

Social Media as an advertising tool**Nishant Kumar**Student M.Sc. Media Research
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mailtonishant02@gmail.com**Abstract**

This research is based on Social media as an advertising tool which is one of the newest marketing topics. Marketers try to find out the best possible way to advertise their product and services in order to build relationship with customers and gain momentum to viral word of mouth marketing in social media. Social media advertising is a new version of corporate advertising which has been adopted as new techniques by many companies. Both two way communication and customized advertising are factors which maximize the effect of brand trust on customer's perceptions. The purpose of this study is research the primary social sites (Facebook, whatsapp, Instagram, twitter, etc) that are popular among the consumers and the actions of those companies who simultaneously engage and advertise on social media channels in order to create sales and enhancing brand image and gain momentum to purchase intention. This research is base on the result of survey users who engage in different social sites regularly. In order to collect data for the research 70 e-questionnaires distributed to users via whatsapp and facebook.com in a certain area. The results have shown that mostly consumers are using and purchasing products online by viewing them on different social platforms and viral marketing could enhance the increasing purchase intention of consumers.

Introduction

It was only a matter of time until businesses and advertisers discovered social network sites as the perfect marketing tool to drive their businesses forward. Social media as advertising tools give marketers the unique advantage to be at the same place as their customers, to interact with them and to gain access to their attitudes, needs, interests, preferences, wants and buying patterns. Considering all these insights, organizations have the unique possibility to target exactly the right audience and to create content tailored to each customer's need that allows them to build a loyal and reliable relationship with their audience.

On the other hand, Social sites are criticized by experts who argue that social network sites for marketing purposes are useless because people use Social sites to stay in touch with friends and not as an information source. On top of that, many companies are still reluctant to use social network sites for marketing because of lack of control of content and there is still no data available if ads in social networks really help to sell a product or service.

It is these differing opinions about Social sites as a marketing tool which serves as a basis for this study. The overall purpose is to provide a comprehensive analysis of social network sites as a marketing tool. The goal is to determine if Social sites is an effective marketing tool, how organizations can use Social sites for marketing purposes and if users are responding to these initiatives or not.

Background of the study.

Social media is a phenomenon that has drawn a lot of attention both to companies and individuals interacting on the networking landscape. However, when it comes to giving a clear definition of what social media really is, the understanding of the term is very minimal. Managers and academic researchers seem to differ on how social media differ from interchangeable related concept web 2.0 and User Generated Content.

Looking way back into the history of the internet where social media might have evolved from, a clear understanding of related concepts can be derived. In 1979, Truscott and Ellis from Duke University created the Usenet, a worldwide discussion system that allowed users to post public messages. Usenet is a hybrid between email and web forums and the discussions therein are threaded with modern news reader software. User Generated Content entered usage in 2005; it covers a variety of media information available. It includes all digital media technologies such as, digital video, blogging, podcasting, forums, review-sites, social networking, mobile phone photography and wikis. Hence User Generated Content is a sum of all ways in which people make use of social media.

Web 2.0 is a term that was coined by Tim O'Reilly in 2004, however since its inception; it has remained difficult to define. Nonetheless web 2.0 is all about information sharing and collaboration on the World Wide Web. Coherently, identified two essential features that are instrumental in distinguishing web 2.0 projects from the rest of the web: micro content and social media. The micro content feature enables authors to create small pieces of content, with each piece conveying a primary idea or concept. The pieces are smaller than websites and are meant to be reused in multiple ways and places. Examples of such pieces can be found in YouTube comments, Picasa images, blog posts and wiki edits which are only few thousand bytes. In addition to the above description of what web 2.0 is about, an assertion has been made that software developers and end-users started to utilize World Wide Web in order to continuously modify contents and applications in a participatory and collaborative fashion. As a matter of fact, web 2.0 is considered to be platform for the evolution of Social media. In view of this, define Social media as a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of User Generated Content. The intertwining of the descriptions of the concepts will continually create uproar as to who can best define the terms satisfactorily; consequently the subject on social media will therefore remain synonymous among many social network users and managers. It is fair to believe that this is a metamorphosis of the networking community that first evolved in late

1970s. Due to the rising technological advancements the changes seem to take different forms and names but the main features are quite similar. It is a perspective that is also supported by Marshall McLuhan, that social media is the framework which changes with each new technology and not just the picture within the frame". McLuhan was a philosopher, whose work is viewed as the cornerstones of the study of media theory, as well as advertising and television industries.

