



User Perceptions of Facebook Advertising

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Abstract:

This paper has aimed to explore the perception of Facebook advertising among users. A structured questionnaire was designed and distributed to 80 Facebook users. The findings of the present study is that Most of the users do not do online shopping influenced by Facebook ads and consider the information disseminated on Facebook to be partially reliable.

Keywords: Facebook, Social media, Advertisement

1. Introduction

In today's time, social media is a good medium for the promotion of any company or brand. Promoting through social media does not require huge capital. In India, there are more than 837 million internet users.¹

Social media is an important factor in this growing use of the Internet. Social media sites like Facebook, Instagram, WhatsApp and Twitter are more popular in the use of social media. In today's era, the consumer is getting influenced by the advertisements displayed on these social media platforms. In today's time these social media platforms are being used by various companies to promote or sell their products. At present, this work of companies has become even easier due to the cheapness of internet and its accessibility to all.

According to Vijay & Balaji (2009)², People are increasingly turning to one-click internet buying rather than crowded stores. India is one of the world's e-commerce markets with one of the quickest growth rates, claim Kothari et al. (2016)³. According to Gaurav & Ray (2020)⁴, marketing has seen a paradigm shift over the past 20 years, moving from a traditional approach to a digital one.

Facebook is a social networking site that gives us a place to interact with our friends, acquaintances, and some new people, talk to them, and get a glimpse into their lives. On Facebook, we may upload and share pictures and videos, as well as chat for free. Facebook was founded in 2004 by Mark Zuckerberg while he was a student at Harvard University and was first designated for college students. Anyone over 13 with a working email address could sign up for Facebook.⁵

Facebook is a Social Networking site that disseminates important news to us while simultaneously serving as an important advertising channel. By setting up an account on it, we can use it and connect with many people. Due to the wide and increasing use of Facebook across the world, it provides an important platform for advertising for companies and various brands. In the fiscal year 2021, Facebook India had income of around 15 billion Indian rupees, a huge increase from the previous year. Regulatory filings show that just advertising income increased by 41%.⁶

2. Objectives

Following are objective of this study

- To examine how people interact with Facebook adverts.
- To analysis of Facebook users' awareness of advertising.
- To Study the reliability of Facebook adverts.

3. Analysis

Table 1 – Gender of respondents

Gender	Number of respondents	Percentage of respondents
Male	40	50.00

Female	40	50.00
Total	80	100.00

Table 2 – Time spending on facebook

Time (in Hours)	Number of respondents	Percentage
0-2	48	60.00
2-4	15	18.75
4-6	11	13.75
6 +	6	07.50
Total	80	100.00

Table 3 – Facebook offers you access to advertisements that are not available elsewhere.

Opinion	Number of respondents	Percentage
Yes	39	48.75
No	15	18.75
Don't Know	26	32.50
Total	80	100.00

Table 4 – Do ads on Facebook catch your attention more than those on other platforms?

Opinion	Number of respondents	Percentage
Yes	27	33.75
No	37	46.25
Don't Know	16	20.00
Total	80	100.00

Table 4 – Are Facebook advertising influencing your online shopping decisions?

Opinion	Number of respondents	Percentage
Yes	31	38.75
No	49	61.25
Total	80	100.00

Table 5 – Reliability of Facebook information

Reliability	Number of respondents	Percentage
Reliable	04	05.00
Partially Reliable	46	57.50
Not Reliable	30	37.50
Total	80	100.00

4. Conclusion

The study that was presented involved 80 Facebook users in total. There were 80 total, including 40 men and 80 women. Most users do not use Facebook for more than 2 hours a day. About 49 percent of users believe that they also get to see advertisements on Facebook that are not seen on any other social media platform. About 34 percent of users believe that ads on Facebook are more engaging than on other platforms. Most of the users do not do online shopping influenced by Facebook ads and consider the information disseminated on Facebook to be partially reliable.

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