

The Social Media Advertisement Impact on Customer

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Abstract—Social Media have given plenty of opportunities to consumers in adapting different aspects in life. Social media, Twitter and Instagram have played significant roles in expanding consumers' online purchases. Though Oman and other Arabian countries are facing shortage in utilizing these sites efficiently, we still have substantial evidence of its use. This paper aims to understand which consumers are mostly influenced by online purchasing, reasons that tempt consumer to purchase online, types of products that are mostly purchased using Social Media and types of Social Media that are mostly used by consumers in Oman.

Index Terms—social media, customer behavior, advertisement

I. INTRODUCTION

The few past decades, people's way of shopping has significantly changed and improved. Consumers used to shop at physical stores like large shopping malls and many still applying the same method while purchasing. However, with the aid of information and modern communication technologies, consumers are able to shop via Internet using several Social Media and different websites. This type of shopping mode can come in several names such as online shopping, online buying behavior and Internet shopping all refer to the process of purchasing and buying products or services via the Internet using several Social Media and different websites. Social Media are web-based services which are also known as "Social Networking Sites" refer to network of relationships and interactions among different users. Social Media such as Social media, Instagram and Twitter enable users to maintain great connections among themselves as well with others by achieving more than one task and facilitating the way of communication and sharing different information.

II. OBJECTIVES OF THE STUDY

Accordingly, the following objectives have been framed:

1. To examine the reasons for using Social media.
2. To find out the satisfaction of product information in Social media.

3. To study the impact of Social media information on buying behavior.

III. REVIEW OF LITERATURE

As a concept of research, Social media has gained much importance among researchers. Preyal Desai, et al (2012), conducted a study on, the effect of Social media on the purchasing behaviour of the youth. The study concluded that, Social media advertisement was more effective.

Bellarmino Ezumah (2013) examined the, college respondent' use of social media, and found that the, ease of use and potential for eclectic tasks were qualities that garnered Social media the most preferred status as a social networking site.

Nima Barhemmati and Azhar Ahmad (2014) examined the Effect of Social Network Marketing on consumer purchase behaviour through customer engagement. A quantitative survey was conducted among 200 respondents. The results showed positive relationships between customer engagement of social networking and their purchase behavior.

IV. RESEARCH METHODOLOGY

The study is based on primary data, collected with the help of questionnaire. A sample of 200 customers of coimbatore has been considered for the study. Respondent have been selected on the basis of convenience sampling method. To examine the association between selected variables and usage of Social media, simple average test has been used.

A. Getting Ideas for Shopping

Taking informed-decision always helps to buy better products from the market. Respondent, who have purchased and used a product, post its description in social media page which enables as a guide while one goes for shopping. Among the 200 respondent, 103 have strongly agreed that, they use

TABLE I
 (SA: STRONGLY AGREE, A: AGREE, N: NEUTRAL, DA: DISAGREE, SDA: STRONGLY DISAGREE)

Uses of advertisement of social media	SA	A	N	DA	SDA	Mean
Getting ideas for shopping	103	57	19	06	05	31.83
Sharing information on products/brands	123	37	20	13	07	33.66
Getting news	89	51	25	23	12	33.83
Sharing photos	111	29	22	28	10	34

social media for getting ideas for shopping; 57 have agreed; 06 and 05 have disagreed and strongly disagreed and 19 are neutral in this regard. On the whole, the weighted mean score (31.83) reveals that, respondent are neutral in this regard.

B. Sharing Information on Products/Brands

Respondent make use of Social media to record their experiences with making use of a product. Comments given by such respondent help other friends to go for the new product. 123 have strongly agreed and 37 have agreed that, they are using Social media for sharing information on products and brands through Social media; 13 have disagreed; 07 have strongly disagreed that Social media helps to know about products and brands; and 20 are neutral in this regard. The weighted mean score (33.66) reveals that, Social media provides more information on products and brands.

C. Getting News

Respondent are getting news and public issues from Social media. 89 and 51 information have strongly agreed and agreed respectively, to the statement that Social media is useful to get current news. On the other hand, 12 are neutral in this regard; 25 have disagreed, and 23 have strongly disagreed. Based on the weighted mean score (33.83) it can be said that respondent agree to the statement that Social media enables to get news.

D. Sharing Photos

“Sharing photos” is another reason why respondent are using Social media. It is found that 111 have strongly agreed that they share their photos through Social media; 29 have agreed; 28 and 10 have disagreed and strongly disagreed respectively, while 22 are neutral in this regard. The weighted average score (34) reveals that the respondent use Social media to share photos.