Over the years marketers have researched on how best customers/prospective customer relationship with the producer (company) can be enhanced. The debate was first initiated by with the declaration of paradigm shift from marketing mix to relationship marketing concluding that marketing is a multi-faceted social process and therefore the traditional 4Ps has become absolute and irrelevant because of the evolving trends in business, such as strategic partnerships, alliances and networks. The interesting dimension in the debate was introduced by who suggested that a successful relationship between business and its customers requires commitment and trust. The interactions between the business and the customer ought to be an ongoing process, on continuous discrete basis with a view of seeing a customer as a relationship partner. The rational for this study was motivated by a personal interest in the social media and also the desire to investigate the impact and the relationship between social media and brand awareness from a business perspective. A quick review of the literature reveals that though social media and advertising has been researched, but not the impacts of social media on brand awareness from a business perspective. However, the work of Harris and Rae's (2011) titled, "building a personal brand through social networking" is the closest study that looked at the social media networks and branding. Nevertheless, Harris and Rae's work purely focused on building personal image (brand) using social networks. Dutta (2010) also looked at the impact of social media from a personal view in his Harvard business review article. And therefore, since there is little knowledge concerning the impact of social media on awareness from a business level, this study is to investigate the impacts of the social media phenomenon on brand awareness and its implementation challenges. Recently; we have seen the impact of Facebook and the rise of its market value in terms of brand equity. According to an analyst, the rise of social sites market value to \$3.71bn was a result of the social media popularity that has made the company users and advertising revenue increase.

During 2014 LOK SHABHA elections, PM Modi used social media effectively during campaigns and later became a brand name online. The study is therefore designed to explore the impact of the social media on branding as marketing activity and also determine whether the traditional advertising media such as radio and print have died and are no longer effective as a result of the social media.

OBJECTIVES

- 1. The role of social media and its growth with respect to advertisement and marketing industry.*
- 2. The role of social media in fulfilling the needs of consumers and providing them with the different options.*

RESEARCH METHODOLOGY

Research type – In the present research a Descriptive research design has been used.

Analysis method – SAMPLE SURVEY.

Research area – VIJAY NAGAR and PRATAP VIHAR area of GHAZIABAD.

The researcher is primary in nature as it is aimed at USE OF SOCIAL MEDIA AS AN ADVERTISING TOOL.

Sample technique – Cluster Random Sampling has been used.

Sample geography – The respondents are from VIJAY NAGAR AND PRATAP VIHAR area of GHAZIABAD in the age group of 17-75 or older.

Sample size – The sample size in the present study is compromised to 70 Respondents.

To give credibility to the study, the small sample based Descriptive research idea is chosen.

In the study, a questionnaire was distributed to 70 individuals. In which all the 70 respondents took part and gave their responses thoroughly.

Data collection technique –
SURVEY TECHNIQUE.

Research Instrument- Questionnaire is a widely used data collection tool among researchers. It is not only cost effective but also helps in interviewing respondents with no issues left out. The questionnaire is basically a set of well drafted questions which are compiled by the researcher by taking into consideration the research problem, research objectives..

Time design – The total time taken to complete my research report is 21 days starting from 15 March to 4 April 2019.

Literature review – It took me 1week to go through the various contents and information related to the topic which also includes the time taken to search the various other contents and studies related to the present topic.

Data collection – It took me 1week to collect the data or the responses from the respondents that were sent via whatsapp and shared via Facebook and than further collected using Google docs.

