

Advertisements & Social Networking Applications: Analysing the stimulus aspects of social media advertisements on users in Tamil Nadu

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Abstract: Advertising as a concept started in newspapers and then forayed into television. As Years progressed, it made its way to other platforms chiefly Internet. Advertisements are the major source of income for most social media applications ad sites. Social media has been distinctly designed and marketed for Smartphone, it is generally accessed in almost all type of modern smart phones which includes, Android phones, Blackberries, Windows Phone devices, iPhones, etc. Advertising is used in many social media applications. Also, people are using social media for various purposes. Advertising and the user response to those advertisements are crucial to understand various aspects for the social media company as well as the marketers. So, it would be really inappropriate if there is no research study in understanding how users respond to advertisements in using social media applications. The research will examine the various types of advertisements that are prevalent and the user response in using social media applications by users in Tamil Nadu.

Key Words: Social media, Users, Advertisements Response.

1. INTRODUCTION:

1.1 Social Networking Sites

There is a demonstrated positive relationship between young people's use of social networking services and self-esteem (Valkenburg, Peter and Schouten, 2006). It is also argued that a sense of community and belonging has the potential to promote young people's resilience, giving them the ability to successfully adapt to change and stressful events (Oliver et al 2006:1). This is an area that requires more large-scale research, particularly considering the over-emphasis within the public realm on the negative psychological effects of SNS and social media. However, overall, it appears that the social connections developed and fostered through SNS play an important role in promoting young people's wellbeing (Berson 2003; Campbell 2005; Gross, Juvonen & Gable 2002).

2. REVIEW OF LITERATURE:

2.1 Social media & Social Networking Apps

Garton, Haythornthwaite & Wellman (1997) said that Social media and social networking apps are the newest addition that is ruling the internet now. Social media apps are used more by adolescents as they happen to be the main target audience for major companies like Social Media, Social Media, Telegram etc. Social media apps have made communication with fellow colleagues as well as strangers much easier. Chatting which is one of the more popular activities on the Internet has found its calling in the form of "instant messaging." Introduction of social media apps has facilitated communication to reach the next level. Social media apps facilitates the speed of communication. Communication speed is highly increased as messages are sent to people across the globe in an instant and at a frenetic speed. When Short Messaging Service were introduced, it served people in real time. The social media apps enables users not only in connecting with people across their own country but also easily break international borders. Apps especially like Social Media, Skype and Social Media makes it easier for people to connect with a large group of people who happen to be strangers also. The social media apps creates a new window of opportunity for people to connect with thousands of people across the globe

and also getting an acquaintance with them. A social network comprises of a set of individuals who are interconnected through certain relationships such as friendship, co-working or information exchange.

2.2 Social Media, Advertising & User response:

An individual’s perception of the overall marketplace plays a major role in whether or not they are motivated to partake in consumption activities. In order to create a successful marketing campaign via social media, a consumer must be open to the technology. Consumer technology readiness is defined as 4 “people’s propensity to embrace and use new technologies for accomplishing goals in home and work”. Consumer technology readiness is important for retailers to remember when marketing on social networks because if their intended target market does not use social media, is not familiar with it, or perceives it negatively, then their social media marketing will be unrewarding. (Mady, 2011)

“Technology related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers’ ability to reach shoppers through new touch points” (Shankar et al. 2011, 30).

3. METHODOLOGY:

The methodology adopted for this study is quantitative research approaches in the form of surveys. The Analysis is done over social media applications and responses received with reference to interpersonal relationships, shared by a random sample of 200 users belonging to various regions of Tamilnadu and the analysis as follows

3.1 OBJECTIVE OF THE STUDY

- To analyze how advertisements are reaching the users.
- To analyze the response of users towards social media advertisements.

Table 1: Users view on engaging with advertisements/ brands in Social Media

Particulars	No of Respondents	Percentage%
Will notice advertisements in the social media	36	18.1
Regularly watch Advertisements/ brandspost that I follow	43	21.3
Will share the Advertisements/ brands that I see or like	15	7.5
Will notice or involve with relevant Advertisements/ brands	13	6.51
Will don’t like to notice or engage advertisements/ brands in Social Media	62	30.9
Will like and encourage advertisements/ brands	31	15.5
Total	200	99.81

