

**A
PROJECT REPORT
ON
“A STUDY ON CONSUMER PERCEPTION TOWARDS
SOCIAL MEDIA ADVERTISING”**



Project submitted to OSMANIA UNIVERSITY

In the partial fulfillment of the requirement of the

**BACHELOR OF COMMERCE
B.COM (COMPUTER APPLICATION)
During The Academic Year 2022-2023**

Submitted by

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**Department of Commerce
GOVERNMENT DEGREE COLLEGE NARSAPUR
(Affiliated to Osmania University)**

DECLARATION

I hereby declare that the project report entitled **“A STUDY ON CONSUMER PERCEPTION TOWARDS SOCIAL MEDIA ADVERTISING”** Submitted by me in partial fulfillment of **Bachelor of Commerce Osmania University, Hyderabad**, is a bonafide work undertaken by me and it is not submitted to any other University or institution for award of any degree diploma certificate or published any time before.

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CERTIFICATE BY THE PRINCIPAL

This is to certify that B. COM student of this college with worked on the project titled “A STUDY ON CONSUMER PERCEPTION TOWARDS SOCIAL MEDIA ADVERTISING ” under supervision of the principal **Mr.Dr.P. DAMODAR** of this college during the year 2022-2023

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LIST OF CONTENTS

| CHAPTER NO. | CONTENTS | PAGE NO: |
|--------------------|---|-----------------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER 1 | INTRODUCTION | 1 – 4 |
| CHAPTER 2 | THEORETICAL FRAMEWORK | 5 – 11 |
| CHAPTER 3 | REVIEW OF LITERATURE | 12 – 15 |
| CHAPTER 4 | DATA ANALYSIS AND INTERPRETATION | 16 – 31 |
| CHAPTER 5 | FINDINGS, SUGGESTIONS & CONCLUSION | 32 – 35 |
| | BIBLIOGRAPHY | |
| | APPENDIX | |

LIST OF TABLES

| TABLE NO: | TITLE | PAGE NO: |
|------------------|--|-----------------|
| 4.1 | Table showing the gender of the respondents | 17 |
| 4.2 | Table showing time spend on social media by the respondents | 18 |
| 4.3 | Table showing active in online by the respondents | 19 |
| 4.4 | Table showing social media online advertising is essential | 20 |
| 4.5 | Table showing online advertising provides accurate information about products/services | 21 |
| 4.6 | Table showing online advertising help to keep uptodate about product s/services available in the market places | 22 |
| 4.7 | Table showing online advertising is interesting and attractive | 23 |
| 4.8 | Table showing Social media advertising helps in taking efficient purchase decisions | 24 |
| 4.9 | Table showing online advertising helps to solve shopping related problems | 25 |
| 4.10 | Table showing opinion regarding online advertising saves my shopping and product searching time | 26 |
| 4.11 | Table showing online advertising makes me aware about the latest price, offers and discounts available | 27 |
| 4.12 | Table showing online advertising is useful for me in making purchase decisions offline | 28 |
| 4.13 | Table showing online advertising is a valuable source of information about latest fashion | 29 |
| 4.14 | Table showing most online advertising distorts the values of our youth | 30 |
| 4.15 | Table showing online advertising is misleading | 31 |

LIST OF FIGURE

| FIGURE NO: | TITLE | PAGE NO: |
|------------|---|----------|
| 4.1 | Figure showing the gender of the respondents | 17 |
| 4.2 | Figure showing the time spend by respondents by social media | 18 |
| 4.3 | Figure showing active in online by the respondents | 19 |
| 4.4 | Figure showing social media online advertising are essential | 20 |
| 4.5 | Figure showing online advertising provides accurate information about products/services | 21 |
| 4.6 | Figure showing online advertising help to keep up-todate about products/services available in the market places | 22 |
| 4.7 | Figure showing online advertising is interesting and attractive | 23 |
| 4.8 | Figure showing online advertising helps in taking efficient purchase decisions | 24 |
| 4.9 | Figure showing online advertising helps to solve shopping related problems | 25 |
| 4.10 | Figure showing opinion regarding online advertising saves the shopping and product searching time | 26 |
| 4.11 | Figure showing online advertising makes me aware about the latest price, offers and discounts available | 27 |
| 4.12 | Figure showing online advertising is useful for me in making purchase decisions offline | 28 |
| 4.13 | Figure showing online advertising is a valuable source of information about latest fashion | 29 |
| 4.14 | Figure showing online advertising distorts the values of our youth | 30 |
| 4.15 | Figure showing online advertising is misleading | 31 |

CHAPTER - I

INTRODUCTION

INTRODUCTION

In the current business environment, the vast influence of social media can be observed. The main objective of every firm is to be present where their customers exist. To achieve it, social media can act as a very beneficial platform. Firms often look to customers for their critical opinions, mostly regarding what they look for in products and their preferences are.

It was not long ago, firms were unsure about how effective social media platforms were. Now most business concerns explore social media as an Online advertising media. They have begun to realize, the added value it brings to them. Technological advances have made social media an important segment of business. Social media marketing has deviated from the traditional marketing practices. It gives a whole new dimension to marketing as it also offers ready interaction with ultimate customers. Nowadays, major social media platforms such as facebook, instagram, twitter, pininterest, snapchat, etc provide various features like facebook ads, promoted posts, sponsor stories, page post ads, etc.

The successes of campaign advertisements rest entirely on the marketer's ability to allure social network users to discuss and promote a product. Social media Online advertising programme enables the advertisers to take advantage of the users demographic information and target their ads. While there are increasing advantages in Online advertising on social media networks, there exists the evolving conviction that aligning the relationships between users or customers' online and generating graphs for these social relationships can be invaluable for predicting the response of customers to various online marketing strategies and messages. There are a vast number of social media sites that could be used for Online advertising; Facebook, Instagram, Twitter, Pinterest, LinkedIn, Snapchat. Different social media sites offer different ways to advertise brands. Facebook gives advertisers options such as promoted posts, sponsored stories, page post ads, Facebook object (like) ads, and external website (standard) ads. To advertise on Twitter there are promoter tweets, trends, and promoted accounts that show up on users newsfeeds. For Online advertising on YouTube there are branded channels, promoted videos, an in video advertising

1.1 STATEMENT OF THE PROBLEM

In the modern era of technological advertisement most of the business organizations are depending on online mode of advertisement especially via social media platforms. So in this study the researcher would like to learn the effectiveness of online advertisement among students.

1.2 SIGNIFICANCE OF THE STUDY

With the introduction of internet in our daily life, it has become a need for everyone people use internet for everyday tasks. Internet is no longer just a medium of getting information for people. It has now taken shape of the most powerful medium of communication, entertainment and shopping for people. This study is significant since the role and importance of online advertising in marketing the products and services is increasing day by day.

1.3 OBJECTIVES

1. To understand the consumer perception about online advertising.
2. To identify the factors which are more influential in determining the consumers perception towards online advertising
3. To find out which type of online advertising is more effective viz text, banner, or video as per the respondents' preference.

1.4 RESEARCH DESIGN

A research is valid when a conclusion is accurate or true and research design is the conceptual blueprint with in research is conducted. A scholar for his research is conducted. A scholar for his research, prepare an action plan it constitute the outline of collection, measurement and analysis of data.

1.4.1 Nature of study

The study is exploratory and descriptive in nature since the study intends to venture into new and less explored areas.

1.4.2 Nature of data

The nature of data used here are either primary data or secondary data

1.4.3 Source of data

The sources of data used here are either primary data or secondary data

1.5 SAMPLE DESIGN

A sample design is the framework or roadmap .that server as the basis for the selectionof a survey sample and affects many other important aspects of a survey as well.

1.5.1 Nature of population

Students from S.R.R Govt Arts And Science College, Karimnagar were considered as population of study.

1.5.2 Sample unit

The Sample unit of the study is the Commerce students from SRR Govt Arts And Science College, Karimnagar.

1.5.3 Methods of sampling

Data had been collected using questionnaire. Questionnaire had been distributedamong students in SRR Govt Arts And Science College ,Karimnagar.

1.5.4 Size of sample

The sample size is 50

1.6 Tools for analysis

- Percentage analysis
- Table & Charts
- Likert Scale

1.7 Chapterisation

- Chapter 1- Introduction
- Chapter 2-Review of literature
- Chapter 3- Theoretical Framework
- Chapter 4- Data analysis and interpretation
- Chapter 5- Finding, suggestion and conclusio

CHAPTER – II
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

The term advertising originates from the Latin word 'advertere' which means 'to turn the attention'. Ducoffe (1996), defines advertising, 'as a set of communication or activities which deliver information to the public by capturing the target consumers' attention'. It is a paid form of non-personal communication to present and promote ideas, goods or services by an identified sponsor (Kotler 2000). Advertising subsists in every part of the world. The basic aim of advertising is creating awareness and stimulates purchase intention of the particular product in the minds of the consumers. Advertising is a heady tool of marketing and a component of overall promotion activities. Advertising follows us everywhere in our daily life. Many advertisers say that advertising is purely an economic activity with one purpose i.e., to sell. Some advertisers and agencies believe that advertising creates "magic in the market".