Data analysis – while analyzing the data it took me 1 week to prepare the codebook using the SPSS 20.0 software and generated all the evaluated calculation and graphs..

DATA ANALYSIS AND INTERPRETATION

In the given frequency table we could clearly see the number of respondents, out of 70 respondents distributed in their age criteria:

- There is only 1 respondent with the age group 17 OR UNDER and captures 1.4 %,

- Then comes the age group of 18 TO 24 in which the highest 34 respondents are engaged and have 51.4 %,
- Then comes the age group of 25 TO 34 in which 28 respondents have chosen their age under this criteria and around 40% is estimated,
- While the age criteria of 35 TO 44 contains 3 respondents and has the 4.3%,
- At last the age group of 45 to 54 has been specified and it contains the total of 2 respondents and occupies 2.9% out of 100%.

The outcomes that are calculated are:

- 1.4% which is 1 respondent who have an educational qualification of high school.
- 5.7% which are 4 respondents for having education of intermediate.
- Then comes the highest 61.4% which are 43 respondents who have an educational qualification of under graduate.
- And 31.4% which is 22 respondents out of 70 respondents having educational qualification of post graduate.

IN A TYPICAL WEEK, ABOUT HOW MUCH TIME DO YOU SPEND USING SOCIAL NETWORKING WEBSITES?

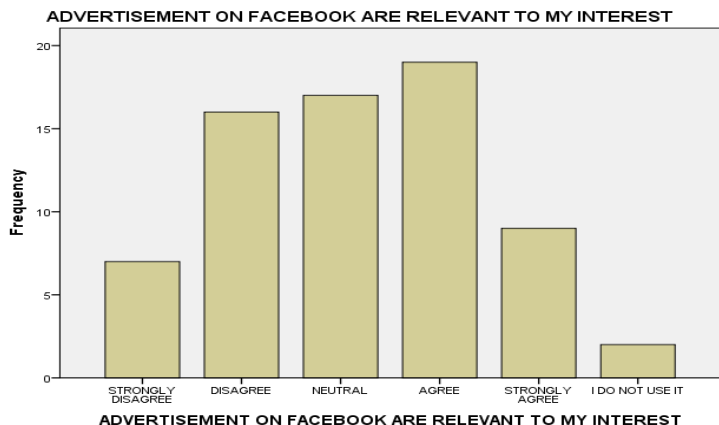
		Frequency	Percent
Valid	1 TO 2 HOURS	14	20.0
	3 TO 4 HOURS	13	18.6
	MORE THAN 4 HOURS	43	61.4
	Total	70	100.0

In the above frequency table and bar graph the spenditure of time while using social networking sites in a typical week by the respondents are analyzed in which it has been categorized into 3 parts which is: 1 to 2 Hours, 3 to 4 Hours and More than 4 Hours

The outcomes that are calculated are:

- 20.0% by 14 respondents who spend their 1 to 2 Hours in a week.
- 18.6% by 13 respondents who spend their 3 to 4 Hours in a week.
- Then comes the highest 61.4% which are 43 respondents who spend their More than 4 Hours a week while using social networking sites

ADVERTISEMENT ON FACEBOOK ARE RELEVANT TO MY INTEREST

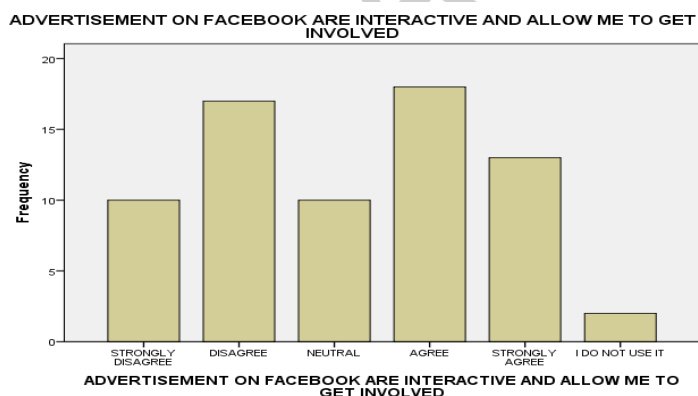


In the given frequency table and bar graph all the options are given in the formation of Likert scale which THE RESPONDENTS ARE EXPLAINING THAT ADVERTISEMENTS ON FACEBOOK ARE RELEVANT TO MY INTERST had been answered by the 70 respondents, the options are as follows: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree and I do not use it.

