



## EFFECTIVENESS OF ADVERTISING IN SOCIAL NETWORKING WEBSITES AMONG COLLEGE STUDENTS IN COIMBATORE CITY

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### ABSTRACT

*Social networking websites play a major role in the technology development. The researcher in his study focuses on the effects of advertising made in social networking websites and how it creates the impact among the college students. Advertisement is the key for any success of the product or business. Creating advertisement in websites attract the buyer to earn for the particular product. The area of the study is limited to Coimbatore city. The sample design of the study is convenience sampling. The source of researcher study is based on primary data collection among 110 respondents. The statistical tools used in the study are percentage analysis and chi-square test.*

**KEYWORDS :** Advertisement, websites, social networking, college.

### INTRODUCTION

#### SOCIAL NETWORK ADVERTISING

Social network advertising is a term that is used to describe a form of online advertising that focuses on social networking sites. One of the major benefits of advertising on a social networking site (e.g. Facebook, MySpace, Friendster, orkut, etc.) is that advertisers can take advantage of the users' demographic information and target their ads appropriately.

#### FORMS OF SOCIAL NETWORKING WEBSITES

- **DIRECT ADVERTISING THAT IS BASED ON THE NETWORK OF FRIENDS**  
This can be a effective format but also causes the most controversy. Eg: Facebook Beacon Project, based on an action a friend has taken, it may also help people to make decision as like "close friends" but this may also be considered as a factor of exploiting the personal relationships and it may also raise privacy concern.
- **DIRECT ADVERTISING PLACED ON THE SOCIAL NETWORKING WEBSITES**  
This is more traditional form of web advertising that is minimally effective. This is just like banner ads on other sites. This is a similar concept, except on social networking sites. Eg: As a brick in the top right of "My Space" pages or as a banner on the right of Facebook profiles. There are 2a differences however one is that these social networks can take advantage of demographic data on a particular profile and hence lilt will directly target to particular people.
- **INDIRECT ADVERTISING BY CREATING GROUPS OR PAGES**  
This is an innovative marketing technique in which a company will create a page or group that users can choose to join. They will use this to build up "subscribers" or "fans" and use this to market a new product or simply just to increase brand awareness. These groups can quickly grow in number of subscribes which can become a very effective marketing tool

#### STATEMENT OF THE PROBLEM

This study seeks to understand the effectiveness of advertising in social networking websites among college students. This study investigates about the most popularly used social networking websites and what type of advertisements does the students prefer, what product they prefer to see in the social networking websites, their willingness to buy the products available on the social networking websites. This study brings out the relation between the effects of advertising and its impact among the college students

#### OBJECTIVES OF THE STUDY

##### PRIMARY OBJECTIVE

To find the effectiveness of advertising in social networking websites among college students in Coimbatore.

##### SECONDARY OBJECTIVES

- To know the level of usage among students in social networking websites.
- To analyze the students opinion towards advertisements and social networks.
- To know about the advertisement communication found in social networking websites and the knowledge they gained from that.
- To find the students opinion towards the purchase of products advertised in social networks.

#### RESEARCH METHODOLOGY

##### AREA OF STUDY

The study was conducted in Coimbatore City.

##### SOURCES OF DATA

The source of researcher study is based on primary data collection among 110 respondents.

##### SAMPLING DESIGN

The sampling design used in the study is convenience sampling

##### STATISTICAL TOOL USED

- Percentage Analysis
- Chi-square test

##### LIMITATIONS OF THE STUDY

- Meeting of respondents for the project was difficult.
- Usage of social networking websites is of high risk.
- Cost of using social networking websites is not affordable.
- It is not comfortable for everybody to purchase products advertised on social

networking websites.

