ORIGINAL RESEARCH PAPER

Commerce

"AN IN-DEPTH STUDY ON CUSTOMER PERCEPTION IN THE DIRECTION OF SOCIAL NETWORKING ADVERTISEMENT INTO MEHSANA AREA"

Miss. Naznin A. Ghori*	Research Scholar, Accountancy/ Commerce, Hemchandracharya North Gujarat University, Patan-gujarat. *Corresponding Author
Dr. Kirtilal G. Judal	Research Supervisor, Associate Professor, Hem. North Gujarat University, Patan-gujarat

ABSTRACT

This study basically attempts to analyze and study on Customer Perception towards social networking sites. Now a day's marketers are using various ways to entice their customers. Usage of social media advertising is one of them with which marketers are not only able to influence their customers but can identify their demographics and get their attention by showing advertisement on basis of that. This study aims to find how customer reacts towards the advertisements and promotions being used by the companies on several social media websites. The focus of this paper is to identify the various factors which influences the customer's perception towards social media advertising. Survey questionnaires used to collect the data which includes closed ended questions and total 80 respondents participated in the study. The results of the study show that most of the time advertisements do catch the attention of users and people tend to purchase the products they need but also buy even if they don't require them. Factors that are recognized are: informative, recall, privacy, perceived interactivity, visibility, and planning.

INTRODUCTION

Social media is defined as websites and applications that enable users to create and share content or to participate in social networking. Boyd & Ellison (2007) characterized social media, as online platforms that enable internet users to expand their social network and make it visible to others, which could include friends, family and even strangers. The emergence of social media began in the early days of Internet when people started sharing information and communicating with each other. It was just the earlier platforms were more "technology" intensive and required some expertise to use and hence the number of people using these platforms was limited. Over a period as the technology matured. Platforms were developed where regular users, without any technological background, could also use the services. This was a turning point in the history of Internet. Making the Internet technology all inclusive, where people were no longer silent spectators to the content being dished out to them. Now they could create their own content, share it with others. Respond to people and collaborate with them and more. This user interaction is what gave impetus to the development of social media, as we know it today.

REVIEW OF LITERATURE

Schivinski and Dabrowsk (2014) user generated social media communication had a positive influence on both brand attitude and equity and that further leads to the purchase intention also. Engagement can be promoted through entertaining and interactive posts, useful and relevant content, word of mouth communication from other consumers, as well as extrinsic reinforces such as promotions and giveaways. Social media, like Facebook and Twitter helps build relationship with consumers to get product and brand related information.

Ul Haq (2009) studied, the topic of advertising via e-mails is of major interest. It addresses consumers with individualized advertising messages via e-mails. The analysis is based on a consumer survey. For this purpose, a quota sample of 800 internet users in India has been interviewed. The results indicate that the content and the frequency of advertising message have the largest impact on attitude toward advertising 'via e-mails. By understanding consumers, attitude toward advertising, designers and marketers can better strategize their advertising designs. A methodology for studying the factors that contribute to consumer's perceptions of ads is proposed, and implications for internet-based advertising are discussed.

WHAT IS SOCIAL MEDIA ADVERTISING?

Social Media has become an inevitable part of our daily life, and like it or not, it's here to stay. It is the talk of the town these days, being discussed extensively in traditional media and a rage among the youth Businesses that are still not using the social media are scrambling to get tin-board the bandwagon now as they are becoming aware of the enormous power and potential of this medium. Social Media Advertising is a particular segment of marketing that utilizes internet's social platforms to deliver commercial messages to potential consumers. Social Media advertising, also known as online advertisement, internet marketing, online marketing, or E-marketing, is the marketing and promotion of products or services over the Internet. Examples of online advertising include contextual ads on search engine results pages, banner ads, blogs, rich media ads, social network advertising, interstitial ads, online classified advertising, advertising networks, dynamic banner ads, and e-mail marketing, including e-mail spam many of these types of ads are delivered by an ad server.

RESEARCH OBJECTIVES

- To Study the time devoted by the respondents on the social networking sites.
- To Study the influence of age and education of a consumer in selection the advertisement on social media.
- To identify the effect of Social media advertising in forming purchase decisions.

RESEARCH HYPOTHESIS

H0: There is no significant difference between profitability of Public and Private Sectors banks and its financial performance.
H1: There is a significant difference between profitability of Public and Private Sectors banks and its financial performance.