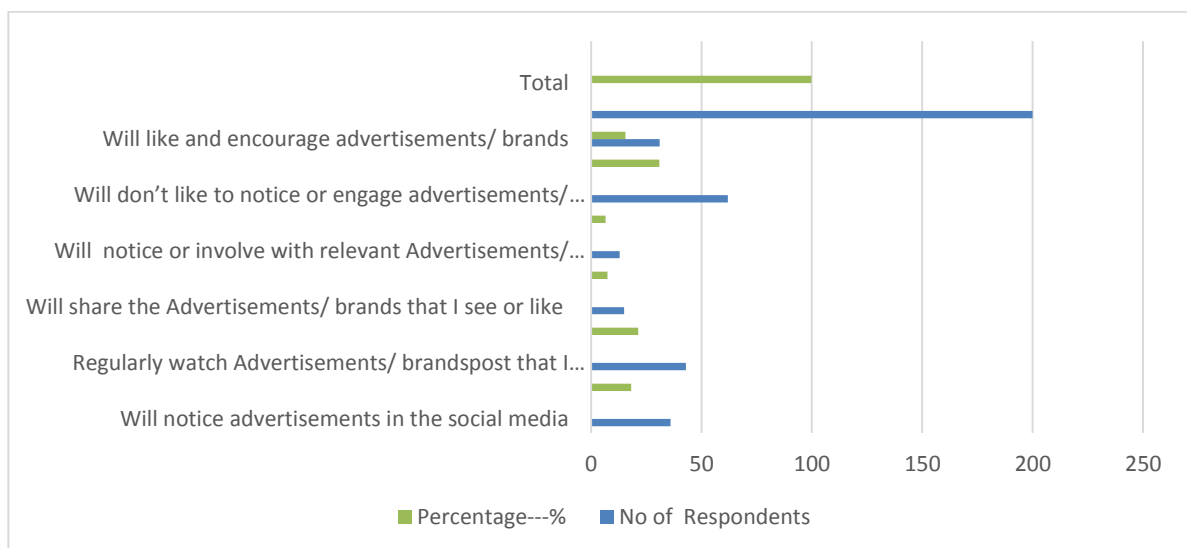


Figure 1

Table 2: Users view on exposure to advertisements/ brands in Facebook

Particulars	No of Respondents	Percentage %
I can recall Advertisements shared in this platform	15	7.49
I know more about Ads/Brands because of this social media application	21	10.5
I would purchase a product, if advertised in this social media	28	13.8
I rarely notice advertisements in this social media	87	43.4
I never see advertisements in this	49	24.5
Total	200	99.69

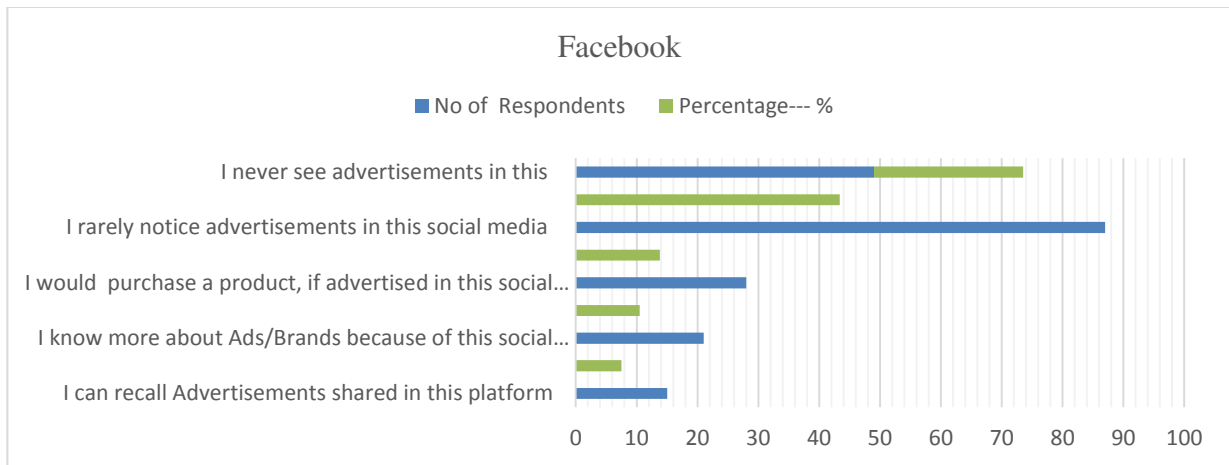


Figure 2

Table 3: Users view on exposure to advertisements/ brands in Twitter

Particulars	No of Respondents	Percentage %
I can recall Advertisements shared in this platform	61	30.4
I know more about Ads/Brands because of this social media application	39	19.3
I would purchase a product, if advertised in this social media	28	13.9
I rarely notice advertisements in this social media	45	22.5
I never see advertisements in this	27	13.8
Total	200	99.9