One of the most significant developments that affect advertising worldwide in the 21st century is the development of the internet as a medium of mass communication. As a communication tool, the Internet emerges as a new challenge to mass media advertising. Online advertisement in the internet makes an easy approach to know about different products. The potential of online advertising is vast as the audience of it is truly global. Previous Studies of (Schatz 1998, Abd Aziz et al. 2008) have discussed certain forms of online advertisement are highly effective in creating awareness about an organisation, its products, and services. Advertisements in online can be done in various methods which includes web banner advertising, blog advertising, promotional advertising, social network advertising and so on. It is a fact that, the advancement in technology leads as to make use of internet in each and every part of our lives, which results to spent most of the time in internet (Abd Aziz et al. 2008). This develops enhanced potentials and paves way for internet users to engage in online advertising. Therefore, advertising in online enable the marketers to reach their consumers through internet. Also it helps to create awareness about their products, services, and to improve sales in the future (Abd Aziz et al. 2008). The flexibility nature of online advertisement makes easy for the company to update information about their products now and then.

(Ducoffe 1996) This allows the consumers to know the latest information about the products and services offered by the company in the market (Ducoffe 1996). Belch & Belch (1998), stated that one of the unique advantages of online advertisement is that it is comparatively cheaper than traditional media advertisements. A wider range of target audience and geographical areas can be easily reached through online advertisements. Through the internet, marketers deliver an advertising message in most innovative ways. For example, advertisement messages which pop up on the internet with attractive animations instead of words make it easier to capture consumer's attention (Tsang & Tse 2005). Online advertisements provide entertainment, fun, excitement and enjoyment while compared to traditional outlets. Other than that, through online advertising, marketers are able to interact with customers easily as consumers are allowed to collect information, participate in products design, explore promotions, arrange deliveries, sales and receive post purchase support (Pavlou & Stewart 2000). This can aid marketers in increasing their understanding of consumers and thereby generate and manage close relationships with their clients (Abd Aziz et al. 2008). The consumer buying process or consumer decision-making process views buying behaviour as a problem-solving process and consists of different stages in which the consumer journeys through as they purchase a product or service (Turley & LeBlanc 1993). The process also involves several internal psychological processes which influence the general decision-making process of the consumers (Belch & Belch 2008). The consumers buying process is influenced by the factors of online advertising, such as Entertainment, informativeness, Irritation, and Credibility. Moreover, the consumer buying process related to any product or service has four phases namely; need recognition, product information search & evaluation, purchase decision and post-purchase behaviour.

As consumers formed a different attitude towards the online advertisement, this will in turn influence the consumers' informational responses. The informational response is a process in which consumers will go through when responding to an online. The two main objectives of advertising are behavioural objective and Sales objective. From the behavioural point of view, it is an important tool that influences the consumers buying process. It is an accepted fact that all behaviour starts with motivation. Online advertising motivates people by arousing or stimulating their dormant needs that activate behavior. Online advertising can effectively arouse both biogenic and psychogenic needs.

An intellectually planned online advertisement can be the eye opener in the decision-making process in buying.

CONCEPT OF ONLINE ADVERTISING

According to Technopedia the term 'Online Advertising' can be defined as, "an Advertising strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers".

In other words, Online Advertising can be defined as, 'the advertisement for a product or service through electronic networks'. Online Advertising is otherwise known as 'Internet Advertising'.

Online advertising is any form of commercial content available on the Internet, delivered by any channel, in any form, designed to inform customers about a product or service at any degree of depth.

Online advertising also targets to disseminate information in order to improve the end sales transactions. However, it differs from other medium of advertisements by empowering the targeted consumers to directly interact with the advertisement i.e. two-way communication rather than one-way communication. A consumer can interact with the ad through mouse click on the ad for more information, or it may take to purchase of the product in the same online session. The online advertising gives advertisers the opportunity to target potential customers, facilitating them to convey advertisements that are customized to each user's particular interests and tastes based on their surfing history or past sales transactions.

A major advantage of online advertising is the quick promotion of product information without geographical boundary limits. A major challenge is the evolving field of interactive advertising, which poses new challenges for online advertisers. Online Advertising includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies that help to generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

Direct mailings function primarily as instruments of mass communication, but try to individualize their advertising message for the single receiver and offer limited feedback channels. Online advertising can contact a wide target range, however, the mode of communication differentiates online advertising from traditional advertising. Online advertising can be non-personal or personal, imitate interpersonal communication on a written language basis and make users' feedback possible.

Online advertising is based on traditional forms of advertising, but develops its own communication strategies in correlation with the new technical and mediumbased requirements. Since TV-commercials use both written and spoken language, apart from sound and motion pictures like animated online ads, they have an extra position. Currently, the integration of sound in online advertising or the display of short videosequences is still infrequently applied although this might change in the near future, once technical development has further advanced. Then, the similarities between television and Internet are likely to be closer. Online trailers, for instance, are such new forms of advertising on the Internet.

It's clear that the future of digital advertising pivots on developing a targeted ad experience that offers consumers relevant content without feeling nosy or invasive. When it comes to digital in India, we are at an interesting point in time. Apparel and books are bought via E-commerce. Cabs are hailed through ridehailing apps. Video and music is streamed and games are played online. Digital has fast permeated into our daily lives in a way that for a big chunk of India's populace when it comes to their daily lives, digital is the way to go. Infact, there could not have been a better time to go digital in India.

Concept of Social Media:

Social media refers to a collection of social technologies which have enabled a revolution in user generated contents, global community and publishing of consumers opinion. It can also be defined as a group of interest based applications that is built on ideology and technological foundations of web 2.0 and that allows the creation and exchange of user generated content. Online advertising is the nonpersonal communication of information usually paid for and persuasive in nature about products, services or ideas by identified sponsors.

Social Networking Sites and Online advertising:

Face book:

Face book was invented by a computer science student of Harvard University called Mark Zuckerberg in February 2004. It has billions of users across the world, therefore it is the best place for businesses to promote their products or services. Using face book, businesses can improve their brand value in the social media network. Businesses can direct their products or services through promotional campaigns to their target audience over Face book. For acquiring Business, organizations can make Face book fan page of their brand or company.

Twitter:

Twitter is an innovation born out of necessity. Twitter is basically a sms mobile phone-based communications platform, which eventually grew into a web platform and it, was founded by Jack Dorsey, Noah Glass, Biz Stone and Evan Williams in 2006. Businesses can do Internet marketing free of cost by using Twitter wisely. Twitter provides an excellent opportunity for the businesses to identify and to understand the passion and interests of their target market. Businesses can research their target markets by following their tweets. Twitter can be used by businesses to understand the strategies of the competitors by following their tweets. Twitter allows individuals to efficiently network with large groups of people and interact with their target markets effectively. Twitter helps in efficiently directing the internet marketing campaigns to the relevant groups . Twitter helps businesses in communicating instantly and directly with the target market. It helps in gathering valuable feedback from the target audience, in a very short span of time. Thus facilitates a lasting relationship with the consumers.

You tube:

YouTube is becoming an influential medium for social interaction among people. YouTube is one of the leading video-on-demand platforms for user generated content (UGC). UGC on YouTube permits users to creatively produce and share content on the platform to empower new ideas and business opportunities including branding and marketing strategy. The content production through social media allows users to full fill their information, entertainment, and mood management needs, while its generation allows for self-expression and self actualization.

On the other hand, the viral video concept plays a crucial role in business marketing for reaching tremendous target audiences within short periods of time.

Pinterest :

Pinterest is the newest arrival on the social media scene. It is a “virtual pin board” photo sharing site that lets users collect and share images and websites they like. Due to its rising popularity, businesses and retailers are expanding their social media preferences to include Pinterest. The result of Steakhouse’s Social Shopping survey indicates that this trend is likely to continue. Steakhouse found that 59 percent of Pinterest users purchased an item found through Pinterest.

LinkedIn :

Is a business and employment focused on social media platform that works through Websites And mobile apps. It launched on May 5, 2003 founder in Mountain View California, U.S. It is now Owned by Microsoft. The platform primarily used for Professional networking and Development , job seekers to post their CV’s and employers too post of the jobs. Since December 2016, it has been a wholly owned by Microsoft. As of January 2023, LinkedIn Has 900+ million registered members from Over 200 countries and territories. LinkedIn Allows Members both (workers and employers) to create profiles and connect with each Other in an online social network LinkedIn can also be used to organize offline events, Join groups , writing articles, published job posting , post photos and videos.

Instagram :

Instagram is a photos videos sharing social network services is owned by America company Meta platforms. The app allows users to upload media that can be edited with filters and Organized by hashtag and geographical tagging user can be browse other user’s content by Tag and location ,view trending content , like photos, and follow Other user to and their Content to a personal feed it is also one Online platform.

CHAPTER -III
REVIEW AND LITRATURE

REVIEW OF LITERATURE

Literature review or narrative review is a type of review article. Literature review is a scholarly paper which includes the current knowledge, including substantive findings as well as theoretical and methodological contributions to particular topic. Literature reviews are secondary sources and do not report new or original experimental work. Most often associated with academic oriented literature, such reviews are found in academic journals and are not to be confused with book reviews that may also appear in same publication.

Literature reviews are a basis for research in nearly every academic field. Producing a literature review may also be part of graduate and post graduate student work, including the preparation of a thesis, dissertation, or a journal article.

