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PERSPECTIVE OF COLLEGE STUDENTS TOWARDS SOCIAL MEDIA ADVERTISEMENTS

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INTRODUCTION

Perception plays a key role in all walks of life. It determines the personality of any individual in terms of values, behaviour, thinking patterns and above all decision making power of a particular product or services. Hence, both marketers and advertisers are keen in attracting consumers and satisfy their needs and wants to the utmost care. Today, people are more prone to use digitalized modes in the form of e-shopping, e-payment, e-commerce, e-cash, e-cheque e-valet and e-governance. These methods of e-concept brought a paradigm shift in the life of the consumers in general. Now the consumers are user friendly with the social media and they do make their choices about purchases using social media advertising. These social media advertisements are carried through social media platforms such as Micro blogging, blogging and social networking sites.

STATEMENT OF THE PROBLEM

Over the past few years social media have become the popular digital platform for the users and advertisers of product and services. The rapid development of technology brings the world into our hand through the internet. It increases the social media users, especially youngsters, because they can easily adapt and access the social media through their smart phones, laptop. Therefore the advertisers use electronic media such as social media as a weapon to target the youngsters. The perception of human will change according their situation, culture and psychological factor. It differs from one person to another person. Hence the researcher wants to analyse the perception of college students towards social media advertisements. And what are the suggestions to be implemented for the betterment of social media advertisements. Considering these questions the researcher has found the study on

perception of youngsters towards social media advertisements in autonomous colleges in Agastheeswaram Taluk.

OBJECTIVES OF THE STUDY

The general objective of the study is

1. To know the demographic profile of the sample respondents.
2. To investigate the perception of college students towards social media advertisements.

METHODOLOGY

The researcher was intend to study the perception of college students towards social media advertisements. Therefore the sample size for the study has been selected by using multiple 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. Primary data were collected with the help of a well structured questionnaire. The data were analysed with the help of cumulative per cent method and T-Test. Secondary data was gathered from journals, books and websites. Based on the findings the suggestions and conclusion were drawn.

DEMOGRAPHIC PROFILE

Demographic characteristic of the respondents is an important variable for advertisers to carry out the profiling of target audience. It includes a number of factors like gender, age, educational qualification, family income and expenditure, 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	
Monthly Family Income	₹10000- ₹30000	59	47.2	47.2	47.2
	₹30001- ₹50000	32	25.6	25.6	72.8
	₹50001- ₹70000	30	24.0	24.0	96.8
	Above ₹70000	4	3.2	3.2	100.0
	Total	125	100.0	100.0	
Monthly Family Expenditure	Below ₹10000	36	28.8	28.8	28.8
	₹10001- ₹20000	41	32.8	32.8	61.6
	₹20001- ₹30000	28	22.4	22.4	84.0
	₹30001- ₹40000	13	10.4	10.4	94.4
	₹40001- ₹50000	5	4.0	4.0	98.4
	Above ₹50000	2	1.6	1.6	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 44.8 percent (56) of the respondents are male. 48.8 percent (61) of the sample respondents were in the age group of 17-19 years and 21.6 percent (27) of the sample respondents were in the age group of above 22 years. 92 percent (115) of the respondents are single and remaining 8 percent (10) of the respondents are married. 64.0 percent (80) of the sample respondents are coming under the UG course and 36.0 percent (45) of the sample respondents are PG students. 47.2 percent

(59) of the sample respondents family income between ₹10,000- ₹30,000 per month and 3.2 percent (4) of the respondents family income above ₹70,000 per month. 32.8 percent (41) of the respondents family expenditure is ₹10,000- ₹20,000 per month and 1.6 percent (2) of the respondents family expenditure is above ₹50,000 per month. 61.6 percent (77) of the sample respondents is from urban areas, and 38.4 percent (48) of the sample respondents is from a rural area.

The validity between the gender of the respondents and their perception regarding social media respondents is tested with the help of T-Test with the following hypothesis.

H₀₂: There is no significant difference between male and female with respect to perception towards social media advertisements.