V. LEVEL OF SOCIAL MEDIA USAGE

Usage of Social media has been measured by assigning scores to questions relating to reasons with which the respondent make use of the Social media. Ten reasons are indicated in the questionnaire. The answers to these questions have been rated on a five-point Likert scale. The simple average test has been used to examine the association between selected variables and usage of Social media. The levels of confidence chosen are one and five.

VI. PROBLEMS OF STATEMENT

In the recent years social media marketing has emerged as a new marketing tool. The aim of the organizations is to enhance the profitability by using the effective marketing strategies. Furthermore the main focus of every firm is to maximize the profitability and reduction of cost of production. Every firm use different social media for marketing like Social media, twitter and other media. Internet is in the access of almost every person who is using a mobile phone as the introduction of 3G/4G services. So, this rapid growth of internet is a signal towards using internet as a marketing tool and its nice opportunity for

any firm to change the consumer perception through social media marketing.

A. Age

Age is likely to create differences in the level of Social media usage. Accordingly, young respondent may use Social media more compared to others. It is found from Table 2 that respondent between the age of 18 + and 30+ use the Social media more as compared to other group of respondent.

B. Gender

Gender is likely to create differences in the level of Social media usage. Female respondent are found to use Social media more as compared to male respondent.

C. Area of Residence

Respondent residing outside Coimbatore are to use Social media compared to others. It is found from Table 2 that respondent residing outside Coimbatore use Social media more compared to other groups of respondent.

D. Educational Qualification

Educational qualification is likely to create differences in the level of Social media usage. It is found from Table 2 SSLC, undergraduate respondent, other adult's respondent use Social media to a great extent.

E. Marital Status

Unmarried respondent use Social media very frequently compared to married respondent, as found from Table-2.

F. Family Type

Respondent hailing from nuclear family use Social media very frequently compared to respondent hailing from joint family.

G. Period of Association

Longer period of association with Social media naturally has to make one to understand the various features available in it and accordingly will enhance the use of the site. It is found that respondent who have account with Social media for more than two years are with high level of usage.

H. Frequency of Visiting

Frequencies of visiting Social media page define the limit of usage. Table-2 shows that those respondent who visit the Social media very frequently are the ones with high level of usage of Social media.

I. Average Time Spent

It is found that respondent differ in the amount of time they spend in viewing Social media page. It is natural to expect that the usage level will be more for those who browse through the Social media for longer hours. It is found that the level of usage of Social media is high for those who, on an average, spend one to two hours viewing Social media.

J. Usefulness of Social media

Respondent' usefulness of Social media significantly influences the level of usage of Social media.

TABLE II

Particulars	Level of usage (N=200)			total	average
	Low(n=68)	Medium(n=90)	High(n=42)		
Age					
18 +	25	30	12	67	33.5
30 +	33	40	20	93	46.5
Above 40	10	20	10	40	20
Gender					
Male	33	40	30	103	51.5
Female	35	50	12	97	48.5
Area of residence					
Coimbatore	21	22	18	61	30.5
Outside Coimbatore	39	18	12	69	34.5
Others	8	50	12	70	35
Educational qualification					
12 th	55	50	30	135	67.5
Doing ug	8	30	8	46	23
Adults	5	10	6	21	10.5
Marital status					
Married	1	60	30	91	45.5
Unmarried	67	30	12	109	54.5
Family type					
Joint	27	70	35	132	66
Nuclear	41	20	7	68	34
Period of association					
Up to 2 years	51	80	25	156	78
Above 2 years	17	10	17	44	22
Frequency visiting					
Multiple times a day	13	30	30	73	36.5
Once-in-a-day	18	30	9	57	28.5
Once-in-a-week	19	15	2	36	18
Once-in-a-month	18	15	1	34	17
Average time spend					
Less than one hour	40	50	18	108	54
1-2 hrs	21	20	12	53	26.5
2-3hrs	7	20	12	39	19.5
Useful of social media					
Highly useful	4	42	30	76	38
Useful	55	30	10	95	47.5
Not useful	9	18	2	29	14.5

VII. CONCLUSION

The study depends on the opinions expressed by the respondent. Further, the extent of freedom the respondent may have for taking decision on purchase will influence the results of the study. It has broadly brought out the impact Social media creates on the decision styles of college respondent. Nevertheless, a vast scope exists for young budding researchers to take up an issue relating to social networking website and

carry out a study in detail.

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