The outcomes that are calculated are:

- 10.0% by 7 respondents who choose STRONGLY DISAGREE.
- 22.9% by 16 respondents who choose DISAGREE.
- 24.3% by 17 respondents who choose NEUTRAL.
- Then comes the highest 27.1% which are 19 respondents who choose AGREE.
- 12.9% by 9 respondents who choose STRONGLY AGREE.
- And at last 2.9% by 2 respondents who choose I DO NOT USE IT.

ADVERTISEMENT ON FACEBOOK ARE INTERACTIVE AND ALLOW ME TO GET INVOLVED

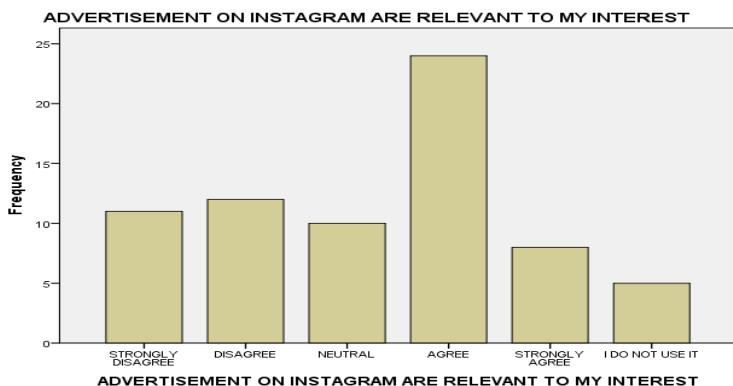


In the given frequency table and bar graph all the options are given in the formation of Likert scale which THE RESPONDENTS ARE EXPLAINING THAT ADVERTISEMENTS ON FACEBOOK ARE INTERACTIVE AND ALLOWED TO GET INVOLVED had been answered by the 70 respondents, the options are as follows: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree and I do not use it.

The outcomes that are calculated are:

- 14.3% by 10 respondents who choose STRONGLY DISAGREE.
- 24.3% by 17 respondents who choose DISAGREE.
- 14.3% by 10 respondents who choose NEUTRAL.
- Then comes the highest 25.7% which are 18 respondents who choose AGREE.
- 18.6% by 13 respondents who choose STRONGLY AGREE.
- And at last 2.9% by 2 respondents who choose I DO NOT USE IT

ADVERTISEMENT ON INSTAGRAM ARE RELEVANT TO MY INTEREST



In the given frequency table and bar graph all the options are given in the formation of Likert scale which THE RESPONDENTS ARE EXPLAINING THAT ADVERTISEMENTS ON INSTAGRAM ARE RELEVANT TO MY INTERST had been answered by the 70 respondents, the options are as follows: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree and I do not use it

The outcomes that are calculated are:

- 15.7% by 11 respondents who choose STRONGLY DISAGREE.
- 17.1% by 12 respondents who choose DISAGREE.
- 14.3% by 10 respondents who choose NEUTRAL.
- Then comes the highest 34.3% which are 24 respondents who choose AGREE.
- 11.4% by 8 respondents who choose STRONGLY AGREE.
- And at last 7.1% by 5 respondents who choose I DO NOT USE IT.

