



**AN ATTITUDE OF SOCIAL MEDIA USER
TOWARDS SOCIAL MEDIA ADVERTISING:
A CASE STUDY OF RAJKOT CITY**

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In partial fulfilment of the requirements for the degree of

MASTER OF COMMERCE

by

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April, 2023

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I declare that dissertation entitled “*AN ATTITUDE OF SOCIAL MEDIA USER TOWARDS SOCIAL MEDIA ADVERTISING: A CASE STUDY OF RAJKOT CITY*” is my own work conducted under the supervision of **Mr. Pratik Pravin** at Department of Commerce, Faculty of **Business and Commerce**, Atmiya University, Rajkot, Gujarat, India and approved by the Director of Research.

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CHAPTER 1

INTRODUCTION OF ADVERTISING AND SOCIAL MEDIA



CHAPTER 1

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1.1 INTRODUCTION

In modern times, advertising has a powerful influence on our daily lives, impacting decisions from buying groceries to selecting a restaurant for dinner. It is the most frequently employed promotion tool and a critical component of consumer purchasing decisions. People increasingly rely on advertising and other promotional methods to obtain information that aids their buying choices. Advertising is widely regarded as one of the most significant factors in shaping consumer purchasing intentions. Advertising is a term used to describe a sort of non-personal, sponsored communication that aims to enlighten or persuade viewers about a company, a good, a service, or a concept. It is frequently delivered by a clear sponsor and is used to advertise products, services, or concepts via a variety of media, including television, radio, newspapers, and more lately, the internet. Through influencing consumers' perceptions of product attributes and convincing them to adopt favorable views towards products, advertising significantly affects consumers' purchasing intentions. Advertisements employ a variety of strategies, such as visual, emotional, and comic appeal, to disseminate information and connect with a big audience. Advertising has been used as a means of promotion since ancient times, with various mediums such as Television, Radio, Newspapers, Magazines, and Hoardings being utilized to reach consumers. However, in recent years, new technology and media platforms have taken over traditional marketing methods. With declining subscriptions to print media and an increase in digital sources for news and entertainment, advertising revenue has steadily declined since 2000. To effectively reach potential customers, marketers need to explore alternative means beyond traditional advertising methods. Digital media has opened up new domains for companies to advertise and connect with their target audience. Social media, in particular, has had a significant impact on consumer purchasing intentions since its development, as it allows companies to connect and interact with consumers, recognize their requirements, and influence their decision-making processes. Social media, initially created as a means of connecting people, has transformed into the most significant platform for fulfilling consumer needs. With over 1.5 billion users, social media has become a massive database that companies can efficiently use for marketing purposes. Its potential is vast, including recognizing consumer needs, interacting with consumers to promote brand recognition, influencing their decision-making processes, and improving customer satisfaction. Businesses of all sizes, non-profit organizations, and political parties are utilizing social media to reach their target audiences. The widespread use of social media

has created new opportunities for companies to reach emerging segments of people. As a result, people are relying less on traditional media such as radio, television, and magazines for information about products and services.

1.2 DEFINATION OF ADVERTISING

Advertising refers to the use of audio or visual messages by an individual or organization to convince others to purchase a product, agree to an idea, or engage in some other desired action without any direct interaction between the advertiser and the audience.

The Advertising Association of the UK defines advertising as a means of communication aimed at informing or influencing users of a product or service. Advertisements are messages that are paid for by the sender and are intended to reach and affect those who receive them.

Advertising is considered as the most efficient method to entice prospective customers towards a product. However, advertising has been criticized for being a misuse of funds, which puts an additional burden on customers in terms of higher product costs. This is because the per-unit cost of advertising is added to the cost of the product. Despite this criticism, the crucial role played by advertising as a primary tool of promotion cannot be completely disregarded.

1.3 TYPES OF ADVERTISING

➤ Web banner advertising

This is similar to the billboard advertising, simply that in this case the snap shots of billboards are flashed on web pages. Those are typically horizontal strips of commercials placed on the top of all generally visited net pages. The photographs are linked with the internet pages of the advertiser, so each person who clicks on the commercial strip get directed to the web page of the product.

➤ Bandwagon Advertising

As the name suggests, the aim of this advertising technique is to influence the psychology of the consumers in such a way that they start talking about the product and using it. This is a type of propaganda marketing strategy that attracts customers to the product and encourages them to purchase it. This can be achieved through any medium, such as print, digital, broadcast or social media.

➤ **Promotional Advertising**

As the name suggests, the aim of this advertising technique is to influence the psychology of the consumers in such a way that they start talking about the product and using it. This is a type of propaganda marketing strategy that attracts customers to the product and encourages them to purchase it. This can be achieved through any medium, such as print, digital, broadcast or social media.

➤ **Testimonials and Endorsements**

Celebrities' Endorsement Of A Product Can Have A Significant Impact On Consumers. Advertisers Nowadays Are Utilizing A New Method Of Showcasing Their Products During Movies Or TV Shows, Which Makes Consumers Believe That Celebrities Actually Use The Product. This Approach Is A Contemporary Form Of Indirect Advertising.

➤ **Contextual Advertising**

That is based totally on system gaining knowledge of wherein the device recognizes the key phrases that are often used after which begins stoning up comparable ads everywhere including emails, or any other internet pages that user visits matching the content that consumer turned into searching for. Google is the first business enterprise to introduce this generation below the call 'Google ad sense'. Now Yahoo and Microsoft are also following the footsteps of Google.

➤ **Keyword Advertising**

Keyword advertising is a marketing technique in which businesses pay to appear at the top of search engine results when a user types in a specific keyword. This is typically achieved by hiring a search engine operator, and the advertiser is charged every time their link is clicked. This is also known as pay-per-click (PPC) or cost-per-action (CPA) advertising. Google Ad Words is a prominent example of this type of advertising

➤ **Blog Advertising**

Blog writing is gaining significance among people of every age and backgrounds as it gives them to be had platform to raise their voice approximately various issues or sincerely expressing and sharing their thoughts. Advertisers have identified blogs as an effective advertising and marketing and marketing device for them. As an instance, begin-ups can install their non-public blogging websites and create attention or promote themselves.

