



USE OF SOCIAL MEDIA AS AN EFFECTIVE WAY OF ADVERTISING AMONG COLLEGE STUDENTS IN MALAPPURAM DISTRICT:A STUDY

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ABSTRACT

In Social media marketing, social media platforms and websites are used to promote a product or service. Social Medias undoubtedly plays a vital role in broadening social connections and learning technical skills. Nowadays most of the adolescence students using social medias. This study discussed the effectiveness of social media advertising in Malappuram District, Kerala.

KEYWORDS : Social media, College students, Advertising.

INTRODUCTION:

Social media changed the way of communication. Now marketers have the opportunity to engage in broader and more innovative forms of online mass media communications by using the social media marketing tools. The area of this research study is very fresh to the Indian Environment. This Study is focusing on the effectiveness of social media advertising among college students in Malappuram District.

OBJECTIVE OF THE STUDY:

1. To study the effectiveness of advertising through social media among college students.
2. To find out the perception of them towards social media advertising.
3. To study the influence of social media on buying behavior of college students.
4. To understand the motivation factors behind buying via social media.

RESEARCH METHODOLOGY:

Research Method : Survey method
 Contact method : Direct personal
 Research instrument : Questionnaire
 Sample size : 60
 Sampling technique : Convenient sampling

Samples are taken from Six different colleges in Malappuram district.

RESULTS AND DISCUSSIONS:

H0= There is no significant relationship between Gender and Experience with social media

H1= There is significant relationship between gender and experience with social media

Experience of social media	Gender		Total
	Female	Male	
Very good	4	6	10
good	10	25	35
Average	6	2	8
Poor	0	7	7
Total	20	40	60

Here the calculated value is 9.5895

Degrees of freedom = (r-1)*(c-1) (4-1)*(2-1) = 3*1 = 3

In 5% level of significance the table value is = 7.815

Here the calculated value is greater than table value so we reject the null hypothesis (Ho) that there is no significant relationship between Gender and experience with social media.

The major findings are here.

- Whole respondents are aware about the social media.
- Whatsapp is the most popular social media among them.
- 100% of the respondents have effectiveness of advertising

through social media

- Majority of the respondents influence of social media on their buying behavior
- There is significant relationship between gender and experience with social media.
- It is clear that majority of the respondents of the buying decision of product reveals that the first rank to word of mouth and second rank gives to social media ads.
- It was found that 63.33% of the respondents are using social media since before three year.
- From the study we found that 53.33% respondents have good experience in Social media Ads.
- Majority of the respondents believes that there are ethical issues in connections with social media Advertisements.
- Social media provide more information on a product. This statement was checked in this research. It was found that majority of respondents Agree with this.
- Majority of respondents feel that the main message of social media advertisements is to entice people to buy the product

SUGGESTIONS:

1. Marketers, Brand strategists and decision makers should use social media platforms, widely and wisely, for marketing their brands, products and services.
2. There are so many ethical issues in connection with social media Ads. Therefore, the authorities and social media providers must take care and prevent fraudulent and Misleading Advertisements.
3. Educational institutions and NGOs can use social media platforms effectively among College students for their activities. Thus, they can conduct campaign, awareness programs, and other social welfare activities through social media.

CONCLUSION:

Today, College students are spending a significant amount of their time on the Social Media. Due to this trend, businesses have expanded their marketing campaigns to reach consumers through online platforms. From this study we could see that Social media Advertisements are highly effective among college students and influence their buying decisions. They also share and communicate Ads that they like with their friends and family.

Facebook and whatsapp have been identified as the most popular social media sites among college students. It is assumed that if a business' online advertising strategy is formulated correctly, marketers can effectively target this large segment of the population. In order to develop an effective marketing strategy, consumer's opinions and desires are to be considered and acted upon that.

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