Choi, et. al. (2002) studied - On consumers perceptions of ads entertainment, irritation, informativeness, credibility, and demographic. Researchers believe that interactivity is also a factor that contributes to consumers perceptions. By understanding consumer's attitude towards Online advertising, designers and marketers can better strategize their online advertising designs. A better understanding of interactivity can also help to improve the effectiveness of interactive media such as the Internet. A methodology for studying the factors that contributes to consumers perceptions of ads is proposed and implications for internet-based online advertising and e-commerce are discussed. In this research we take a consumers perspective and examine consumers perceptions of different types of ads. Their aim is to understand the perceived differences between the internet based online advertising and traditional Online advertising for both brand budding and directional purposes.

Ho, el. At. (2004) studied - The present research investigates consumer attitudes toward mobile online advertising and the relationship between attitude and behaviour. An instrument for measuring attitudes toward mobile online advertising is developed. The results of a survey indicate that (1) consumers generally have negative attitudes toward mobile Online advertising unless they have specifically consented to it and (2) there is a direct relationship between consumer attitudes and consumer behaviour. Thus it is not a good idea to send SMS advertisements to potential customers without prior permission as the empirical data show, the respondents held negative attitudes about receiving mobile ads.

This may have been because they found mobile ads irritating, given the personal, intimate nature of mobile phones. Their attitudes were favorable if advertisements were sent with permission. This implies that permission-based online advertising may become a major mechanism in the mobile environment in the future."

Boyd et al. (2008: 210-230) have summarized recent research and social network history. The authors, Berkeley and Michigan State professors, consider social networks as increasingly attractive for researchers, fascinated for their usefulness, audience size and market research potential. They define social networks as web-based services that allow users to build a public or semipublic within a system, articulate a user list with shared relationships; and observe the list of relationships of those persons with other people within the system" (Boyd and Ellison, 2008: 211) Boyd and Ellison explain that Six Degrees (1997) was chronologically the first social network but disappeared in 2000. The most important current social networks were established after 2002: Fotolog (2002). LinkedIn (2003), MySpace (2003), Last.FM (2003), Hi5 (2003). Orkut (2004).

Lertdejdech, et. al. (2009) studied - demographics, relevance to advertisement, brand familiarity, and attitude toward SMS and MMS have significant effects on the consumers' response to the business SMS/MMS. The questionnaires were used to collect the data from consumers in different demographic groups. Multiple regressions (SPSS 16.0) were used to attitude toward SMS and MMS have significant effects on the consumers' response to the ads. Based on the statistical analysis, we provide general guideline for an effective SMS/MMS marketing

Chi (2011) users perceive Online advertising differently depending on the social network, which suggests user motivations for online social networking may play a vital role in defining consumer's responses to social media marketing

Phan (2011) conducted a study on the impact of social media on consumers' purchase intentions and perceptions. The author posited that people who are well conversant with the latest communication technologies have contributed to the popularity of social media as it is consumer-friendly and instinctive. However the author believes that purchase intentions and perceptions of consumers cannot be increased by investments in social media as it is in its initial Phase and has to go a long way head.

Teena Bagga (2012) 'Study covered the perception of individuals relating to the access and usage of various social networking sites. People uses SNS lies facebook.com, orkut.com, linsedin.com, twitter.com to attract users and help to develop relationships, communicates and collaborate with other people on social networking sites. Study shows that people face security and privacy issues on SNS. Result shows that all age groups registered on SNS, which has no cost incurred also has no limitation on the age factor for registration. Study shows that among social networking sites like Facebook's and YouTube preferred highest, LinkedIn has beenrated highest on security and contact management process whereas Facebook has been perceived best to provide user friendliness applications.

Ateş Bayazit Hayta (2013) studied that social media is on the most important tools communication channels. Consumers do access to information about goods and services to be purchased as per need by means of social media to a great extent. Also studied social media which affects our live in recent years that brings a new dimension to Internet and determine the effects of social media networks on purchasing behaviours of consumer's.

Shweta Bansal et al (2014) Study explored the consumer satisfaction and scope of social networking sites which has opened a wide communication base for online users to virtually interact, share and meet other people which is greatly expanded now a days, Marketers have now tapped it as effective medium for communicating with their consumers by providing them continuous access to all the information which they were looking for through innovative ways to retain and maintain positive relationship with the consumers. The say findings of the study was small firms are more beneficial and find it easier to use social networking sites for their medium of communication because of its costs less than traditional mediums.

CHAPTER - IV
DATA ANALYSIS AND
INTERPRETATION

ANALYSIS AND INTERPRETATION

This chapter is considered to be the core part of this project. The data collected using questionnaire is represented in graphical form as graphs and diagrams. This is for the purpose of making analysis of data and to interpret the results thereof. The sample size is 50. Tools used for data analysis is percentage analysis.

Table 4.1 showing the gender of the respondents

| Gender | Number of respondents | Percentage |
|--------|-----------------------|------------|
| Male | 26 | 52% |
| Female | 24 | 48% |
| Total | 50 | 100% |

(Source: Primary data)

Interpretation: The above table shows the breakdown of respondents on the basis of gender. Out of the 50 respondents 48% are female were 52% are males.

Figure 4.1 showing the gender of the respondents

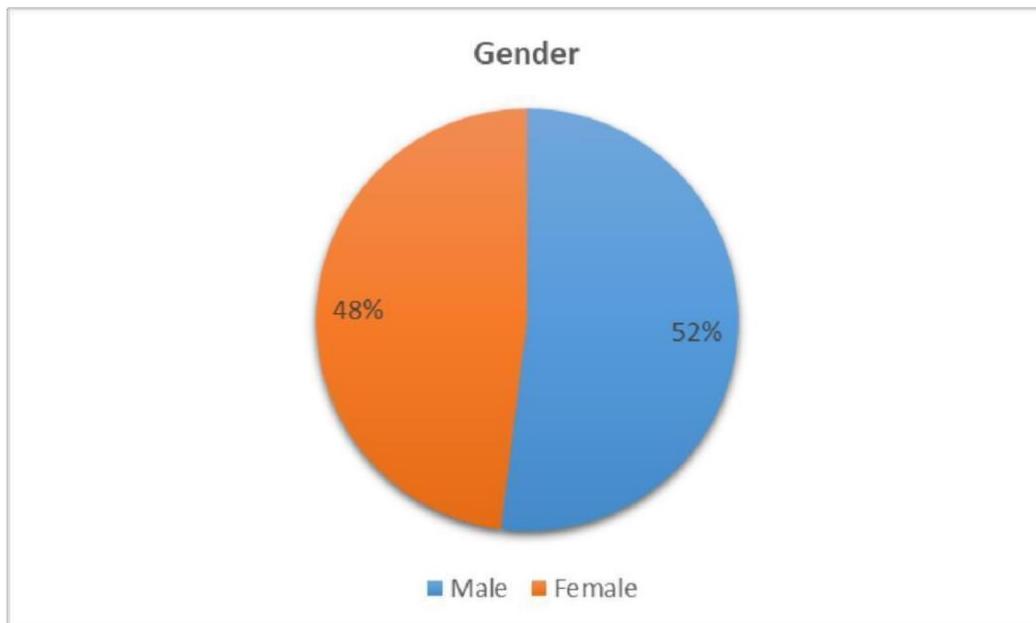


Table 4.2 showing time spend on social media by the respondents

| Time spend on social media | No. of responders | Percentage |
|-----------------------------------|--------------------------|-------------------|
| Less than one hour | 17 | 34% |
| 1-2 hours | 22 | 44% |
| More than 2 hours | 11 | 22% |
| Total | 50 | 100% |

(source : primary data)

Interpretation: The above table shows the time spend by the respondents on social media.34% of respondents spent time less than one hours,44 % spend time 1-2 hoursand 22% spend time more than 2 hours in social media.

Figure 4.2 showing the time spend by respondents by social media.

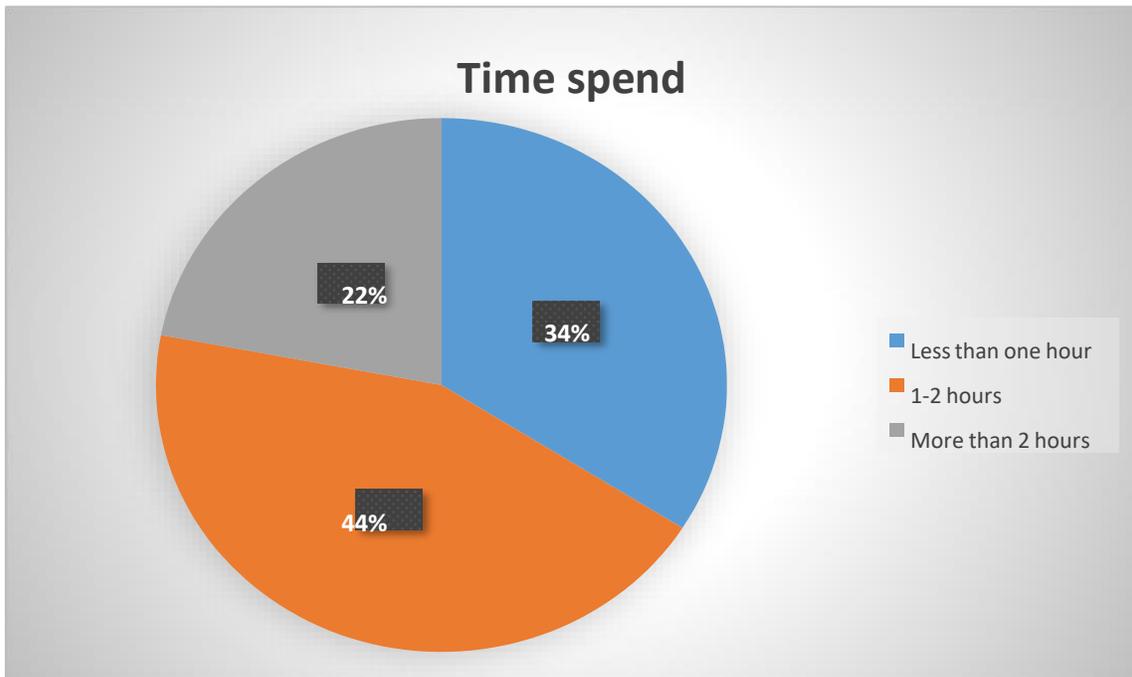


Table 4.3 showing active in online by the respondents

| Response | No of responders | Percentage |
|-------------------|------------------|------------|
| Daily | 48 | 96% |
| Once a week | 2 | 4% |
| Once a month | 0 | 0% |
| Once in few month | 0 | 0% |
| Rarely | 0 | 0% |
| Total | 50 | 100% |

source : primary data)

Interpretation: From the above table it is clear that 96% respondents daily use the online and 4% once a week active in online.

