



Effectiveness of Social Media Advertisements

Mr. Smit Shah

H. R. College of Economics, HSNC University

Smitshah532@gmail.com

ABSTRACT

Today internet has taken the world by storm. Almost 66% of the world population have internet access and this leads them to be on various social media apps. For businesses to take advantage of the big market, it is necessary for them to market their products and services on social media. Social media advertising effectiveness is a fundamental issue that remains poorly examined in academic research. The aim of this research is to investigate the effectiveness of social media advertisement. For the research study, I have selected qualitative research and have used interview methodology using questionnaires. The participants that I have selected for this research study belong to different genders, age, background so we can get a fair assessment of it. Through the answers to my questionnaire, I have found that social media advertisement does play an effective role by changing attitude of the people and changing their purchase intentions. One of the limitations of my research study is that I have just taken interview of 40 people which could be considered a small sample size and hence the findings might differ from a study including a huge sample size.

Introduction

The internet has made the world smaller. Now with social media, we have a lot more access to news and attitudes than ever before. Businesses have to use technology effectively to achieve their goals. Businesses need to choose the right technology and adapt to their operations. It is assumed that all the expenditures made for information technology will bring a return on investment in economic terms. Every organization that wants to achieve success with information systems must carefully design and manage their information technology infrastructure. Digital technologies quickly change our communication style, purchasing behaviour, business interactions, and many more areas. It is possible to talk about a complete transformation over time. Based on these developments, compared to older technologies, new technologies have been adopted and implemented more quickly by individuals and businesses. In today's conditions, social media phenomenon, which came along with the changing and developing new technologies, affects both individuals and businesses. Businesses that use social media platforms are able to reach their customers quickly and easily and receive rapid feedback. Firms are on a continuous lookout for engaging with customers by utilizing social media in the form of promotional and augmentation of the buying behaviour, leading to two-way communication and also enabling information processing (Zeng & Gerritsen, 2014). Also, the adoption of social media sites has seen an expeditious rise due to the growing use of internet, due to which marketers are making an attempt to reach consumers by commercialising their content on these sites (Natarajan et al., 2015). For enhancing its marketing performance and brand image, firms are thoroughly adopting these integrative practices. It can be noted that practises like social media marketing have been adopted worldwide and almost (93%) of the companies are using these as a medium for communicating with the consumers (Bennett, 2013). There are a varied Social Media Marketing practises adopted by the firms in the form of advertising, electronic word of mouth, customer relationship management, branding, consumer buying behaviour and perception.

Review of literature

Brown and Logic (2008) noted that the rising popularity of interactive media has led advertisers and marketing professionals to focus increasingly on interactive advertising. They highlighted a significant transition from traditional media to online platforms, as marketers have acknowledged the effectiveness of interactive advertising in influencing consumer behavior and achieving measurable outcomes. Li and Leckenby (2004) indicated that the topic of internet advertising has become integral to discussions regarding the effectiveness of interactive advertising, suggesting that it should be analyzed similarly to traditional advertising methods. As a result, the subsequent content will assess the effectiveness of interactive advertising and its related factors. Yang (1997) argued that if interactivity does not significantly impact advertising effectiveness according to traditional metrics, this may indicate the inadequacy of those measures. Therefore, new metrics are necessary to align with the evolving advertising landscape, and four specific measures were employed to evaluate advertising effectiveness: purchase intention and duration of exposure to advertisements. Nielsen, a global marketing and advertising research firm, assesses online advertising effectiveness through various criteria, including brand favorability, message equity, brand consideration, purchase propensity, the effectiveness of creative execution, placement impact, and frequency of exposure. Yoo, Kim, and Stout (2004) emphasized that

attitudes toward advertising have consistently been examined in relation to advertising effectiveness, as they are regarded as a reliable indicator of this effectiveness, with a significant impact of attitudes on advertising outcomes.. Haugtvedi, Machleit, and Yalch (2005) identified that Purchase Intention (PI) pertains to the decision to either buy or decline a product. Furthermore, it serves as a primary metric for evaluating the effectiveness of advertising and predicting consumer reactions.

Rationale of research

The questionnaire consists of question such as:

1. Do you like social media advertising?
2. Does social media advertising helps you keep up to date about the products and services?
3. Is social media advertising disturbing?
4. Did you develop a preference for the brand after viewing the advertisement?
5. Has your impression for the product brand strengthened after viewing advertisement?
6. Are you willing to try using the product after viewing the advertisement?
7. Are you interested in buying the product after viewing the advertisement?
8. Will you purchase the brand being advertised after viewing the advertisement?
9. Did you find it fun to watch?
10. Did you find it informative?

These questions will help in better understanding about how people react to the advertisements on social media, their attitude towards the advertisement and their purchase intention.