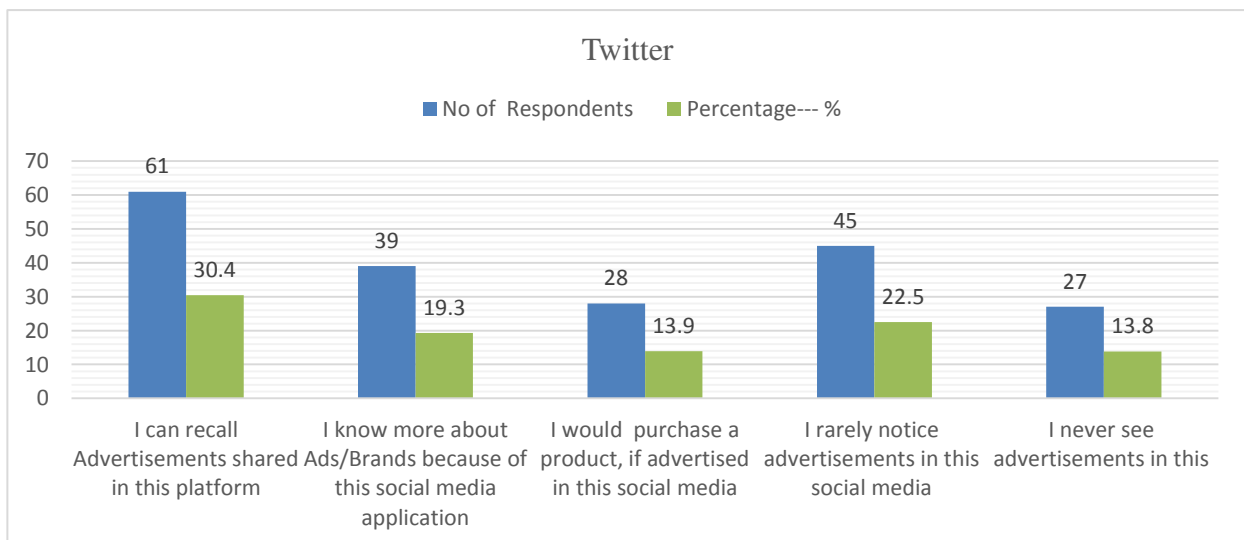


Figure 3

Table 4: Users view on exposure to advertisements/ brands in LinkedIn

Particulars	No of Respondents	Percentage %
I can recall Advertisements shared in this platform	31	15.4
I know more about Ads/Brands because of this social media application	28	13.9
I would purchase a product, if advertised in this social media	11	5.49
I rarely see never see advertisements in this social media	83	41.5
I never see advertisements in this	47	23.4
Total	200	99.69