Figure 4.3 showing active in online by the respondents



Table 4.4 showing social media online advertising is essential.

| Response | No of responders | Percentage |
|-------------------|-------------------------|-------------------|
| Strongly agree | 13 | 26% |
| Agree | 26 | 52% |
| Neutral | 9 | 18% |
| Disagree | 0 | 0% |
| Strongly disagree | 2 | 4% |
| Total | 50 | 100% |

(Source: primary data)

Interpretation: The above table show that 26% of the responders strongly agreed that social media Online advertising is essential and the other 52% responders agreed for the statement, 18% of the responders says that it is not compulsory and 4% of responders strongly disagree for the statement.

Figure 4.4 Showing Social Media Online Advertising are essential

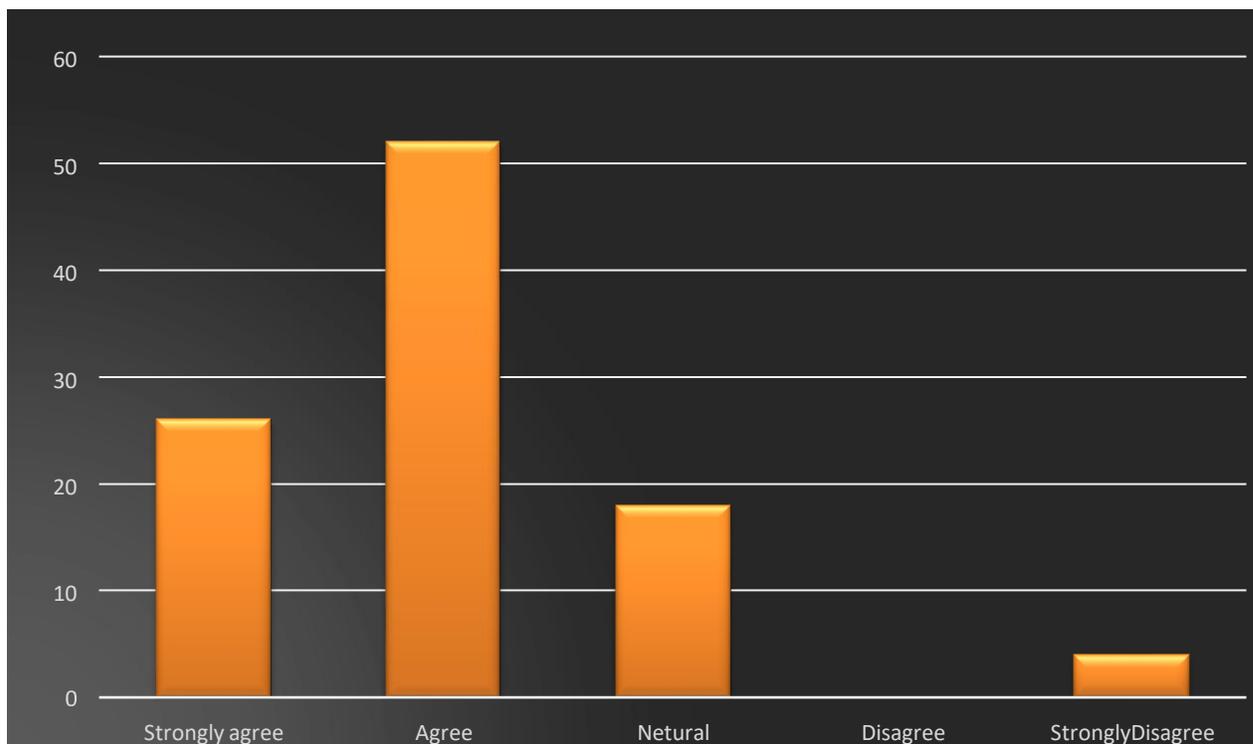


Table 4.5 showing online advertising provides accurate information about products/services

| Response | No of responders | Percentage |
|-------------------|------------------|------------|
| Strongly agree | 5 | 10% |
| Agree | 19 | 38% |
| Neutral | 19 | 38% |
| Disagree | 4 | 8% |
| Strongly disagree | 3 | 6% |
| Total | 50 | 100% |

(source : primary data)

Interpretation: From the above table 10% of the responders strongly agreed that social media Online advertising provide accurate information about product, 38% responders agree for it they say that the statement is correct, 38% responders neutral because they are not sure for the statement, 8% responders disagree the statement and the 6% of the responders strongly disagree for the statement.

Figure 4.5 showing online advertising provides accurate information about products / services

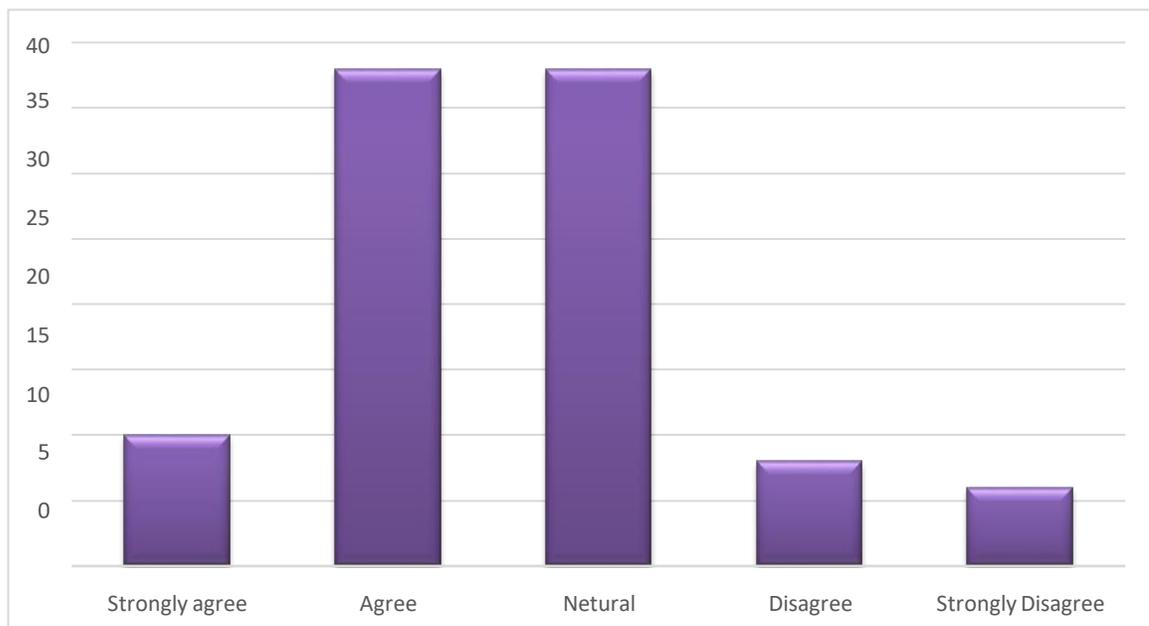


Table 4.6 showing online advertising help to keep up-to-date about products services available in the market places

| Response | No of responders | Percentage |
|-------------------|-------------------------|-------------------|
| Strongly agree | 19 | 38% |
| Agree | 22 | 44% |
| Neutral | 8 | 16% |
| Disagree | 1 | 2% |
| Strongly disagree | 0 | 0% |
| Total | 50 | 100% |

(Source: primary data)

Interpretation: The above table we can understand that 38% of the responders strongly agreed that social media helps to keep up-to-date about product/service available in the market place, 44% agree to the statement, 16% of the responders are neutral for the statement, 2% of the responders disagree for the statement they say the statement is wrong.

