious of using social media.

Conclusion

Today's youngsters are called "Digital Natives" because they born with technology therefore they can easily adapt any inventions. This has made possible the rapid spread of advertisements among consumers and allowed interaction with them in an easier manner. This study reveals that the male respondents have a high level of awareness towards social media advertisements when compare with female respondents. The reason is male are exposed and highly active in social media, they have linked to many online groups such as Facebook, Twitter, LinkedIn from this site they can get more information relating to products/services. Hence, they have more aware of social media advertisements than female. This study also indicates that a good number of respondents preferred to watch YouTube advertisements since in this site advertisements will display for few seconds automatically. We can skip the advertisements only after a few seconds. Hence it can be concluded that social media advertisements will strike the mind of respondents and impulse to watch the advertisements.

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