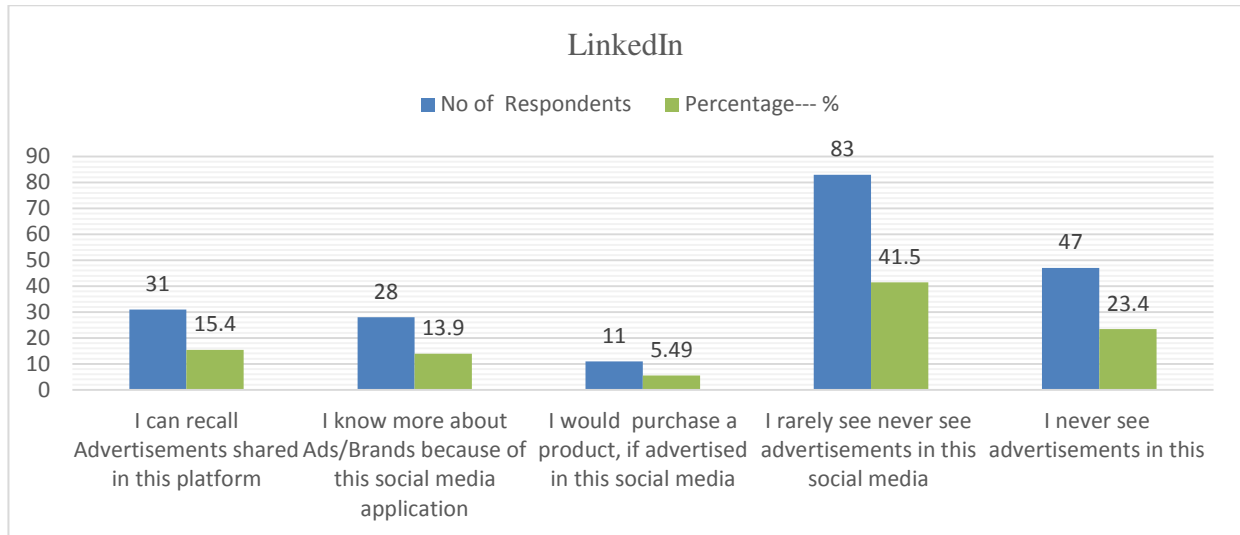


Figure 4

Table 5: Users view on exposure to advertisements/ brands in YouTube

Particulars	No of Respondents	Percentage %
I can recall Advertisements shared in this platform	59	30.1
I know more about Ads/Brands because of this social media application	32	15.7
I would purchase a product, if advertised in this social media	84	42.5
I rarely see never see advertisements in this social media	16	7.4
I never see advertisements in this	9	4.1
Total	200	99.89

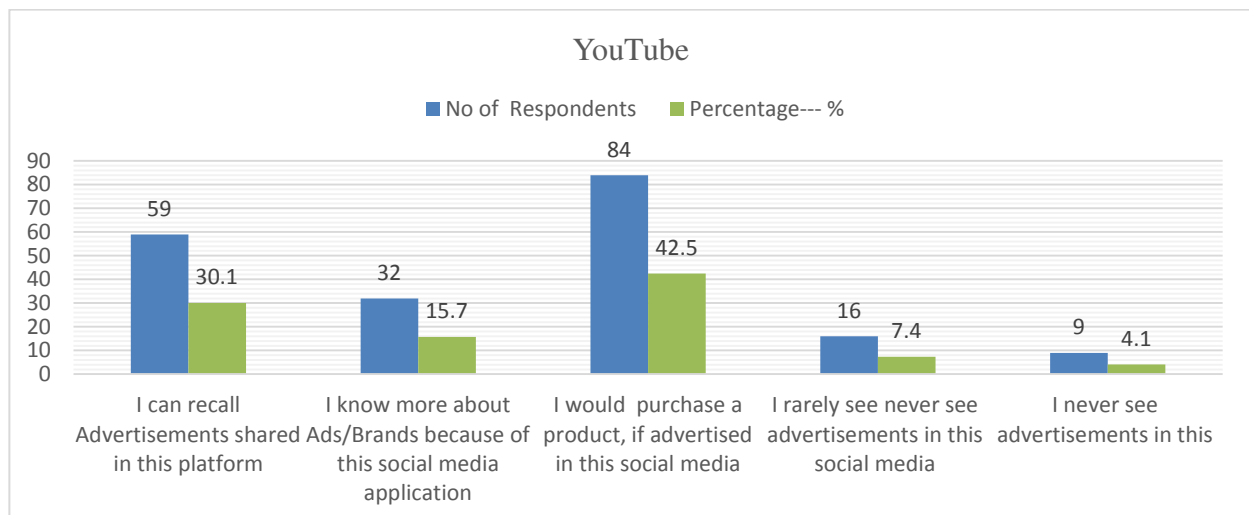


Figure 5

Table 6: Users view on exposure to advertisements/ brands in Whatsapp

Particulars	No of Respondents	Percentage %
I can recall Advertisements shared in this platform	61	30.4
I know more about Ads/Brands because of this social media application	39	19.3
I would purchase a product, if advertised in this social media	28	13.9
I rarely see never see advertisements in this social media	45	22.5
I never see advertisements in this	27	13.8
Total	200	99.9

