"EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING IN INDIA"

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1. ABSTRACT:

Social Media marketing is the 'best opportunities available' to a brand for linking with approaching consumers.

Social media marketing is the intermediate to meet people. These new media win the trust of consumers by involving with them at a deeper level. Social media marketing is the new mantra for several brands since early last year.

Marketers are taking note of many different social media opportunities and starting to execute new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more complicated. One cannot afford to have no being there on the social channels if the competitor is making influence with its products and services. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is infuriating. This paper discusses about the concepts of social media marketing and other aspects like the types and benefits, social media marketing strategies. And also discusses the challenge.

Keywords: social media, social media marketing, challenges, strategy.

2. INTRODUCTION:

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of ideas, information, career interests and other forms of expression via virtual communities and networks. It also refers to websites and applications that enable users to create and share content or to participate in social networking. Based on Web 2.0 internet-based applications, the social media has been working with user-generated content, such as digital photos or videos, data generated through all online interactions and text posts or comments are the lifeblood of social media. Users are creating the service-specific profiles and identities their needful website or app that are designed and maintained by the social media organization, and the social media has been facilitating the development of online social networks through connecting a user's profile with those of other individuals or groups.

Social media advertising:

Social media advertising is referred to as advertisements served to users on social media platforms. Social network advertising is not necessarily the same as social media targeting. Social media targeting is a method of optimizing social media advertising by using profile data to deliver advertisements directly to individual users.

Social network advertising refers to the process of matching social network users to target groups that have been specified by the advertiser. The advertisements are targeted to the user demographics of a social platform as aligned as per the marketing environment; particularly social media advertisings are highly promoted to sales for the lower cost of acquisition. It results local vendors are affected by purchasing the goods and services through a huge online sales. Hence, financial inclusion in the
business trader is decreased.

3. REVIEW OF LITERATURE:

A study by PricewaterhouseCoopers in 2017 asked digital buyers about how they make purchase decisions online. Nearly half reported that reviews, comments and feedback on social media impacted their shopping choices. According to a recent research conducted in April 2017 of 1,003 consumers by Sprout Social, most consumers want brands to be honest and friendly on social media, not snarky and trendy. Some 86% of respondents say they want brands to be honest in their social posts; 83% want brands to be friendly, 78% want them to be helpful, and 72% want them to be funny. Most consumers like it when brands use social media to respond to questions, join conversations, and talk about timely events. Less than half of consumers want brands to be trendy (43%), politically correct (39%), or snarky (33%) on social media. More than two-thirds of consumers find it annoying when brands use social media to make fun of competitors, post slang, talk politics, and make fun of customers. Some 83% of consumers feel comfortable with brands' showing personality in Facebook posts. However, less than half of consumers like brand personality on YouTube, Twitter, Instagram, LinkedIn, Pinterest, and Snapchat. The rapid development of technology, and the reach of such technologies at affordable costs, have revolutionized the ways in which businesses operate today. The Internet is being used by millions of people at this very moment; therefore, these technologies have led to a paradigm shift in the way that communication happens. Business reputation and presence in a market is more driven by „social media'. 1. D. Lakshmanan and Dr. S. RabiyathulBasariya (2017) have studied the effectiveness of advertising through social networking sites. The study finds that social media marketing effectiveness is highly influenced by its messages or contents quality, the company‫"‬s involvement, and its association with the other marketing platforms. In addition, a complex and detailed analysis of the strategy is needed in order to accurately measure the return on investment of the social media marketing. The study also finds that generation Y might be the main users of social media sites, but they are not the main target audience of the social media marketing.

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2. Dr. Priya Grover and Rama Krishna Mandan [9] (2017) investigates the buyer behavior matrix of auto products and social media. Looking into the strategic role of social media in promotion of passenger cars in India, the paper tries to understand the changing consumer perception

towards social media and its role in consumer decision making. At the same time, it also empirically derives a consumer–centric methodology for social media marketing by car manufacturers in India. The paper concludes with reference to the consumer decision making model, consumers are influenced by social media only till evaluation of alternatives and there also the mass media still dominates, though the post purchase behavior of consumers is seen online when they share their feedback and experiences.