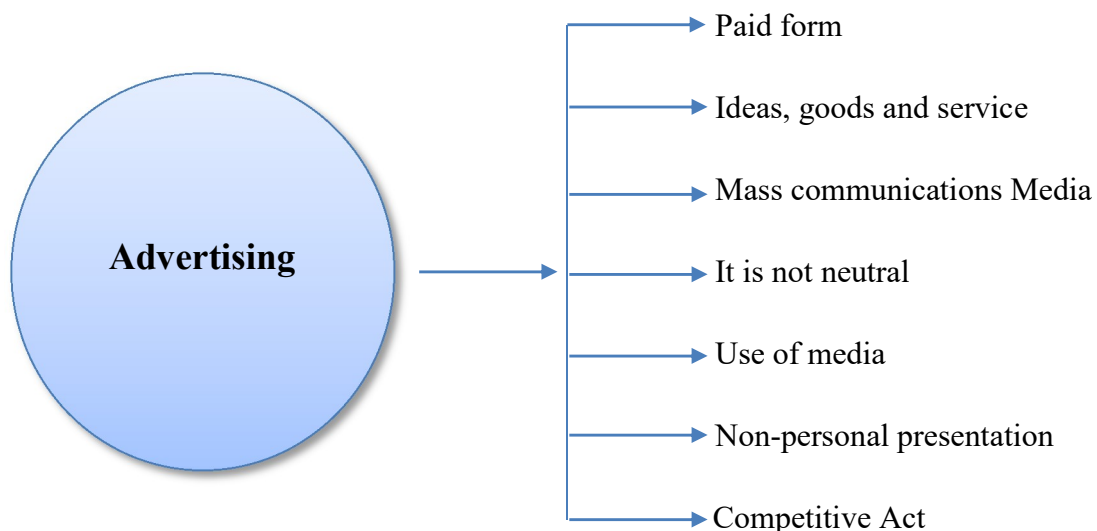
➤ **Public Relations Advertising**

Public Relation management is gaining a lot of limelight in corporate world nowadays due to the fact healthful family members can most effective promise brighter destiny for corporate and firms of all sizes and nature. It's far essential to have a great call in commercial enterprise environment with clean public photo. A great picture which routinely pulls clients toward the organization. Businesses are putting in place separate branch for this motive to make sure properly phrases with investors, employees, government, current and ability clients.

1.4 CHARACTERISTICS OF ADVERTISING

Figure 1.1

Characteristics of advertising



(Source: self-constructed)

- **Paid form**

In advertising, an advertiser pays an advertising company to draft an advertising message and buy an advertising media slot or space and evaluate the efforts on it. Advertising couldn't be given for any fee as it isn't an action of self-boosting, transmission or gossip. There is no unfastened in advertising. If it is free, then the concept and that means of advertisement is vanished. Advertisement is an act of nicely making plans that's to be paid for medical and systematic exercise.

- **Ideas, goods and service**

Advertising isn't always best to communicate the message approximately products/services to the humans. However, it is also used to sell social causes

among public. In many ads, they're promoting their products as nicely as seeking donations for children's education, rising budget for needies who suffer by means of natural calamities, creating awareness for diseases inclusive of AIDS, TB and many others.

- **Mass communications Media**

The field of advertising and public relations is rapidly expanding and dynamic. Advertising is a means of visually or audibly communicating with a large audience through various media channels to promote a company, brand, product, or service. It can be done through social media, television, radio, magazines, and even websites. Public relations also specializes in strategic writing to assist sell a brand with the aid of writing press/information releases, newsletters, speech writing, and greater! advertising and marketing and relations of the family is designed for ECU students interested in representing groups, individuals, and nonprofit groups within the public sphere. It specializes in growing sturdy verbal exchange and critical questioning abilities at the same time as, additionally, presenting a deeper information of the advertising and public relations manner.

- **It is not neutral: it is not unbiased**

The major objective of advertising and marketing inherent inside the presentation and merchandising of thoughts, goods or offerings is to achieve predetermined goals thru persuasive communication, precipitating the trade or reinforcement of preferred mind-set or behavior. "It isn't always impartial; it isn't independent": yes, marketing isn't neutral or unbiased.

- **Use of media**

In advertising, Media is part of the marketing approach to promote and marketplace a product, service, or emblem. The objective of this function is to reach out to ability consumers, get them inquisitive about the business enterprise and bring the messages wanted for them to buy products or services. The intention of marketing media is to tell and have an impact on the target audience via any method and mediums. The primary motive of advertising media is to increase awareness and understanding some of the audience about a selected products or services if you want to attract customers.

- **Non-personal presentation**

Advertising performs an important role in communicating a message about a product and services. So, advertiser chooses a proper suitable media to communicate their message to audience and market. On this verbal exchange, manufacturer i.e., manufacturer and stop client ought to no longer have any direct dating or contact. In earlier days while conventional methods (television, radio, newspaper) of advertising and marketing is used, the advertising is distinctly non-personal. however, with the advent of virtual marketing, advertising and marketing has emerge as non-public on the grounds that social media, content-primarily based or cookie-based commercial got here into fashion.

- **Competitive Act**

To balance and win the competition and race of merchandise, the high-quality and price should be relatively better than the alternative employer. Justification ought to be taken to the customer via right advertising approach.

1.5 Scope of Advertising

Without advertising, in recent times, nothing occur in this world. Advertising is having vivid time in advertising exchange. It has its personal form, device and characteristic.

- **Scope of advertising by budget**

Here's continually a price range allocated for advertising and advertising inside the advertising budget. The finances allocated must be in coordination with the kind of commercial the corporation needs. The assets and different necessities are to be stored in mind for the budget allocation.