Figure 4.6 showing online advertising help to keep up-to-date- data about products/services available in the market places

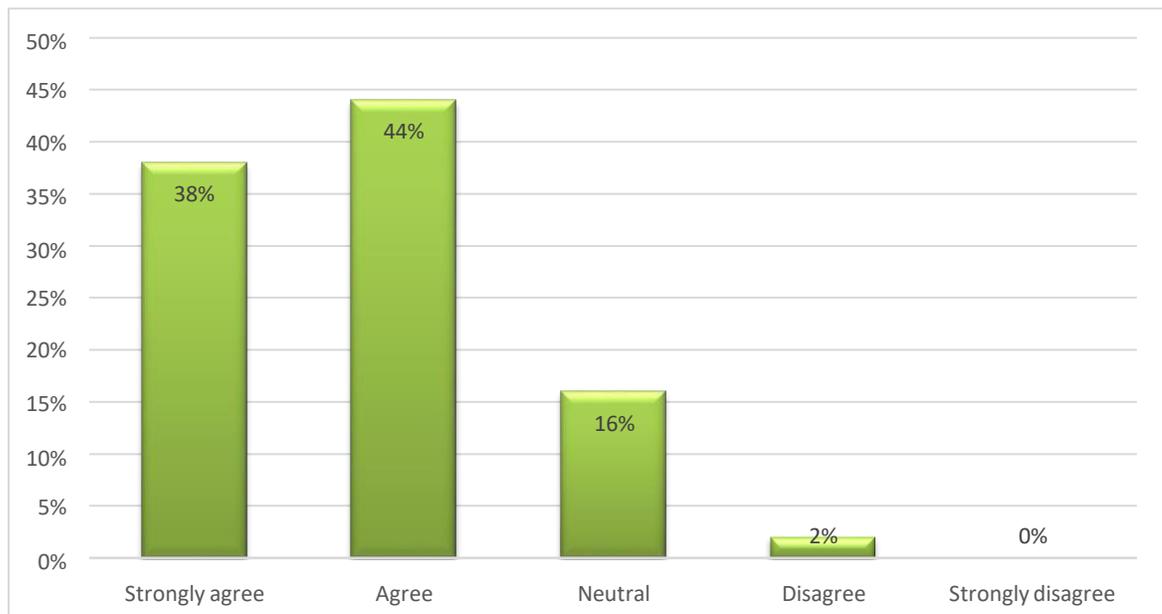


Table 4.7 showing online advertising is interesting and attractive

| Response | No of responders | Percentage |
|-------------------|------------------|------------|
| Strongly agree | 9 | 18% |
| Agree | 29 | 58% |
| Neutral | 10 | 20% |
| Disagree | 1 | 2% |
| Strongly disagree | 1 | 2% |
| Total | 50 | 100% |

(Source: primary data)

Interpretation: From the above table we can understand that around 18% of the responders strongly agreed to the statement that online advertising is interesting and attractive, 58% are agreed to the statement, 20% of the responders neutral, 2% of responders disagree the statement, 2% responders strongly disagree they always Avoid the online advertising.

Figure 4.7 showing online advertising is interesting and attractive

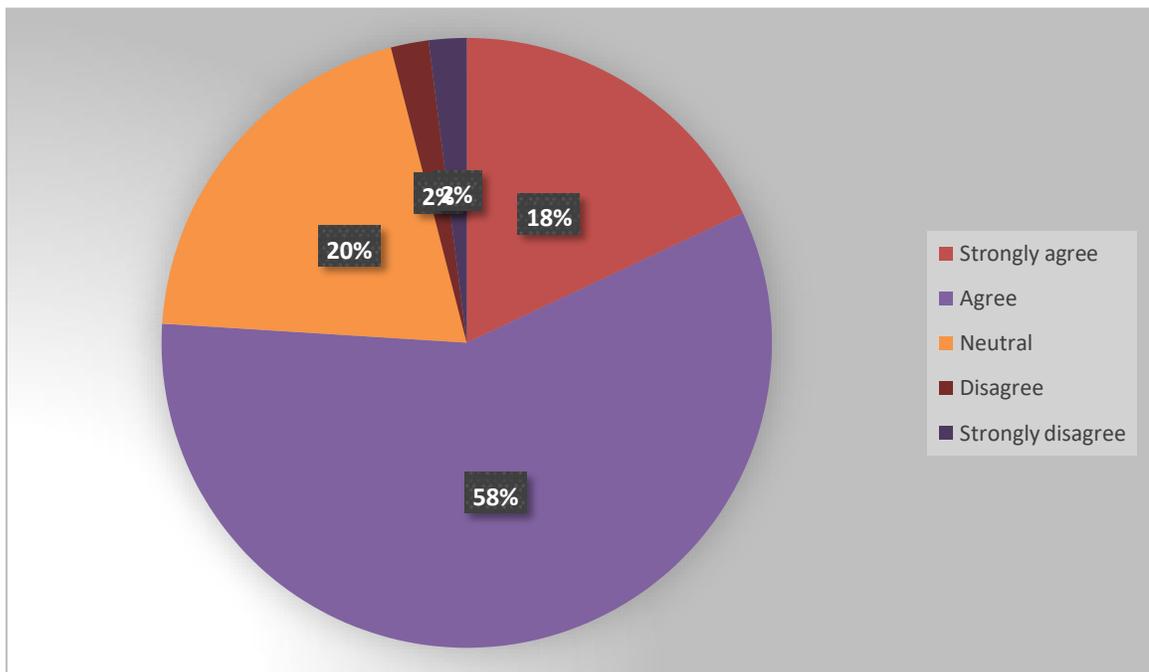


Table 4.8 showing Social media advertising helps in taking efficient purchase decisions

| Response | No of responders | Percentage |
|-------------------|-------------------------|-------------------|
| Strongly agree | 6 | 12% |
| Agree | 19 | 38% |
| Neutral | 21 | 42% |
| Disagree | 4 | 8% |
| Strongly disagree | 0 | 0% |
| Total | 50 | 100% |

(Source: primary data)

Interpretation: The above table shows the opinion regarding if the social media Online advertising is helpful in taking efficient purchase decision 12% of responders strongly agree to the statement, 38% of the responders agree to it, 42% of responders neutral, 8% disagree for it they say that it does not help to taking efficient decision.

Figure 4.8 showing online advertising helps in taking efficient purchase decisions

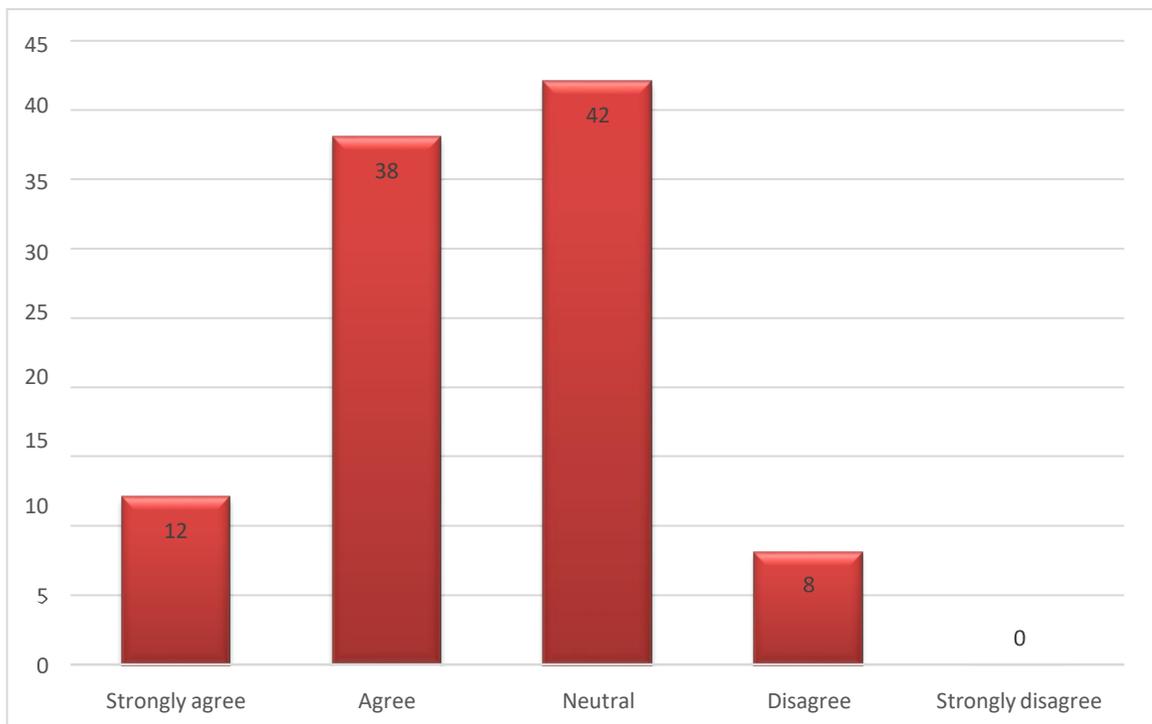


Table 4.9 showing online advertising helps to solve shopping related problems.

| Response | No of responders | Percentage |
|-------------------|------------------|------------|
| Strongly agree | 4 | 8% |
| Agree | 22 | 44% |
| Neutral | 22 | 44% |
| Disagree | 2 | 4% |
| Strongly disagree | 0 | 0% |
| Total | 50 | 100 |

(Source: primary data)

Interpretation: From the above table we can understand 8% of the responders strongly agree that social media help to solve shopping related problems,44%responder agree to the statement.44% of the responders opinion is neutral,4% of the responders think that it is not helpful so they disagree the statement.

Figure 4.9 showing online advertising help to solve shopping related problems.