3. Chintan H Rajani and Dr. Ashvin Solanki (2016) in their research paper identifies key motivating factors behind use of social media among Indian users. The study reveals that feedback and personal utility, entertainment and socializing, content sharing and networking as key motives for using social media. This study followed uses and gratification approach to identify above mentioned key motives for using social media. The study concludes that preliminary people use social media platform for personal benefit to review and share feedbacks followed by satisfying their entertainment and socializing needs. Content sharing is key feature which helped in driving masses towards social media. Networking and finding new people is an add-on benefit which people seek while using different social media platforms.

4. Sadia Afzal et al, (2015) discussed in his paper the impact of online and conventional advertisement on consumer buying behavior of branded garments. The results revealed that quality, design, content of advertisement, loyalty of consumer towards brand and previous buying experience of consumer are significant factors which influence consumer buying behavior.

5. Simona Vinerean, Iuliana Cetina, Luigi Dumitrescu & Mihai Tichindelean [13] (2013) in their research paper discovered how to engage with different types of audiences in order to maximize the effect of the online marketing strategy. The study identifies different types of users, a segmentation of these users and a linear model to examine how different predictors related to social networking sites have a positive impact on the respondents" perception of online advertisements. The conclusions obtained from the research derived four new types of social media consumers, namely Engagers, Expressers and Informers, Networkers, and Watchers and Listeners. This research presents new ways to classify online consumers, which served as a basis for psychographic segmentation, based on respondents" activities on different online platforms. Also, this study contributes to the existing knowledge of customer behavior in an online environment, in general, and on social media websites, in particular, by providing insight through an examination of seven influential variables on developing positive reactions to online advertisements.

4. OBJECTIVE OF THE STUDY:

1. To study the impact of social media marketing on INDIA
2. To identify the product or service that is most suitable to be marketed on social media
3. To identify mostly used social media platform

The First and the Foremost aim of Social Media like any other media tool is to **Educate Society**. One of the most important objectives of any media tool is to take on the initiative to educate our society as a whole, to build our society up, and spread awareness.

This objective is not just applicable to mainstream media but also applies to Social Media. It rather should take more priority as it is such a tool which connects everyone in today's time, all around the globe, just through the click of a button; easily accessible through the internet, websites, and application designed for just the same.

One can conduct surveys through social media and ask anyone in their reach to voice their opinions. Social media has made connectivity so easy that even though people are not within each other's immediate reach, they are still connected and can easily voice their own opinions as well as encourage others to state their opinions.

Society can not only be educated about products but also on topics relevant to society. Apart from advertisements, a consumer can explore, analyze, and make informed decisions about products they are interested in acquiring. That way they can make an informed purchase that is perfect for their specific requirements.

This is further encouraged and facilitated by the fact that nowadays people can make such informed decisions by also analyzing the product reviews by other consumers and have an insight as to what should or shouldn't be bought. Social Media also helps promote and stabilize the buyer-seller relationship and helps the buyer to compare the prices of similar products across several websites.

Positive effect on Social Media:

Connectivity – The first and foremost benefit of the social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The
prettiness of social media is that you can attach with anyone to learn and share your thoughts.

Education –Social networking provide various benefits to the students and teachers. It is very easy to educate from others who are experts and professionals via the social
media. One can follow anyone to learn from him/her and enhance his knowledge about any field. Regardless of our location and education background we can educate ourself,
without paying for it.

Help –You can impart your issues to the group to get help and energy. Regardless of whether it is helping in term of cash or in term of advices, you can get it from the group you are associated with.

Information and Updates –The primary favorable position of the web-based social networking is that you refresh yourself from the most recent happenings around on the planet. More often than not, Television and print media nowadays are one-sided and does not pass on the genuine Message.

Negative Effect of Social Media:

Cyber Harassing– According to a report distributed by PewCenter.org the greater part of the youngsters have progressed toward becoming casualties of the digital bulling over the past. Since anyone can make a phony record and do anything without being tailed, it has ended up being

exceptionally straightforward for anyone to spook on the Internet. Dangers, terrorizing messages and bits of gossip can be sent to the majority to make inconvenience and
uproar in the general public.

Hacking– Personal information and security can be hacked and shared on the Internet. Some twitter and Facebook accounts have been hacked in the past and the programmer had posted materials that have influenced the person's lives.

Addiction– The addictive piece of the online networking is awful and can exasperate individual lives also. It can likewise squander individual's time that could have been
used by profitable tasks and exercises.