- **Scope of advertising by deliverables**

Once the price range is decided, the advertising plan can be projected further. Detailed scope of work that deliverables require can be mentioned. Corporations can now expand a proposed resource plan.

- **Scope of advertising by allocating deliverables**

For innovative work, allocating the kind of deliverables (Television, online, mobile, press, magazine and so on) based totally on the preceding marketing campaign necessities may be extra insightful after the preceding plan.

- **Scope of advertising by strategy**

As soon as the deliverables are allocated, advertising organizations can define the strategic necessities through brand or class and expand a scope of labor based totally on beyond requirements and remuneration for comparable strategic deliverables.

1.6 ROLE OF ADVERTISING

- **Awareness**

One of the critical roles of marketing is to create recognition of the product or services which include emblem name and price. The attention of the product or services can be created via highlighting the specific functions of the logo. In recent times, due to extreme opposition it isn't always simply sufficient to create focus, but top of mind awareness is needed.

- **Information**

Advertising helps to tell the audience approximately the product. Offering statistics is intently related to developing consciousness of the product. Potential clients need to know approximately a product, along with product capabilities and makes use. Products information is very useful, especially when product is introduced in market.

- **Persuasion**

When a business offers a similar product, the company must not only inform customers of its existence, but also persuade them to purchase it. With persuasive messaging, marketers want to show why their product is superior to others on the market. Persuasion can be achieved through creative advertising, product demonstrations at trade shows, free gifts, premium offers and organizing competitions.

- **Attitudes**

Promotion is necessary to create or reinforce an attitude in the mind of the target audience. Marketers expect their target audience to have a positive attitude towards their brand. A positive attitude towards your brand can help increase sales. Promotional techniques such as advertising allow marketers to correct negative attitudes toward a product. Negative attitudes can also be corrected through advertising and publicity.

- **Reminder**

A recall target may be necessary if your target audience has a positive attitude toward your company's product or service. Recall targets are necessary because satisfied customers can become targets for calls from competitors. Established brands need to remind consumers of their presence in the market. For example, the "Raymond is a complete man" campaign aims to remind consumers.

- **Brand loyalty**

Advertising helps build brand loyalty. Brand loyalty leads to repeat purchases and favorable referrals from existing customers. Promotion, effective personal selling, timely and effective direct marketing, and other techniques can help build brand loyalty.

- **Brand Image**

Advertisers help develop a good image for a brand in the minds of the target audience. There are several elements that can help your audience. There are several factors that can help develop a brand image in people's minds: the personality of the person who endorses the brand, the content of the advertising message, the nature and type of packaging, and the type of program or event sponsored and Target audience.

- **Counter Competitors 'claims**

Marketers may conflict with the demands of key competitors. For example, competitive advertising is conducted to directly or indirectly refute claims made by competitors. Creative advertising allows marketers to communicate the benefits of their brand. In addition, marketers may engage in aggressive promotional activities to combat market competition.

- **Expansion Of Market**

Successful advertising leads to market expansion. Marketers can plan to expand their markets from regional to regional, regional to national, and national to international. To do this, marketers can use a variety of advertising methods.

1.7 ONLINE ADVERTISING

Online advertising is nothing but advertising and marketing finished through internet, additionally known as internet marketing, e-advertising or online advertising and marketing. Its miles specially supposed for its less expensive form of medium to reach mass humans at a time without spending extra cash whilst compare with different types of media.

It is also well-known for its distinctiveness of receiving instantaneous responses from public despite the fact that it is right or horrific. It has a wider scope such as e-mail, Wi-Fi media. It also manages customer statistics digitally in addition to ECRM structures.

Website marketing is having its own choice of media, design, planning, development of advertisement, choosing type of advertising as well as increase in sales. They are not meant for promoting a product/website by posting ads on particular web pages. It also need an effective strategy and technique to improve their sales and to reach their goals by means of fixing a right form of design, media and advertisement.

Online/internet site marketing is named as a shape of promotional method which uses internet as a vehicle/medium to attain or talk their messages to a mass public. On-line advertising and marketing these days includes various classified ads in social networking sites consisting of Facebook, YouTube, and twitter. Different forms of online advertisements are banner advertisements, categorized advertising and marketing and e-mail marketing.

One of the major benefits of website advertising is its un-limitation in coverage of geographical area and time. It can help to reach global audience at a time all over the world. It also helps the advertiser to spend less investment on these advertisements to reach global audience. It allows advertisers to give advertisements customized form in posted websites. Some forms like yahoo search marketing like that induce advertisements to shown on their web pages when searched by people on particular web pages. Even they can allow the advertisements along the search results of related keywords. Internet marketing not only post banner advertisements on their websites but also makes people to enrich their knowledge, about products/services and also it helps in improving the brand image of a particular product/service.

1.8 USE OF ADVERTISING

- **Banner ads**

These are simple advertisements. They generally seem both at the top component or bottom side of the screen. The name itself suggests that it covers nearly 75% of display screen area. The size of those advertisements is measured in pixels.

- **Tickers**

Those advertisements are not best appears on a specific place of display screen it's going to pass everywhere in the display screen. It seems like a communicate field with buttons. It commonly seems at the screen as an alert message.

- **Superstition**
It looks like an animated advertisement. It usually looks like a TV ad so it can flash, 3D images or Video to make it look like a television commercial.
- **Interstitial**
If we are searching anything in a particular web page, it will sometimes take time to load. To fill the loading time, these interstitial advertisements are appear on the web page. Once clicking it, it will automatically redirect you to the actual website
- **Pop-up advertisements**
Pop-up advertisements appear front of popular web pages at the time of loading. Without viewing these ads, one can't access the particular site. Mostly these ads are nowadays sold for independent entrepreneurs who used these popular company sites to increase their business. Best example for this type of advertisement is Amazon.com
- **Pop-under**
Those advertisements aren't appear the front of any internet pages they generally appears behind the real website page.
- **Transactional ads**
Those classified ads are famous amongst advertiser these days due to its nature of now not making oneself to go away the site but still discover the advertised provide.
- **Roadblocks**
Roadblocks are compulsion classified ads make humans to view compulsory earlier than getting into an actual internet site web page.
- **Rich media advertisements**
These advertisements will pass, talking advertisements, it'll beep or flash. Those forms of ads require more capability for processing and may be like a filmed industrial.
- **Floating ad**
These advertisements are float across the person's screen space above the viewed content material.
- **Increasing ad**
Those ads can alternate size and internet page content.