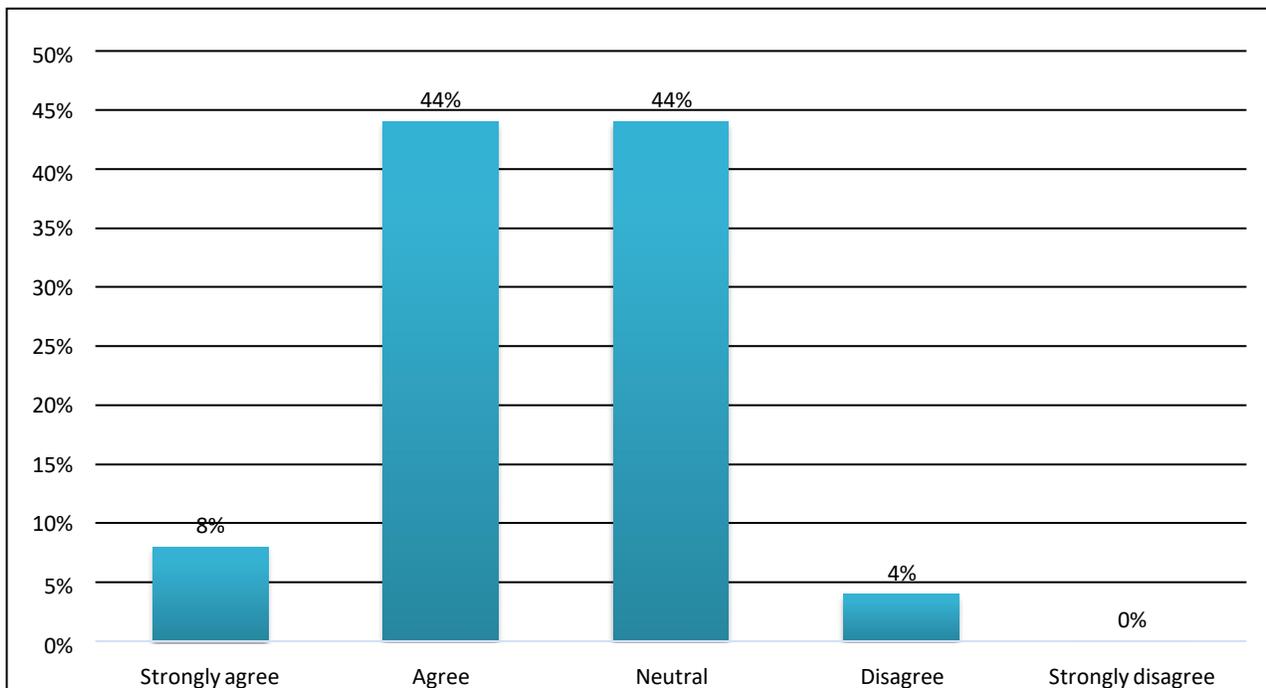


Table 4.10 showing opinion regarding online advertising saves the shopping and product searching time

| Response | No of responders | Percentage |
|-------------------|------------------|------------|
| Strongly agree | 7 | 14% |
| Agree | 25 | 50% |
| Neutral | 11 | 22% |
| Disagree | 7 | 14% |
| Strongly disagree | 0 | 0% |
| Total | 50 | 100 |

(Source: primary data)

Interpretation: The above table shows the opinion regarding if social media Online advertising save shopping and purchasing time or not. 14% of the responders strongly agree to the statement, 50% responders agreed that, 22% responders say that sometime it takes more time so they are neutral for the statement, 14% are disagree to the statement.

Figure 4.10 showing opinion regarding online advertising saves the shopping and Product searching time

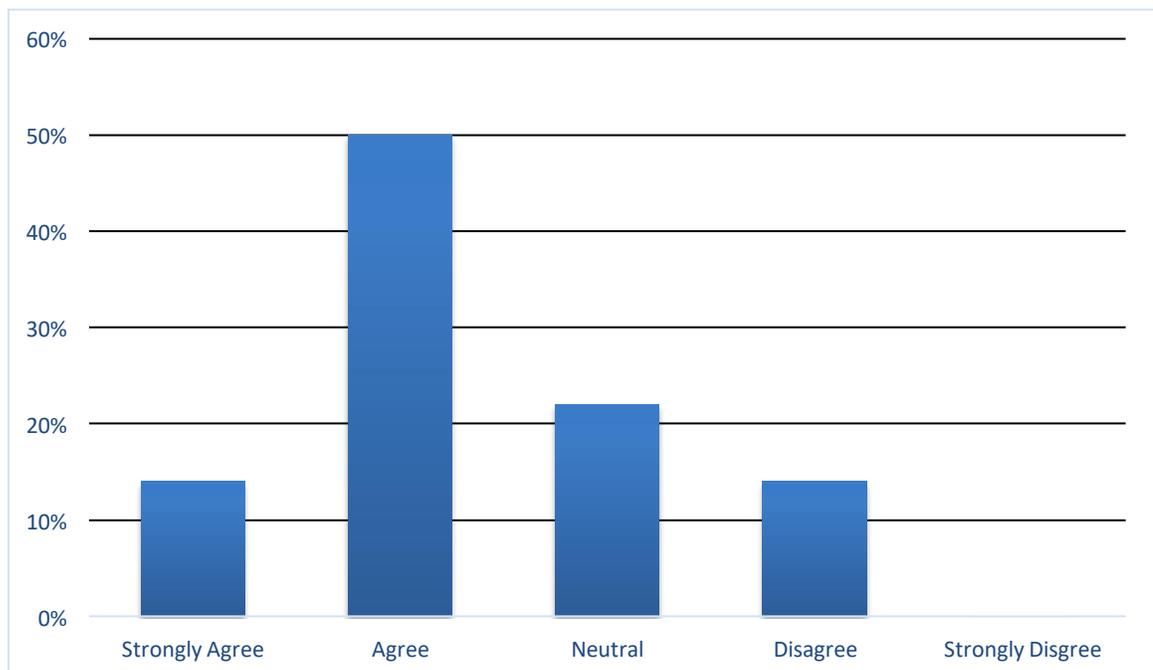


Table 4.11 showing online advertising makes me aware about the latest price, offers and discounts available.

| Response | No of responders | Percentage |
|-------------------|------------------|------------|
| Strongly agree | 17 | 34% |
| Agree | 29 | 58% |
| Neutral | 3 | 6% |
| Disagree | 1 | 2% |
| Strongly disagree | 0 | 0% |
| Total | 50 | 100 |

(Source: primary data)

Interpretation: The above table show that about 34% responders strongly agree thatonline advertisements make them aware about latest price, offers and discountsavailable, 58% responders agreed the statement, 6% responders neutral they feel thatsometimes it is so wrong, 2% responders disagree the statement.

Figure 4.11 showing online advertising makes me aware about the latest price Offers and discounts available.

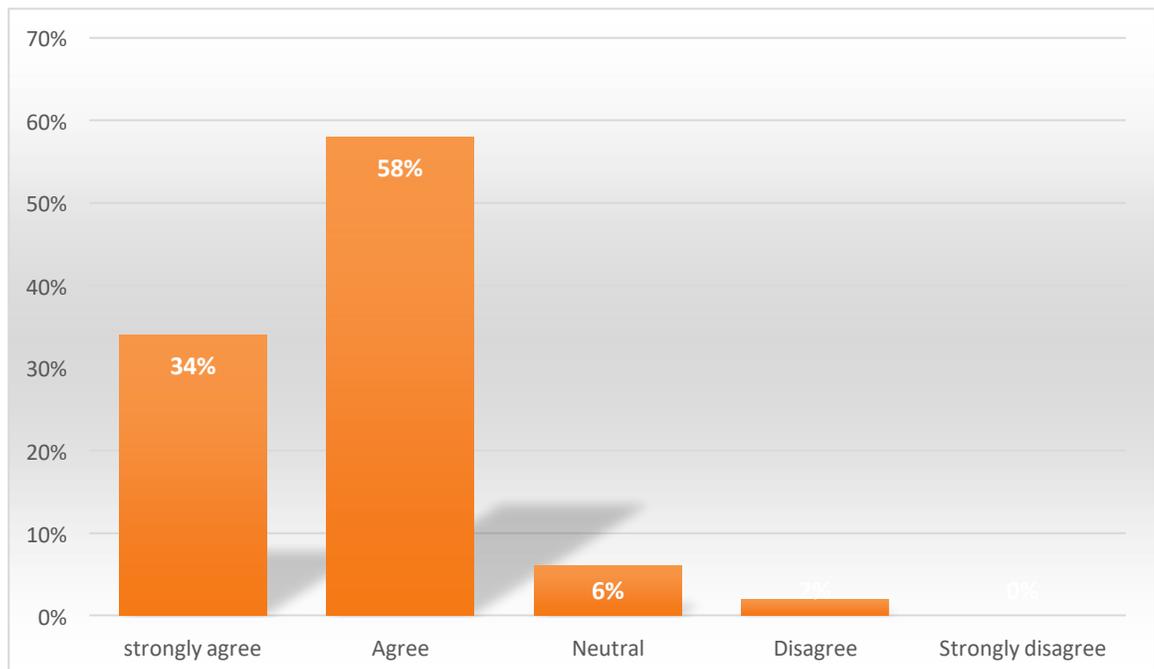


Table 4.12 showing online advertising is useful for me in making purchase decisions offline

| Response | No of responders | Percentage |
|-------------------|------------------|------------|
| Strongly agree | 9 | 18% |
| Agree | 25 | 50% |
| Neutral | 12 | 24% |
| Disagree | 3 | 6% |
| Strongly disagree | 1 | 2% |
| Total | 50 | 100 |

(Source: primary data)

Interpretation: From the above table we can understand that 18% of the responders feel that online advertising helps them in making purchase decisions online, 50% of the responders agree to the statement, the 24% of the responders neutral for the statement they think always it does not useful, 6% of the responders disagree they feel it is not useful and 2% of the responders strongly disagree the statement.