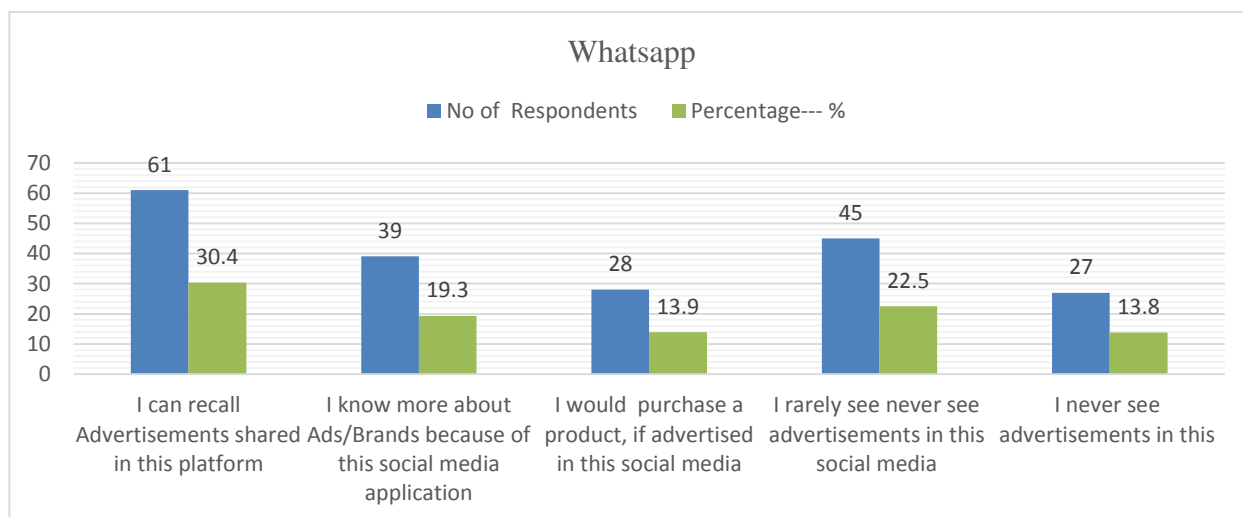


Figure 6

4. FINDINGS:

- Maximum percentage of respondents didn't like to notice or engage advertisements / brands in social media with 30.9% followed by respondents who regularly watch advertisements / brand posts with 21.3%. 18.1% of the respondents agreed that they will notice advertisements in social media followed by respondents who like and encourage advertisements / brands with 15.5%. Respondents who share about the advertisements that they see or like and those who involve with the advertisement were the least with 7.5% and 6.51% respectively. (Table 1 and Figure 1)
- Maximum percentage of respondents rarely notice advertisements in Facebook with 43.4% followed by those who never see advertisements in Facebook with 24.5%. Respondents who would purchase a product if advertised in Facebook were the next with 13.8% followed by those who knew more about ads / brands because of Facebook with 10.5%. Respondents who could recall advertisements in Facebook were the least with 7.49%.(Table 2 and Figure 2)
- Maximum percentage of respondents were able to recall advertisements in Twitter with 30.4% followed by those who rarely notice advertisements with 22.5%. 19.3% respondents felt that they knew more about ads / brands by using Twitter with 19.3%. Respondents who would buy a product if advertised in Twitter and those who never see advertisements in Twitter were the least with 13.9% and 13.8% respectively. (Table 3 and Figure 3)
- Maximum percentage of respondents rarely see advertisements in LinkedIn followed by those who never see advertisements in LinkedIn with 23.4%. Respondents who could recall advertisements shared in LinkedIn were next with 15.4% followed by those who knew more about ads / brands because of LinkedIn with 13.9%. Respondents who would purchase a product if advertised in LinkedIn were the least with 5.49%. (Table 4 and Figure 4)
- Maximum percentage of respondents agreed that they would purchase a product if advertised through YouTube with 42.5% followed by those who can recall advertisements shared through the platform with 30.2%. Respondents who knew more about ads / brands were the next with 15.7% followed by those who

rarely saw advertisements with 7.4%. Respondents who never saw advertisements were the least with 4.1%. (Table 5 and Figure 5)

- Maximum percentage of respondents were able to recall advertisements shared in Whatsapp with 30.4% followed by those who never see advertisements with 22.5%. Respondents who know more about ads / brands because of Whatsapp were the next with 19.3%. Those respondents who would purchase a product if advertised in Whatsapp and those who have never seen advertisements were the least with 13.9% and 13.8% respectively. (Table 6 and Figure 6)

5. CONCLUSION:

Advertisements and user response to those ads are crucial for the companies and marketing researchers to understand the user perception and tune their ads or projects so as to gain maximum benefit to both the sides' viz. consumers and producers. Maximum percentage of respondents didn't like to engage advertisements and brands in social media. However, there were good following among respondents who regularly watched advertisements or brand posts. The study revealed that maximum percentage of respondents rarely notice advertisements in Facebook. The study also illuminated that maximum percentage of the respondents were able to recall advertisements in Twitter. The study also revealed that maximum percentage of respondents rarely saw advertisements in LinkedIn and that maximum percentage of respondents would purchase a product if advertised through YouTube and finally the study revealed that maximum percentage of respondents were able to recall advertisements shared in Whatsapp. Recalling advertisements and knowledge about ads or brands were quite high among certain social media outlets but, overall there was a section of respondents who never showed interest in advertisements. To conclude, we can infer from the study that there a quite a market that still exists for advertising among the users in Tamil Nadu.

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