- **Polite ad**

These advertisements seem no longer as a big one. Instead it breaks into small pieces to avoid person to disrupt to content he/she considered.

- **Wall paper ad**

It changes web pages background.

- **Video advert**

Here, in preference to the use of non-shifting or cartoonist like photographs, real motion pictures are displayed. Those kind of advertisements by and large used in television. Now many advertisers used it for on line advertising too.

- **Map ad**

Like text messages or in image shape seems in Google maps while trying to find a region.

- **Cell ad**

Not anything but much like a SMS ship to the person. it can be both textual content or multi-media message.

Apart from these kinds of advertisements, classified ads incorporate audio or streaming video is very famous.

1.9 THE DIGITAL ERA-INTRODUCTION TO SOCIAL MEDIA

The internet is no longer just a tool for analyzing, searching, and purchasing products and services. Customers are now using it to share content such as websites, lifestyle blogs, and social media, and they are increasingly interested in creating their own content, posting it online, and communicating with others. Social media serves as a means to connect people and is commonly used by young people to socialize with their friends and share common interests. The impact of social media is evident in how consumers behave and make decisions, resulting in notable transformations in the marketing and business industries.

The world is rapidly evolving, and India is no exception. In the past decade, India has experienced extraordinary growth, largely due to factors such as smartphones, easy access to the internet, and a focus on digitization. This trend is expected to continue as digital channels continue to expand in both size and number. Additionally, the use of mobile devices has increased internet access in both urban and rural areas. Social networking sites have become popular, providing individuals with the opportunity to meet new people, engage in discussions, share information, and be active and visible online. Social networking sites offer several benefits to individuals, including the ability to connect with

new people, engage in discussions, share information, and be active and visible online. These sites have become popular and are widely used for socializing and networking purposes. This facilitates in smooth interaction among individuals and corporations. Social media facilitates to reduce the gap among them. In today's world, most kids use social networking sites to find and interact with their friends online. They engage in activities such as chatting, sharing information, uploading videos and pictures, and commenting on posts. People use social media to find others who share common interests and goals. The importance of social media is increasing day by day. Individuals look for people on social media platforms who share their interests and objectives. The importance of social media has been steadily increasing with each passing day. The social media is constantly influencing human beings around us no longer just in widespread experience but also in the manner the consumers behave, and how they make the choice to shop. The advertising and marketing industry, as well as the business world, are undergoing significant changes because of the societal impact of emerging technologies and changing consumer behavior. This has led to new opportunities, challenges, and threats for businesses.

The rapid evolution of technology and increasing customer empowerment are major drivers of change in the business and marketing world. The 21st century has seen a shift towards an information technology-based industry, leading to a knowledge-based society and rapidly changing business operations. Businesses now face a challenging environment where they must keep up with the latest trends and technologies in order to survive. The introduction of computers, the internet, and digitization has transformed the methods and techniques of business operations. Companies that keep up with these technological advancements will have a competitive advantage in the long run. In the long run, only companies that keep up with new technologies can reap significant benefits. Virtual generation can be rightly characterized as technology of Social media. It has come to be one of the most loved and favored mediums of all times for humans of just about all generations in India. Social media advertising consequently have become most up to date advertising idea in the recent times. Organizations and organizations of all sizes and brands are eager to learn the way social media can generate fee for them.

Information is now shared and received via social media, which is a dynamic platform. The limitations of time and place are no longer an issue because to the simple accessibility of the internet via cellphones, PCs, and tablets. The definition of social media states that it is an online tool that permits communication and involvement in the creation of discussed material. Social media has become widely used, as seen by the fact that users of all ages

and socioeconomic levels now use it. From a commercial perspective, it is now essential to establish an online presence and engage with clients via their chosen channel. For marketing objectives, it offers both parties easy 24/7 access. As a result, social media has gained popularity as a tool for both

1.10 ADVERTISING ON INTERNET AND SOCIAL MEDIA

Communication methods have evolved significantly over time, from non-verbal communication to the use of birds and human messengers to send messages. With the invention of telephones, pagers, and mobile phones, communication became more efficient. However, in recent times, the internet has become the primary medium for communication, allowing for instantaneous two-way communication regardless of physical distance or time constraints between individuals. The internet is a modern means of communication that enables two-way verbal communication, allowing individuals to communicate with each other instantly, irrespective of physical distance or time constraints. A number of the numerous advertising techniques, nowadays advertisements on internet or on-line commercials have gained reputation in the marketplace because of various benefits they offer like, online advertisements have made it possible for a corporation to method a number of humans in much less time, it's far an economical medium, the presence of a corporation on this medium is quite clean and less expensive, it's far international in nature and offers nearly equal gambling field to all of the entities. Via on line commercials, the consumers additionally get a possibility to offer their remarks to the businesses about the products or offerings they're the usage of or desire to purchase. With the onset of social media, businesses are now speaking approximately their services and products with lots of human beings, higher know-how the consumer needs and constructing higher consumer relationships. Social media marketing is worried with the eye paid to the social media sites by means of the net users.

1.11 RISING POPULARITY IN SOCIAL MEDIA

In recent years, social media has become increasingly popular among both individuals and businesses worldwide. Social media's importance is rooted in its ability to facilitate interactive, quick, asynchronous, and cost-effective communication between people. A study conducted in 2012 examined the increasing use of social media in Fortune 500 companies and found that 28% of these companies had their own corporate-level blogs, 73% had corporate Twitter accounts, and 66% had established corporate Facebook pages.