Figure 4.12 showing online advertising is useful for me in making purchase Decisions offline

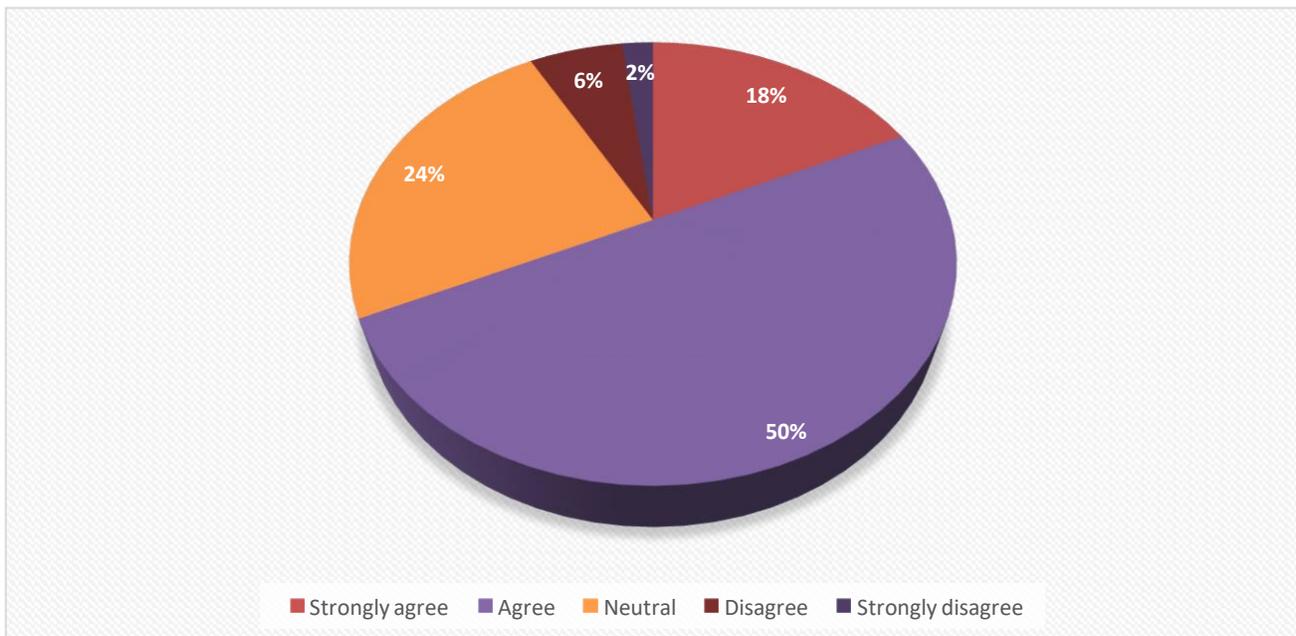


Table 4.13 showing online advertising is a valuable source of information about latest fashion

| Response | No of responders | Percentage |
|-------------------|------------------|------------|
| Strongly agree | 14 | 28% |
| Agree | 30 | 60% |
| Neutral | 4 | 8% |
| Disagree | 2 | 4% |
| Strongly disagree | 0 | 0% |
| Total | 50 | 100 |

(Source: primary data)

Interpretation: From the above table we can see that 28% of the responders strongly agreed that Online advertising is a valuable source of information about latest fashion 60% of the responders agree the statement, 8% of the responders neutral Online advertising not influenced them, 4% of the responders disagrees to the same.

Figure 4.13 showing online advertising is a valuable source of information about Latest fashion

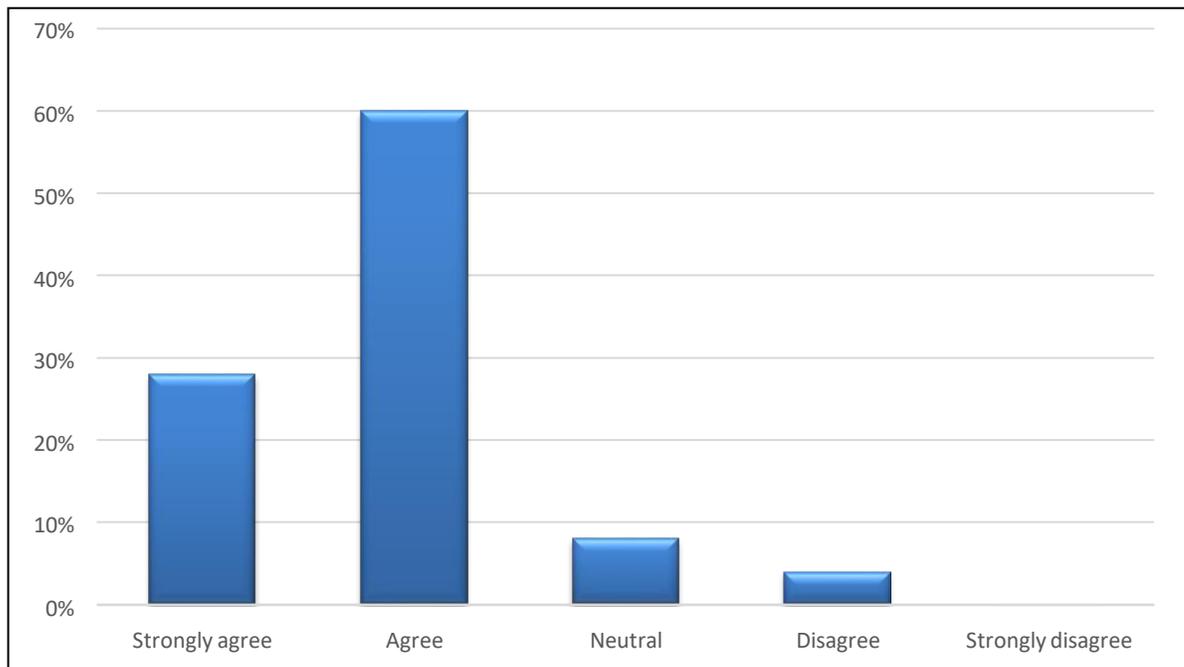


Table 4.14 showing most online advertising distorts the values of our youth

| Response | No of responders | Percentage |
|-------------------|------------------|------------|
| Strongly agree | 7 | 14% |
| Agree | 20 | 40% |
| Neutral | 18 | 36% |
| Disagree | 5 | 10% |
| Strongly disagree | 0 | 0% |
| Total | 50 | 100 |

(Source: primary data)

Interpretation: From the above table we can understand around 14% of the responders strongly agreed that most of the Online advertising distorts the value of our youth, 40% of the responders feel it is right so they agree it, 36% of the responders are neutral to the statement, 10% of the responders disagree they say it is a wrong statement.