RESEARCH DESIGN

The research design adopted for this study is exploratory. Reason for selecting this design is the exploration of the relevant field.

METHODOLOGY

Sample size: The 80 respondents are taking for this research study from Mehsana city.
Sampling Method: The convenience nonprobability sampling method use for this research work.
Data Collection: The primary data are collected from survey method whereas secondary data are collected from Publish

research paper, Journal Articles and Report.

Tools and Techniques: The Collected data are analyzed through various statistical test like ANOVA and factor Analysis with hypothesis testing.

Limitation of the present study
* The 80 respondents are use for this research paper.
* The Geographical constraint for this research works i.e., Mehsana city.

DATA ANALYSIS AND INTERPRETATION

Kaiser-Meyer-Olkin Measure of SamplingAdequacy.		.649
Bartlett's Test of Sphericity	Approx. Chi-Square	289.841
	Df	79
	Sig.	.000

* Total 15 items were used to measure the consumer's perception towards social media advertising and the results were six factors. The KMO measure in this study was 0.649 which states that values are adequate and factor analysis can be proceeded.
* Respondents in this study were of the age between 20 to 25 years who participated in the survey. The results showed that most respondents (43.3%) spent more than 6 hour per week on social media, while (15.3%) spent less than one hour per week. According to these results most of the respondents frequently use Facebook, Instagram, and Twitter and therefore, these social media sites are integral part of people's daily life, in particularly students. (48.7%) respondents feel that these advertisements on social media Informative, (24.7 %) feels it Interesting and rest of them shows that they don't care about it.
* Factor I: the 'Informative' is the most significant factor with 19.146 percent of total variance. The eight statements loaded on factor 1 are highly correlated. The analysis reveals that users of social media consider social media advertisements as an important source of information related to latest products available in market and that helps the users for making purchase decisions.
* Factor II: 'Recall' has emerged as the second factor which explains 9.485 percent of total variance. It is second important factor with single statement loaded on it. The factor reveals that users of social media thinks it is easier to remember brands advertised on social media rather than any other media.
* Factor III: Third important factor is 'Privacy' which explains 9.055 percent of total variance. Three statements have been found to be loaded on this factor and all are highly correlated. The factor clearly specifies that the social media users be afraid regarding their privacy. They think that advertisements on social media are intrusive.
* Factor IV: The fourth factor is 'Perceived Interactivity' with 8.274 percent of the total variance only with one statement. It clearly revealed that advertisers should make catchy advertisements that can catch the attention of users immediately.
* Factor V: Factor five 'Visibility' contain only one statement with 7.802 percent of total variance. This factor shows that position of advertisements on social media was another biggest factor that prevents user to see the advertisement.
* Factor VI: The last factor 'Planning' explains approximately 7.321 percent of the total variance only with on statement, related to planning of users regarding login. Results reveals that users visit on social media with a bit of plan, like whether only visiting social media to get updates about people or wanted to go for online shopping.

CONCLUSION
The respondents were visiting the social media for more than 10 times a week and spending more than 3 hours to 4 hours a day. Facebook is the frequently used social media site followed by Instagram and twitter. Users felt advertising on social media was informative and interesting. 80 percent of the users agreed that advertisements on social media catch their attention and people do visit products websites with interest. More than 90 percent people tend to buy the product being advertised and were able recognize the various brands with the information being displayed by the marketers on their websites. The position where the advertisement was another factor that catches the attention of users. Respondents agreed that the information displayed by various sellers about their products on social media provides information as well as keep them up to date. People do buy the products by watching those advertisements and tend to buy them even if they don't require them. Some of the companies use social media sites for their product promotions and users of those site tend to involve in impulse purchase. Very few people agreed about being affected by virus while assessing the commercial link and some of them were annoyed also with such promotional efforts being used by marketers on Facebook or any other social media as they didn't want to share their personal information with anyone.

REFERENCES
1. Haida A. and Rahim H.L. (2015). Social Media Advertising Value: A Study on Consumer's Perception. International Academic Research Journal of Business and Technology 1(1): 1-8.
2. Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of advertising in social networking sites: The teenage perspective. Journal of Interactive Advertising, 10(2), 16-27.
3. Schivinski, B & Dabrowski, D. (2016, February). The effect of social media communication on consumer perception of brands. Journal of Marketing Communications, Vol. 22. Issue.2.