Social media has become an essential aspect of companies' value chain activities, and it is now considered a mandatory element in their marketing strategies rather than an optional part of their promotional mix

Consumers are quickly incorporating social networking services into their daily routines, as evidenced by the significant increase in users worldwide. According to a 2017 statistical report on the number of monthly active users globally as of the fourth quarter, Facebook was the first social network to surpass one billion registered accounts and now has 2.05 billion monthly active users. YouTube follows closely behind with 1.5 billion users. What Sapp and Facebook Messenger share the third position with 1.2 billion users each, while Instagram, a photo-sharing app, and ranks seventh with over 700 million active monthly accounts? According to the Internet World Stats Report in 2017, the growth of worldwide internet usage from 2000 to 2017 was 976.4%. Almost half of all internet users worldwide, 49.9%, are located in Asia, with Indian internet users accounting for 23.8% of total users in Asia and a penetration rate of 34.4%. This makes India a leading country in terms of social media usage.

With more than 65% of its population under the age of 35, India has a significantly younger population. This indicates that India has a much larger potential market for social media clients than any other country.

1.12 DIFFERENT TYPES OF SOCIAL MEDIA

Social media encompasses a variety of platforms such as social networking sites, content communities, blogs, virtual worlds, collaborative projects, micro-blogs, and feedback sites. Although social media is a broader term that includes the environments in which social networking takes place. The impact of social media on consumer behavior has been significant, changing the way people gather information, communicate with one another, and make purchases A wide range of platforms, including business networks, blogs, microblogs, enterprise social networks, collaborative projects, forums, social gaming, social bookmarking, photo and video sharing, virtual worlds, product/service reviews, and social networks, are all included in the definition of social media. It also includes social networking sites. Platforms like Instagram, Snap Chat, Pinterest, and Facebook currently dominate social media and have grown in popularity recently.

1.13 BENIFITS OF SOCIAL MEDIA ADVERTISING

Social media has emerged as a potent tool for businesses to connect with their existing and potential customers, and to promote their products. It is a type of user-generated media that facilitates the creation and distribution of information online, allowing buyers to engage with companies and enabling businesses to interact with their customers. In the past, companies did not have the means to communicate with millions of customers simultaneously, obtain prompt feedback, or convey offers to customers at relatively low costs, but social media has provided them with these opportunities. Many social media it has made customers more informed and sophisticated in their searches for, evaluations of, and decisions to purchase goods and services. Social media is relevant at various stages of the consumer decision-making process, serving as a means of both prompt awareness and validation for purchase decisions. Social media plays a crucial role in advertising strategies for companies by enhancing brand recognition and improving customer experiences. It makes market research easier, broadens partnerships, raises search engine rankings, It makes a business more visible to the public, encourages personal and professional success, lowers marketing expenses, boosts the number of followers and subscribers, creates a dialogue with target audiences, strengthens customer relationships, finds new contacts for business, and makes a company an authority in its industry. In the current business environment, businesses are utilizing a variety of social media platforms to assist various business operations, including marketing, customer service, R&D, HR, finance, advertising, and sales.

1.14 SOCIAL MEDIA NETWORKING: RISK

- The wrong crowd will use the particular information and images participated over the social media. It can be copied and used snappily for wrong purposes.
- In moment's period, cyber bullying is just like any crime. However, it can be the If it goes offline. Most dangerous threat at which the person is placed.
- Permanence is a farther social networking threat. When information is changed online, it'll still be accessible. If the stoner wishes to remove any participated prints or content, they stay on social media waiters.

1.15 CONCLUSION

The current era is witnessing a revolutionary change in the attitude of advertising. In the modern era of technological advancements and easy accessibility of internet facilities have evolved as online advertising one of the most effective and leading means of advertising. Nowadays, consumers of all age groups, educational qualifications and demographics are spending a significant amount of their time on online shopping. Attractive features of online advertisements like animations, colorful pictures, graphics, short videos and pleasant sounds are influencing the online consumers and thus they are attracted to buy various products and services online. Online consumers find online advertisements helpful in selecting products and services as per their needs and demands.

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CHAPTER 2

CONCEPTUAL FRAMEWORK



CHAPTER 2

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2.1 INTRODUCTION

Extended communication conveys ideas, values, norms, methods and practices that integrate and shape the social reality of the people who use it for a variety of reasons. TV, magazines, movies, billboards and more. Show as often as possible a distorted view of the world and adolescents and young adults may have difficulty recognizing whether what they see is real or not, so they are vulnerable to the messages being conveyed. Media content wolfed via youngsters and younger person is expressed with unfortunate messages about the elegance best, frame estimate, sustenance, weight manipulate, and the sex elements of women and younger ladies, and unique materials for coping with one's feelings and self-introduction. developing writing about the internet and the effect of media on youthful younger men and younger grown-up men , immature young ladies and woman college students and the way they may be affected by television, magazines and media. Advertising spend within the commercial enterprise turned into evaluated at 279 billion INR in 2011, contributing around 35% of mixture E&M earning. Not with standing, promoting spend as a stage of GDP is very low when contrasted and other actual economies, showing an excessive ability for improvement. TV and Print media in India, having over 80% offer of income. They are required to take part in entertainment industry in the direction of accomplishing the vision of '100 billion USD' in earnings. The dispatch of awesome TVs has recharged watcher enthusiasm for the medium, in particular given the modifications in length and photograph first-rate, and the notable gadgets. Given the span of the meant interest organization, and when contrasted and global midpoints, there exists an excessive capability to construct the amount of television slots. Expanding development in channels is needed to spark off a collection in programming, taking into account modified watcher training and along those traces creating higher gathering of individual intrigue and viewership ranges. This can be moreover recommended through the emphasis on advanced components, empowering conveyance of a larger variety of channels to the intended hobby institution. The appeal for smart phones and capsules in India, and their expanding prominence offers an organized degree to the commercial enterprise to power improvement in portable television. High use of versatile TV gives promoters a superb risk to continuously connect to the watcher during the day, and bring good sized and focused on messages.