Table 2
Gender with respect to perception regarding Social Media Advertisements

S. No	Perception towards social media advertisements	Gender				T Value	P Value
		Male		Female			
		Mean	Standard Deviation	Mean	Standard Deviation		
1.	Easy to remember	4.43	0.912	4.32	0.883	0.679	0.499
2.	Creates product awareness	4.05	0.923	3.62	1.152	2.319	0.022
3.	Social media advertisements are informative	3.79	1.074	3.77	0.987	0.094	0.925
4.	Advertisements are more impressive	3.98	0.981	3.71	1.099	1.460	0.147
5.	Fun and Enjoyable than other advertising media	4.11	1.260	3.86	1.061	1.193	0.236
6.	Products/services advertisements on social media give me a pleasant feeling	4.04	0.894	3.64	1.163	2.163	0.032
7.	Social media advertisements are attractive and pleasing to eye	3.98	0.924	3.78	1.013	1.150	0.253
8.	Social media advertisements are interesting	4.04	0.914	3.71	1.152	1.762	0.081
9.	Powerful tool to reach youngsters	4.07	1.158	3.71	1.238	1.682	0.095
10.	Social media advertisements are more reliable than other modes	3.93	1.277	3.43	1.091	2.293	0.024
11.	Social media is a digital platform according to the modern era	4.05	0.999	3.55	1.170	2.592	0.011
12.	Social media advertisements are interactive	3.61	1.123	3.41	1.180	0.975	0.322
13.	Advertisements are innovative	3.91	1.116	3.49	1.066	2.124	0.036

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14.	Social media advertisements are accurate.	4.11	0.928	3.26	1.066	4.742	0.000**
15.	Contents of advertisement is easy to follow	3.84	1.092	3.61	1.127	1.157	0.249
16.	Attractive caption and presentation style	3.73	1.152	3.49	0.933	1.256	0.212
17.	Social media advertisements are connecting to the global market	3.66	1.325	3.68	1.078	-0.093	0.926
18.	Advertisements create status for the advertised products	3.98	0.944	3.65	1.082	1.820	0.071
19.	Know about latest products/services	3.64	1.193	3.46	1.232	0.857	0.393
20.	Advertisements in social media are ethical	4.02	1.243	3.22	1.235	3.591	0.000**

Source : Statistically Analysed Data

Note: ** Denotes significance at 1 percent level
 Since P value is less than 0.01 the null hypothesis is rejected at the 1 per cent level of significance with regard to social media advertisements are accurate and advertisements on social media are ethical. Hence there is a significant difference between male and female with respect to perception towards social media advertisements. Based on mean score the perception of male respondents is positive with social media advertisements are easy to remember (4.43) and fun and enjoyable than other advertising media and Social media advertisements are accurate (4.11). It is inferred that male respondents get accurate information compared with female respondents. The reason is male respondents are more active in social media, thus they can get accurate information towards products /services.

SUGGESTIONS

- The advertisers of social media can focus on youngsters to purchase the products and services. Because they play a pivotal role in purchasing decisions of the family which might boost the turnover of the manufacturer.
- The Internet service providers and advertisers can approach the government

for subsidy to extent Wi-Fi connection to the remote villages, so that the people in and around the globe can be benefitted through online purchasing by watching social media ads.

- The advertisers of social media have to prepare the ads in a catchy and attractive way just that of you tube to fascinate the customers
- Advertisers could give the genuine information regarding the products and services in advertisements. So that genuine customers who buy the product in good faith may not be cheated.
- Advertisers could follow the norms of the government while designing and presenting the ads and avoid vulgarity. So that as families can decide on the product and services while purchasing.

CONCLUSION

Today's youngsters are called as "Digital Natives". In this scenario social media become a part of every one's life. From the result of the research social media advertisements are easy to remember and it is

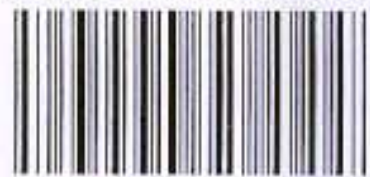
fun and enjoyable than traditional advertisements. This study reveals that the perception of male respondents is positive on social media advertisements, the reason is they are active than female respondents. The purchasing decision, lifestyle and shopping trend also depends on the information what they get from advertisements. Further, it can be concluded that youngsters also faced some problems regarding social media however they have positive perception on advertisements.

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