Fraud and Scams– Several cases are available where people have committed fraud and scams through the online networking.
Reputation– Social media can without much of a stretch destroy somebody's notoriety just by making a false story and spreading over the online networking.
Data Collection:

The data was collected from primary as well as secondary resources. The primary data was collected with the help of well-structured questionnaire. Before distributing it to the sample respondents the questionnaire was distributed to five academicians having research knowledge for review and comments. After the changes suggested by the reviewers the questionnaire was finalised and a pilot survey was done on fifteen teenagers who were not part of the study. The secondary data was collected from the previous studies, internet, different libraries, etc.
Discussion:
The main focus of the present study was to examine the impact of the social media on social life of teenagers. It is evident from the above analysis of the responses given by the respondents, that teenagers spent their lot of time on social networking site. More use of mobiles causes stress and mental illness among teenagers. It also creates addiction among them. Teenagers use social media networking till late night and do not sleep timely. Sleeplessness causes insomnia among the teenagers. Few teenagers use social media networks for educational purpose. There may be misuse of social media sites, if they do not use it for educational purpose. Criminal activities can be attempted by misusing the social media sites. Teenagers even skip or delay their meal while using social media networking. Skip or delay in meal causes illness among teenagers. At this stage food and nutrients are very important for human being. Participating in sports keeps the young minds healthy, but teenagers prefer to use social media networking than participating in sports activities. During the study it was found that the teenagers prefer to talk with their family members rather than using social media networking site. This is good for both teenagers as well as their parents to understand each other.

5. FINDINGS:

This review of literature is systematic critical analysis of the literature on social media Advertising in India. The review found that modern marketers are using a well-integrated social media marketing strategy along with traditional medium to communicate about their products to the consumers. Consumers are finding social media advertisements as more interesting, innovative and interactive as social it has become easier to use social networking sites with the aid of information and modern communication technologies. Besides the trust of the consumers about the information gained through

these sites is also increasing gradually. However, the trend towards purchasing is not much, but users who purchase they are satisfied with the purchases. Hence, the use of social networking sites for brand communication is gradually proving effective for the marketers but still there is a long way to go for them. Major findings of the study and suggestions for effective marketing strategy are as follows:

1. Majority of Internet users are aware about social media and they are using it also, so marketers should move their promotional efforts from traditional tools to social media tools and must use a well-integrated social media strategy considering different platforms.

2. Social media not only make customers‟ aware about brands, but customers also prefer the brands advertised through social media while making their final purchase. They purchase now-a-days to get, so called "like". So marketing strategy must be more comprehensive including informative and shareable content as well as a proper consumer engagement policy to build relations is to be adhered.

3.Customers have positive perception towards social media marketing practices; they consider social media advertising more comprehensive, communicative, creative and dependable in comparison to traditional advertising. Therefore, more of the business promotion budget should be earmarked to it.

4. It cannot be said certainly that whether customers refer to the opinion of experts on social media sites while considering any product or service or not but they definitely refer to their friends and other customer reviews. So steps to boost the customer referrals must be taken such as incentives, easy referral policy, automated referral program, etc.

5. A very few of the consumers are subscribed for notification alerts of marketers. So they should be encouraged to do so.

6.The respondents taken under study feel comfortable in sharing their information on social media websites so it can be said that while advertising on social media websites, marketers can also get additional information about prospects which can help them to target customers in better way. To conclude social media marketing has become a necessity, one that is blessed to the business by the overall presence and impact social networks have on the users. This is the reason that social media marketing is no longer considered to be on probation, but instead it has become an important part of the business world.

6.   CONCLUSIONS:

The study was conducted to analyse the impact of social media on social life of teenagers. Excess use of social media was found among. Lack of live socialization was also found. delay in meal also causes adverse-effect on their health may be causes malnutrition among teenagers. With the development of technology the entire world become a common market for all of us. We cannot stay away from this market. This is the era of technology and modernization. There is competition in every sphere of life. Internet is playing a vital role in our life, whether it is teenagers, young, old, male or female. Everyone is under the influence of internet networking. We can say that slowly the world is being dependent on internet. We cannot deny the contribution of internet and other social media in the development. But there are some negative aspects also. All the things are easily available online. Everybody can search the material according to his or her choice. The right to choice is good, if we choose the right things.

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