Methodology

I have considered qualitative research for this research study and the methodology I used to collect the data is interview method. The sample respondents just have to answer yes or no to the questions. The study relies on primary data alone. The primary data were collected from the sample respondents with the help of structured Questionnaire. I asked the questions to 40 people consisting of both genders and their age ranging from 18-50 from different backgrounds to get an overall view on this topic.

Research objectives

Research objectives are specific, measurable and achievable goals that researchers aim to accomplish in a research study. These objectives outline the purpose of the research and guide the study' direction. The objectives for this research study are:

1. Assess the effectiveness of social media advertisement: Questions such as does social media advertising help you keep up to date about the product, did you develop a preference for the brand, has your impression for the product strengthened after watching the advertisement; helps in assessing the effectiveness of social media advertisement.
2. Know about the attitude of people toward the advertisement viewed on social media: Questions such as do you like social media advertisement, is social media disturbing, do you find it fun to watch, do you find it informative; helps in understanding the attitude of people towards social media advertisements.
3. To know their purchasing intention: Questions such as are you willing to try the product after looking at the advertisement, are you interested in buying the product after viewing the advertisement, will you buy the product after watching a social media advertisement; helps in knowing the purchase intentions of the people.

Analysis and interpretation

Age group to which the respondents belong to:

Age Group	Number of Respondents
18-25	24
25-35	10
35-50	6

The data collected using the interview method are:

Sr no.	Questions	Yes	No
1	Do you like social media advertising?	24	16
2	Did you find social media advertisement fun to watch?	36	4
3	Did you find social media advertisement informative?	32	8
4	Is social media advertising disturbing?	24	16
5	Did you develop a preference for the brand after viewing the advertisement?	28	12
6	Does social media advertising help you keep up to date about the products and services?	32	8
7	Has your impression for the product brand strengthened after viewing advertisement?	28	12
8	Are you willing to try using the product after viewing the advertisement?	32	8
9	Are you interested in buying the product after viewing the social media advertisement?	24	16
10	Will you purchase the brand being advertised after viewing the advertisement?	20	20

Through the above table we get to know some of the following stats:

- 60% of the people like social media advertising whereas 40% don't.
- 90% of the people find social media advertisement fun
- 80% of the people interviewed find social media advertisement informative
- 60% of the people find social media disturbing and 40% don't
- 70% of the people find that they develop a preference for the brand after viewing the advertisement and 30% don't develop any preference
- 80% of the people agree that social media advertisements help in keeping them up to date regarding the products and services whereas 20% don't think that
- 70% of the people have a strengthened impression about the product after viewing the advertisement
- 80% of the people interviewed agree to be willing to buy the product after watching the advertisement
- 60% of the people interviewed find themselves interested in buying the product while 40% don't
- 50% of the people would purchase the product after watching the social media advertisement whereas 50% don't see them purchasing the product.

Findings

After going through the primary data that I have collected and the secondary data that I have found on the internet, here are some of the findings:

1. After taking the answers of the first 4 questions i.e., question 1, 2, 3, 4 from the questionnaire, it shows us that 72% of the people who were interviewed present a positive attitude towards social media advertisements. 18% of the participants don't have a positive attitude towards social media advertisements.

2. The next three questions that are questions 5, 6, 7 explain us that 22 people out of 30 i.e., 73% of the interviewees think that social media advertising is effective while the remaining 8 people don't think that social media advertising is effective.
3. The last three questions i.e., questions 8, 9, 10 tell us that 19 people out of 30 which is 63% of the interviewees have a positive purchasing intention and 37% don't have any intention of purchasing the product after watching the social media advertisement.

By this we get to know that social media advertisement is usually effective and also helps in creating a positive purchasing intention and a positive attitude towards the brand irrespective of gender and age. More entertainment might enhance the interest, amusement and pleasure related to social media ads and subsequently increase their originality, liking, and decrease their perceived irritation, thus conducting an effective advertising to enhance the attitude toward the advertisement, and in turn increase the purchase intention and the willingness to recommend the advertised brand. We now conclude our paper.

Conclusion

The analysis of the impact of social media, particularly information and communication technologies, on marketing outcomes has demonstrated that these technologies enhance both brand recognition and customer loyalty towards products and services. Businesses strive to establish a connection between their offerings and their customers, primarily through promotional activities, advertising, and ensuring customer satisfaction, among other strategies. Given the rapid dissemination of information, immediate feedback, and extensive reach characteristic of social media platforms, companies implement marketing initiatives within these environments. To evaluate the effectiveness of social media advertising, the study identified five critical factors that contribute to successful advertisements: the attitude towards the advertisement, the perception of the advertised brand, purchase intention, duration of exposure to the advertisement, and the effectiveness of interactive advertising.

References

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