Figure 4.14 showing online advertising distorts the values of our youth

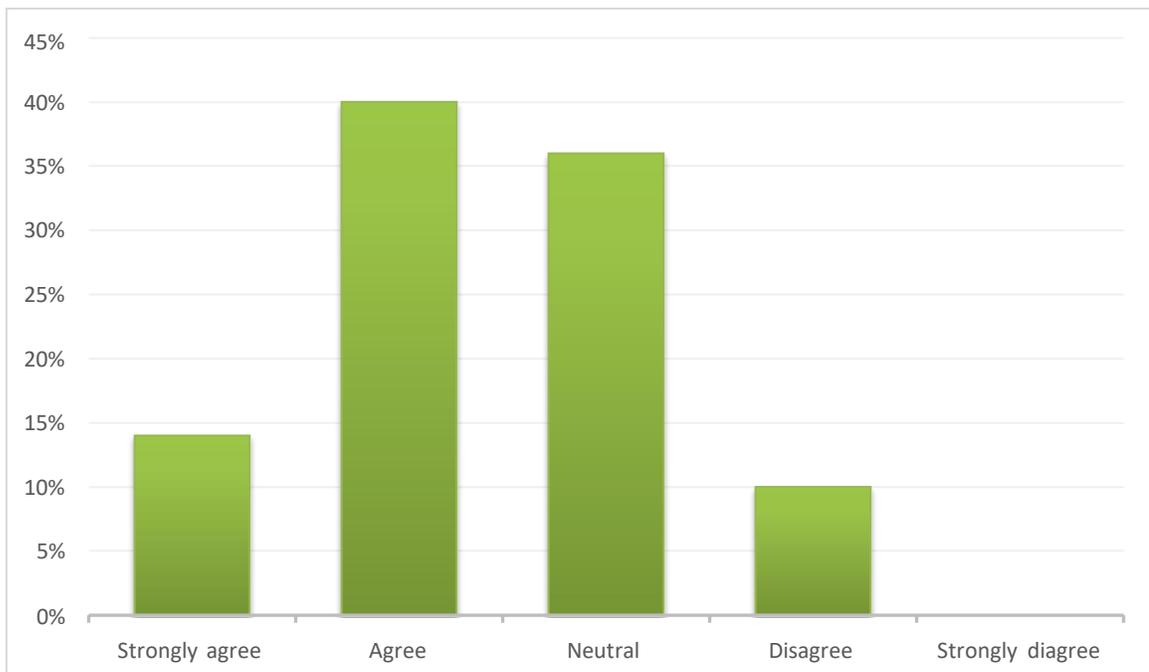


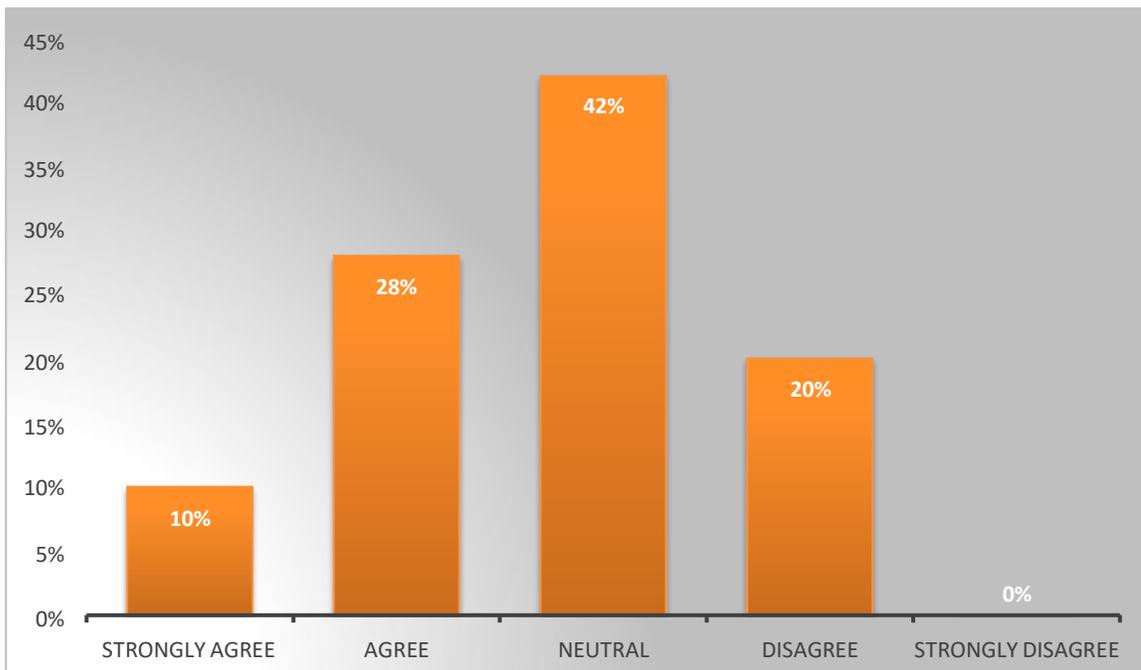
Table 4.15 showing online advertising is misleading

| Response | No responders of | Percentage |
|-------------------|-------------------------|-------------------|
| Strongly agree | 5 | 10% |
| Agree | 14 | 28% |
| Neutral | 21 | 42% |
| Disagree | 10 | 20% |
| Strongly disagree | 0 | 0% |
| Total | 50 | 100 |

(Source: primary data)

Interpretation: From the above table we can understand that only 10% of responders strongly agree to the statement that online advertisements are misleading, 28% of the responders agree that the Online advertising is misleading, 42% of the responders are neutral they are not sure about it, 20% responders disagree they say that Online Advertising is misleading them.

Figure 4.15 showing online advertising is misleading



CHAPTER - V
FINDINGS, SUGGESTIONS &
CONCLUSION

5.1 FINDINGS

1. Among the 50 respondents 48% were females and 52% were males.
2. Regarding the time spend in social media it was found that among the respondents 34% of respondents spent time less than one hours, 44 % spend time 1-2 hours and 22% spend time more than 2 hours in social media.
3. Majority of the respondents spend time in social media platforms daily.
4. Among the respondents around 26% of the responders strongly agreed that social media advertising is essential and the other 52% responders agreed for the statement, 18% of the responders say that it is not compulsory and 4% of responders strongly disagree to this statement.
5. Around 10% of the responders strongly agreed that social ,media advertising provide accurate information about product, 38% responders agrees with this statment, 38% responders expressed a neutral response to the same, 8% responders disagree to this statement and the 6% of the responders strongly disagrees.
6. It was found that 38% of the responders strongly agreed that social media helps to keep up-to-date about product/service available in the market place, 44% agree to the statement, 16% of the responders are neutral for the statement, 2% of the responders disagree for the statement they say the statement is wrong.
7. It was found that only 18% of the responders strongly agreed to the statement that online advertising is interesting and attractive, 58% are agreed to the statement, 20% of the responders expressed a neutral opinion, 2% of responders disagree the statement, 2% responders strongly disagree they always avoid the advertising.
8. Around 12% of responders strongly agrees that various social media platforms helps them to take efficient purchase decisions, 38% of the responders agree to it, 42% of responders expressed a neutral opinion, 8% disagree for it they say that it does not help to taking efficient decision

9. Among the respondents about 8% of the responders strongly agree that social media help to solve shopping related problems, 44% responder agree to the statement.44% of the responders opinion is neutral, 4% of the responders think that it is not helpful so they disagree the statement.
10. Among the respondents about 14% of the responders strongly agree to the statement that social media advertising saves their shopping and purchasing time. 50% responders agreed that, 22% expressed a neutral opinion and 14% are disagreed to this.
11. Around 34% responders strongly agree that online advertisements make them aware about latest price, offers and discounts available, 58% responders agreed the statement, 6% responders expressed a neutral opinion, 2% responders disagrees the statement.
12. Around 18% of the responders feel that online advertising helps them in making purchase decisions online ,50% of the responders agree to the statement, the 24%of the responders expressed a neutral opinion,6% of the responders disagree theyfeel it is not useful and 2% of the responders strongly disagrees to the statement.
13. Among the respondents around 28%of the responders strongly agreed that online advertising is a valuable source of information about latest fashion. 60% of the responders agree the statement, 8% of the responders expressed a neutral opinion,and 4% of the responders disagree to the same as they feel it is not a valuable source of information about latest fashion.
14. Around 14% of the responders strongly agreed that most of the Online advertising distorts the value of our youth,40% of the responders feel it is right sothey agree it,36% of the responders are neutral to the statement, 10% of the responders disagree they say it is a wrong statement.
15. Among the respondents around 10% of responders strongly agrees that online advertisements are misleading, 28%of the responders agree to the same , 42% ofthe responders are neutral they are not sure about it, 20% responders disagree theysay that Online advertising is misleading them.

5.2 SUGGESTIONS

1. It is advisable to the marketers to frame a mechanism to filter the fake information and to provide valuable information relating to product and service.
2. Since most of the people are ignoring the advertisement in social media the marketers can take efforts to make these advertisements more attractive.
3. Online advertisers or marketers need to follow some ethics while advertising their products via social Medias.

5.3 CONCLUSION

Today a major percentage of customers are connected to the social media platforms and this has created a huge impact upon the marketing strategies implemented by the firms. It is impossible to separate social media from online world. From this we found out that today the major percentage of the customer is connected to social media and they have huge impact of it. Their purchase decision, shopping trends and brand trust depends on the information they get from social media online advertising. The consumer now consider social media Online advertising as more interesting, informative, innovative, interactive when compared with traditional Online advertising . However some consumers find such advertisement to be annoying and irritating. The reason for such perception is repetitive advertisement. In short, it can be concluded that social media online advertising is an effective source for market communication which influenced the perception of consumers to great extent.

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APPENDIX

QUESTIONNAIRE

Section 1

Age:

Gender:

Male Female

1. How often do you go online?

Daily

once a week

One a month

once in few months

Rarely

2. Usually, per session, you spend?

Less than one hour

1 to 2 hours

More than 2 hours

Section 2

Please read the following sentence and choose your response that most appropriately expresses your opinion from the adjoining options. Strongly agree, Agree, Neutral, Disagree, Strongly disagree.

0

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|--|-----------------------|----------------------------------|-----------------------|-----------------------|--------------------------|
| 3. Social media Online advertising is essential. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Social media provides | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| accurate information about products/services. | | | | | |
| 5. Social media helps me to keep up-to-date about product s/services available in the market places. | <input type="radio"/> |
| 6. Online advertising is interesting and attractive. | <input type="radio"/> |
| 7. Sometimes Social media advertisements are even more enjoyable than other media Ocontents | <input type="radio"/> |
| 8. Sometimes, I like to thinkabout what I see on Social media Online advertising | <input type="radio"/> |
| 9. Social media Online advertising helps me in taking efficient purchase decisions | <input type="radio"/> |
| 10. Social media Online advertising helps me to solve my shopping related problems | <input type="radio"/> |
| 11. Social media Online advertising saves my shoppingand product searching time | <input type="radio"/> |
| 12. Social media Online advertising makes me aware about the latest price, offers and discounts available | <input type="radio"/> |
| 13. Social media Online | <input type="radio"/> |

| | | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| advertising is useful for me in making purchase decisions offline | | | | | |
| 14. In general, online advertising promotes competition, which benefits the consumer | <input type="radio"/> |
| 15. Social media Online advertising is a valuable source of information about latest fashion | <input type="radio"/> |
| 16. Most Social media Online advertising distorts the values of our youth | <input type="radio"/> |
| 17. Some products in Social media Online advertising have negative impact on our society | <input type="radio"/> |
| 18. Because of Social media Online advertising, people buy a lot of things that they do not really need | <input type="radio"/> |
| 19. Social media Online advertising promotes a materialistic society | <input type="radio"/> |
| 20. Social media Online advertising does not provide a true picture of the product advertised | <input type="radio"/> |
| 21. Most Social media Online advertising is misleading | <input type="radio"/> |
| 22. Government should regulate Social media Online advertising | <input type="radio"/> |