Expanding infiltration of broadband within the country, mixed with the prominence of net-empowered TVs is relied upon to give sponsors some other, focused instrument to attain desirable watcher portions. Online television advertising and marketing is proper now at an early nation within the kingdom, and supporters need to concentrate on conveying an intensive type of substance and giving get up to hurry administrations, to attract in watchers to this medium. This additionally furnishes the enterprise with a risk to broaden and connect with decided on watcher chapters, whose enthusiasm for conventional television media has been quickly declining.

Day by day papers and magazines are perused by way of a noteworthy segment of the Indian populace and give a vast base to sponsors to don't forget this element. Day by day papers and magazines need to pay attention on making mindfulness among their in keeping with person chapters, to construct the notoriety of the media. Nevertheless, publicists want to separate and impart their messages to attract in the clients. They may give attention to item improvement in print notices; through the formation of new techniques, as an instance, 3D publicizing, high paper first-rate, and so on.

2.2 CONSUMER ATTITUDE TOWARD SOCIAL MEDIA ADVERTISING

Some studies have focused on social media users' attitudes towards social media advertising. (Boateng, H., Okoe, & A. F., 2015)¹ Revealed that a widespread relationship exists among “mindset in the direction of advertising on social media” and “behavioral responses” of customers. It became additionally determined that this relationship changed into moderated by means of “corporate reputation”. The study suggested that organizations which are inclined closer to the use of social media marketing must improve their “corporate reputation” and should have empathy toward their clients and establish consider among them. The observe has the dilemma that comfort sampling approach become implemented and move-sectional survey turned into conducted because of which its findings cannot be generalized. Another hassle of the look at became that it not noted other elements like “frequency of utilization of social media” through the respondents and their “experience of the usage of social media”. (Gao & Marios , 2006)² Proposed a model showing the theoretical relationship between three cognitive attitudes of web users of professional and commercial websites. The constructs used

in the model are "perceived information", "perceived entertainment" and "perceived stimuli", "site attitude" and "willingness to return to the site". Results 'Perceived informativeness' and 'Perceived entertaining' are both positively related to 'site attitude', while 'perceived annoyance' is negatively related. Also, 'website attitude' is positively related to 'site attitude'. Positively related. "Return intent".

(Waheed, 2017)⁴ investigated seven behavioural characteristics that directly influence individuals's use of social networking sites and nine aspects that have an indirect impact on people. "Frequency of usage," "information control," "social attachment," "self-orientation," "reciprocity," "social boldness," and "social investigation" are the behavioural characteristics under examination. The topics of "trust, privacy, age, culture, gender, information sharing, and distance" were discussed in relation to user behaviour. Although it cannot be determined only by user activity, comfort, contentment, personality traits, self-esteem, regret, boredom, and behaviour are all elements that influence user behaviour when using social networking sites. This study gave researchers the opportunity to investigate the relationship between these behaviours and the effects of social networking on website visitors in great

(Kelly, 2010)³There are various ways that advertisements can be avoided, such as when we read a magazine or newspaper, when we purposefully avoid them (cognitive approach), when we leave the room while commercials are on TV (behavioral method), and lastly when we close the banners on our computer (mechanical method). Prior to the development of current technology, the only way to avoid attention was to ignore it or turn the head away; now, with the advent of computers and video recorders, it is now simpler to entirely conceal oneself from view.

2.3 SOCIAL MEDIA ADVERTISING: CONSUMER RESPONSE

▪ Attraction

The concept of attractiveness is mainly used in relation to physical attractiveness. Occupationally attractive to a past, present, future, or potential partner in terms of the relationship partner's ability to provide high economic returns, access to important resources and awareness'. "And social harmony". Consumers are drawn to advertisements for product information or discounts. In the context of social media, attractiveness can be defined as "the shared positive value of a user". Attraction describes the psychological and

behavioral aspects of consumer response. Social media advertising is designed to appeal to the majority of users. Display advertising is defined as display ads on a website that are displayed on a website alongside website content, instant messaging applications, email and other forms of communication. Display ads consist of ribbons, text and logos and are also called banner in a standard format. Consumers who are interested in advertising usually click on these advertising links. This link takes you to the advertising site's landing page where you can make a final purchase.

The impact of celebrity endorsements via Twitter and found that celebrities who endorsed brands had relatively more fans and therefore attracted more customers than brand pages. The authors found that celebrity tweets have more impact. It's proven to engage consumers. Therefore, advertisers need to develop and select a friendly, attractive and persuasive personality to attract more consumers to their brand. Additionally, ad-loving consumers have been shown to be attracted to advertisements from various media. The more consumers like an ad, the more attractive it becomes. That personal behaviors, attitudes, and usage behaviors are part of digital attraction. Consumers who have positive attitudes toward social media also have positive attitudes toward social media. The dimensions of attraction are word-of-mouth, social media affiliation, and social belongingness. Yet, the desire to use social media matches the attractiveness as well. Researchers also looked into the usefulness of entertainment and information in luring customers to social media advertising. Younger consumers are more adaptable in their product tastes, more inclined to purchase new products, and more creative than older consumers. Therefore, information-based appeals to youth should be considered, followed by entertainment-based appeals to other users. In addition to the informational and entertainment value, annoyance was negatively related to social media advertising, while personalization was a positive factor for advertising. Ad avoidance can be defined as "any media user behaviour, whether mechanical, cognitive, or behavioural, that differently reduces exposure to advertising content. Consumers avoid offensive advertising even though they abhor it. One of the major elements affecting. There are three types of ad avoidance: (i) mechanical ad avoidance (where advertisements are avoided using a mechanical device such as a remote control); (ii) cognitive avoidance of advertising (where consumers avoid Advertising by ignoring the advertising message); and (iii) avoiding ad

behavior (taking physical action to avoid an ad, such as leaving the ad environment or talking to another person while the ad is playing). Consumers tended to avoid processing marketing information when they were skeptical of advertising messages.