### ANALYSIS AND INTERPRETATION

TABLE 1

#### PERCENTAGE ANALYSIS

##### PERSONAL FACTORS IN THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	61	55
FEMALE	49	45
<b>TOTAL</b>	<b>110</b>	<b>100</b>
CATEGORY	NO OF RESPONDENTS	PERCENTAGE
UNDER-GRADUATION	73	66
POST – GRADUATION	34	31
OTHERS	3	3
<b>TOTAL</b>	<b>110</b>	<b>100</b>
CATEGORY	NO OF RESPONDENTS	PERCENTAGE
SINGLE	89	81
MARRIED	21	21
<b>TOTAL</b>	<b>110</b>	<b>100</b>
CATEGORY	NO OF RESPONDENTS	PERCENTAGE
FACEBOOK	80	73
SKYPE	15	14
TWITTER	13	11
Hi5	1	1
OTHERS	1	1
<b>TOTAL</b>	<b>110</b>	<b>100</b>
CATEGORY	NO OF RESPONDENTS	PERCENTAGE
MOBILE PHONES	65	59
COMPUTER	43	39
OTHERS	2	2
<b>TOTAL</b>	<b>110</b>	<b>100</b>
CATEGORY	NO OF RESPONDENTS	PERCENTAGE
DAILY	46	42
WEEKLY	20	18
WEEKLY TWICE	26	24
MONTHLY	14	13
MONTHLY TWICE	4	3
<b>TOTAL</b>	<b>110</b>	<b>100</b>
CATEGORY	NO OF RESPONDENTS	PERCENTAGE
UPTO ½ HR	28	25
1 HR	45	41
1-2 HRS	20	18
2 HRS	10	9
2 HRS & ABOVE	7	7
<b>TOTAL</b>	<b>110</b>	<b>100</b>
CATEGORY	NO OF RESPONDENTS	PERCENTAGE
2-4 MONTHS	6	5
6-8 MONTHS	31	28
8-10 MONTHS	15	14
1 YEAR	10	9
1 YEAR & ABOVE	48	44
<b>TOTAL</b>	<b>110</b>	<b>100</b>

**TABLE 2**  
**CHI-SQUARE TEST**  
**COMPARISON BETWEEN GENDER & ACESING THROUGH THE**  
**ADVERTISEMENTS PRESENT IN THE SOCIAL NETWORKING**  
**WEBSITES**

**INDEPENDENT FACTOR:** GENDER OF THE REpondENTS.  
**DEPENDENT FACTOR:** THE NUMBER OF TIMES, THE RESPONDENTS HAVE ACCESSED THROUGH THE ADVERTISEMENTS PRESENT IN THE SOCIAL NETWORKING WEBSITES.

**1. HYPOTHESIS:**

**NULL HYPOTHESIS, Ho =** There is no significant relationship between gender and accessing through the advertisements present in the social networking websites.

**ALTERNATIVE HYPOTHESIS, H1** There is significant relationship between gender and accessing through the advertisements present in the social networking websites.

**2. LEVEL OF SIGNIFICANCE:**

$\alpha = 5\% = 0.05$

**3. TEST STATISTICS:**

$$\chi^2 = \frac{\sum(O-E)^2}{E}$$

**4. CALCULATION:**

OBSERVED FREQUENCY (O)	EXPECTED FREQUENCY (E)	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
14	12.75	1.25	1.56	0.12
18	24.40	6.40	40.96	1.68
29	23.85	5.15	26.52	1.11
9	10.25	-1.25	1.56	0.15
26	19.60	6.40	40.96	2.09
14	19.15	-5.15	26.52	1.38
			TOTAL	6.53

**5. CHI-SQUARE TABLE VALUE:**

$\chi^2(6-1) = 5$  (Degree Of Freedom)

**6. CONCLUSION:**

Here  $11.07 > 6.53$ , i.e. table value is higher than the calculated value. Therefore alternate hypothesis (Hi) is accepted and null hypothesis (Ho) is rejected.

**FINDINGS**

- 55% of the respondents are male.
- 66% of the respondents are under graduates.
- 81% of the respondents are single.
- 73% of the respondents use Facebook frequently.
- 59% of the respondents use Mobile phones.
- 42% of the respondents use social websites daily.
- 41% of the respondents spend 1 hour on social websites.
- 44% of the respondents are using social websites for more than 1 year.

**SUGGESTIONS**

- Companies can attract customer for their products on social networking websites by putting attractive advertisements with attractive colures and designs.
- Companies can also attract the customers by putting attractive offers like cash back offers, free home delivery and cash on delivery and much more.
- Companies can create awareness for their product among the customers by putting continuous advertisements on social networking websites.
- Customers should be encouraged in such a way that they make most of their purchase decision only through social networking websites.

- Companies should produce and market products l such a way that the customers are highly satisfied with the products purchased from social networking websites.
- Companies should also create advertisements l such a believable manner that the customers should completely trust the advertisement before placing the order.

**CONCLUSION**

The project on the effectiveness of advertising in social networking websites among college students helps me knowing students preference of products they prefer to see in the social networking websites. As a first stage of the project, the questionnaires were prepared and the opinions were taken from the public on the basis of the random sampling as primary data. The tables were created to drawn conclusion. This was followed by review of literature and followed by the data & interpretation. Finally findings were derived. Most of the respondents preferred Facebook; they prefer goods return option more in the advertisement they see in the social networking websites: they prefer cosmetics when it comes to purchasing products that are advertised on social networking websites and they do not completely does not believe the product before they are placing they order that they are making by seeing through the social networking websites. We can draw a conclusion that most of the college students do not use e the social networking effectively instead they use it only for time pass.

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