INSTAGRAM ADVERTISEMENT ARE ANNOYING AND IRRITATING

		Frequency	Percent
Valid	STRONGLY DISAGREE	13	18.6
	DISAGREE	21	30.0
	NEUTRAL	17	24.3
	AGREE	10	14.3
	STRONGLY AGREE	4	5.7

	I DO NOT USE IT	5	7.1
	Total	70	100.0

In the given frequency table and bar graph all the options are given in the formation of Likert scale which THE RESPONDENTS ARE EXPLAINING THAT INSTAGRAM ADVERTISEMENTS ARE ANNOYING AND IRRITATING had been answered by the 70 respondents, the options are as follows: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree and I do not use it.

The outcomes that are calculated are:

- 18.6% by 13 respondents who choose STRONGLY DISAGREE.
- 30.0% by 21 respondents who choose DISAGREE.
- 24.3% by 17 respondents who choose NEUTRAL.
- 14.3% which are 10 respondents who choose AGREE.
- 5.7% by 4 respondents (NIL) who choose STRONGLY AGREE.
- And at last 7.1% by 5 respondents who choose I DO NOT USE IT

INSTAGRAM ADVERTISING IS A GOOD SOURCE OF INFORMATION ABOUT PRODUCT AND SERVICE

In the given frequency table and bar graph all the options are given in the formation of Likert scale which THE RESPONDENTS ARE EXPLAINING THAT INSTAGRAM ADVERTISING IS A GOOD SOURCE OF INFORMATION ABOUT PRODUCT AND SERVICES had been answered by the 70 respondents, the options are as follows: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree and I do not use it.

The outcomes that are calculated are:

- 12.9% by 9 respondents who choose STRONGLY DISAGREE.
- 15.7% by 11 respondents who choose DISAGREE.
- 20.0% by 14 respondents who choose NEUTRAL.
- 21.4% which are 15 respondents who choose AGREE.
- 21.4% by 15 respondents who choose STRONGLY AGREE.
- And at last 8.6% by 6 respondents who choose I DO NOT USE IT

HAVE YOU EVER CLICKED ON AN ADVERTISEMENT ON ANY OF THE FOLLOWING SITES?

		Frequency	Percent
Valid	1. YES, ON FACEBOOK	31	44.3
	2. YES, ON TWITTER	3	4.3
	3. YES, ON INSTAGRAM	25	35.7
	4. NONE OF THE ABOVE	11	15.7

	Total	70	100.0
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In the given frequency table and pie chart above it has been given by the researcher that if the respondents EVER CLICKED OR VISITED ON AN ADVERTISEMENT ON ANY OF THE FOLLOWING SITES such as: FACEBOOK, TWITER, INSTAGRAM and NONE OF THE ABOVE are the categories from which the respondent has to choose.

While the percentage and the analyzed units are:

- For the advertisement clicked on Facebook the percentile has received the highest unit which is 44.3% by 31 respondents.
- On twitter the percentile has got the least unit which is 4.3% by 3respondents.
- If looking towards the Instagram the units that are analyzed after evaluation are 35.7% by 25 respondents.
- And at last 15.7% which is 11 respondents does not even click on any of the advertisements while using these social media platforms.

CONCLUSION

We saw how social media is slowly becoming an important marketing tool which offers an companies "opportunity to engage with their markets and to learn about customers" needs, important segments and profile unlike main stream media i.e. radio or print channels. However, the implications are that this is an uncontrolled environment that business do not have control over and therefore it requires a robust social media strategy that also manages the comments posted by consumers whether positive or negative. Even though they are becoming popular and effective marketing tools, Social network sites can pose a threat as well as an opportunity to companies as they can rapidly spread the views of dissatisfied customers" comments. Social networks and the Web offer small and large companies new and unique opportunities to engage with their customer and learn about customers" needs in real time like never before. Evidence presented suggests that the peer group online social network effect can potentially influence purchase decisions because of its viral nature. Social media alone cannot be effective without augmenting it with other traditional media channels like radio, newspaper, or TV even though it is widely reported that the effectiveness of traditional media and their use is sharply falling. In general it is worth having a social media strategy in place to manage the enormous challenges that social media brings.

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