A variety of advertisements have been found on the Internet. The people avoid Internet-based advertising if they have little time to work or if they feel that advertising slows down their access to Internet data. They also presented three prior reasons for avoiding online advertising (eg. distraction at work, lack of awareness, and negative experiences with Internet advertising). However, that crowding did not measure ad avoidance due to the massive increase in Internet penetration. Subsequent increased control over web content perceived goals Barrier associativity is reduced. Social media ad avoidance and found that consumers are more likely to resist social media Avoiding social media ads Research discovered that people are more inclined to reject social media ads when they had had a bad encounter in the past. Other indicators of social media avoidance included irrelevant commercial messages and a lack of confidence in social media sites' dependability. Avoiding advertising is a result of mistrust in the media. As a result, communication problems, demographic considerations, and media influences are important contributors in avoidance. Advertising is often not avoided by consumers, but they also tend to ignore it. Also, people believe that advertisements are less appealing than other social media material. Consumer attention for banner advertisements was lower than that of referral ads (for anyone connected to social media). Customers also don't trust personal marketing tactics, which causes negative responses and avoidance.

- **Active Engagement**

Limiting social media advertising According to research, people are more likely to ignore social media ads if they've already had a negative experience. A lack of trust in the dependability of social media sites and the receipt of irrelevant advertising messages are two further signs of social media avoidance. Mistrust of the media leads people to avoid advertising. As a result, issues with communication, demographic factors, and media influences all play a significant role in avoidance. Although customers frequently don't shun advertising, they also frequently disregard it. Many also think that ads are less interesting than other social media content. Consumer interest in banner ads was less than that of referral ads (for anyone connected to social media). Consumers don't trust personal

marketing techniques. The reasons behind which users produce content for social media. They discovered that people use social media to create material so they may interact with their friends and feel significant to them. Additionally, they discovered that while consumers like to create UGC on blogs, forums, and webpages, they prefer to consume it on video/audio/image sharing platforms. If Facebook group members were more open and supportive of social media and advertising than non-members, according to a comparable study on viral advertising. Social media advertising has been demonstrated to be used by consumers who are eager to give their personal information, and 61% of users are willing to share information that affects other consumers' purchasing decisions.

- **Affiliation**

Affiliation refers to the desire to establish, maintain, or restore a positive relationship with others. Belongingness reflects an individual's need to be loved and accepted by society, and it is considered a basic human motivation. The need for belonging is an individual attribute that reflects their need for socialization and companionship, as well as the desire to develop emotional and personal connections with others. Consumers who have a strong need for connection are interested in group work and being accepted by others. Ultimately, the need for belonging ensures that individuals are able to form stable, positive, and meaningful relationships with others. The need to belong can be understood as three groups of behavioral activities of individuals: attachment, affection and control. Social networking sites are great platforms for wish fulfillment. In the context of social media, inclusion primarily involves individuals who add other users to their circle of friends or followers and become "closed". Second, love is what people want to connect with and maintain relationships with other users. Finally, control is where it comes into play as we express our personal and self-defining opinions and views through social media platforms. Social networks can be developed using services such as messaging and information gathering, influencing and commenting on other users, seeking social approval.

Consumers with a self-image similar to brand communities are motivated to participate in brand communities. Thus the image of the company, the image of the product and the image of the user combine to create a brand identity. Consumers with a high need for belonging are more likely to form stronger relationships with brands in social media communities. Thus, consumers with brand-specific emotions, attitudes, knowledge,

innovative skills, creativity, and identity are more strongly connected to brands than other consumers.

2.4 PREDICTORS OF CUSTOMER RESPONSE

- **Technology Readiness**

The use of technology in business has become increasingly prevalent with the growth of the self-service industry. However, not everyone is able to easily adopt new technologies, and technophobia can cause resistance to change. Technology readiness refers to a person's willingness to adopt and use new technologies to achieve goals both at home and in the workplace. This readiness can have a positive or negative effect on a person's adoption behavior towards new technologies. Technology readiness is influenced by two positive factors, namely optimism and innovation that encourage users to adopt new technologies. On the other hand, discomfort and uncertainty are two negative factors that discourage users from using new technologies. Skill training is comprised of four constructs: (i) optimism, which refers to the belief that technology provides people with greater control, flexibility, and effectiveness in their lives, (ii) innovation, which refers to the extent to which a person feels they are at the forefront of trying new technology-based products or services, (iii) complexity, which refers to the perception that technology is not designed for use by ordinary people and is too complex, and (iv) anxiety, which reflects distrust of one's abilities and doubts about one's ability to perform well. Furthermore, research has found that there are gender differences in consumers' propensity to adopt new technologies, with men being more receptive to new technologies. Consumers' skepticism towards advertising refers to their tendency to doubt the claims made in advertisements, and this tendency can vary between individuals, ultimately affecting their persuasiveness. Skepticism can be beneficial as it helps protect consumers from deceitful advertising, but approximately one-third of consumers remain skeptical of advertising's trustworthiness. High levels of skepticism can lead consumers to ignore advertising messages and look for information about products from other sources. This puts pressure on advertisers to provide honest and verifiable claims in their advertising. However, skepticism towards even truthful advertising claims may disadvantage consumers as they may miss out on discounted or lower-priced products. The motivations behind which individuals create

social media material. They found that people develop content for social media in order to communicate with their friends and feel important to them. Also, they found that although users enjoy posting user-generated content (UGC) on blogs, forums, and websites, they prefer to view it on video, music, and image sharing websites. If a comparable study on viral advertising revealed that Facebook group members were more accepting and supportive of social media and advertising than non-members. Consumers that are keen to disclose their personal information have been shown to utilize social media, and 61% of users are willing to share information that could influence other consumers' purchasing decisions.

- **Skepticism**

Skepticism towards advertising refers to the tendency of consumers to not easily believe the claims made in advertisements, which varies from person to person and affects their persuasiveness. Skepticism can be beneficial for consumers as it protects them from deceptive advertising, but about a third of consumers still express skepticism towards advertising. High levels of skepticism can lead consumers to avoid advertising messages and seek information about products from other sources. As a result, advertisers are pressured to provide truthful and verifiable claims in their advertising. However, skepticism towards even truthful advertising claims may disadvantage consumers as they may miss out on discounted or lower-priced products. Ad skepticism is influenced by three factors: (a) perceived personalization, (b) privacy concerns, and (c) ad irritation. Ad irritation and privacy concerns have a strong negative impact, while perceived personalization has a negative impact on ad avoidance. Researchers have also found that advertising skepticism increases with the newness of advertising media, and the causes behind which people produce content for social media. They discovered that users create social media content so they may interact with their peers and feel significant to them. They also discovered that while people enjoy creating user-generated content (UGC) for blogs, forums, and websites, they prefer to see it on platforms that share videos, music, and images. If a similar study on viral marketing found that Facebook group members supported and accepted social media and advertising more than non-members. Social media is used by consumers who are eager to reveal their personal information, and 61%

of users are willing to publish information that could affect other consumers' purchasing decisions.

- **Past Experience**

The motivations behind why people create social media material. They found that users produce content for social media in order to engage with their peers and feel important to them. Also, they learned that although people want to produce user-generated content (UGC) for blogs, forums, and websites, they prefer to view it on websites and apps that allow users to upload and share films, music, and photographs. If a comparable study on viral marketing discovered that users of Facebook groups supported and accepted social media and advertising more than non-members. Customers who are eager to share their personal information utilise social media, and 61% of users are willing to disclose information that might have an impact on other customers' purchasing decisions.

According to the study, advertising should be created in a way that appeals to customers' fond recollections in order to solidify an impression of the company or product in their minds. The study also found that users' worries about privacy, hazards associated with online disclosure, and support for social media rules can be impacted by poor experiences with social media platforms, even if usage may not always decrease as a result. Advertisements can significantly affect consumers' sentiments if they have had a positive past interaction with a brand. Yet, if buyers have previously had a bad encounter with the brand, electronic word of mouth can affect their sentiments.

2.5 IMPACTS OF CUSTOMER PERCEPTION

1. Purchase Intentions

Social media advancements encouraged users to share brand critiques on online forums. Social media user-generated content gave users access to brand-related information, which influenced their purchasing decisions. The term "purchase purpose" refers to the client's subjective assessment that is considered following a current evaluation in order to make a purchase of goods or services. Researchers looked into the effects of social media marketing on consumers' intentions to make purchases. Customers that receive recommended classified advertising from a stronger tie have a greater buy aim for the promoted logo. Social media websites have an effect on word-of-mouth and viral

advertising and marketing, according to researchers that looked into the efficiency of social media marketing.

Brand network involvement has been shown to positively affect brand focus, word-of-mouth, and purchase intent. Also, the social media brand group enthusiasts primarily consist of the loyal clients of the various brands. It has also been discovered that client purchasing decisions are directly influenced by quality, value, word-of-mouth, and prior experiences with the logo. The validity of online consumer reviews has an instant impact on acquisition intents, and online shopping sites' considerations have a significant impact as well. The origins of social media marketing and advertising were observed, and it was found that formativeness, fun, and legitimacy produce an effective perception for social media marketing and advertising, leading to the desired purchase.

2. Word-Of-Mouth

It has been demonstrated that brand network participation has a favorable impact on brand focus, word-of-mouth, and purchase intent. Also, the devoted customers of the various businesses make up the majority of the social media brand group aficionados. Additionally, it has been found that factors such as quality, value, word-of-mouth, and previous experiences with the logo have a direct impact on the purchasing decisions of customers. The reliability of online customer reviews affects purchase intentions immediately, and online shopping sites' considerations also have a big influence. After examining the history of social media marketing and advertising, it was discovered that legitimacy, fun, and formativeness all contribute to an effective view of social media marketing and advertising that encourages the intended purchase.

While making decisions about online purchases, consumers heavily rely on eWOM because they view social media as a trustworthy source of information from individuals with comparable profiles, interests, and goals. Digital word-of-mouth behaviour is influenced by a variety of factors, including the need for interaction, financial incentives, consideration for other consumers, and the chance to boost one's self-esteem. It was discovered in a different study that word-of-mouth serves as a feedback mechanism for the movie business and retail sales, highlighting the significance of WOM in movie advertising. The study also discovered that a movie's box office success is highly influenced by the volume of internet word-of-mouth. Studies have shown that word-of-

mouth has a major impact on consumer behaviour and brand perception, influencing things like purchasing decisions and attitude formation.

2.6 PURCHASING DECISION INFLUENCED BY THE SOCIAL MEDIA ADVERTISEMENTS

Online reviews left by other customers have a big impact on what products consumers decide to buy. Because they have a sizable following and are regarded as prominent social media figures, businesses have been able to leverage you tubers to sell their goods and services. Both businesses and You Tubers can now use this as a source of income. The ethical standards that businesses follow when using YouTube as a marketing tool could be the subject of future studies in this field. Few studies have examined how YouTube advertisements affect consumers' purchasing decisions, thus researchers looked at what respondents thought about YouTube advertisements. The data was examined using a thematic analysis and a qualitative methodology. 50 adolescents aged between and were enrolled in the study.

The things that consumers choose to purchase are heavily influenced by online reviews provided by other customers. Businesses have used you tubers to promote their products and services since they have a large following and are recognized as influential social media celebrities. Now, both companies and You Tubers can use this as a revenue stream. Future studies in this sector may focus on the moral guidelines that companies adhere to when using YouTube as a marketing tool. Researchers looked at respondents' opinions of YouTube commercials because there haven't been many studies looking at how YouTube advertisements effect customers' purchase choices. A thematic analysis and a qualitative methodology were both used to analyses the data. 50 teenagers between and years old participated in the study.

2.7 CONCLUSION

In this second chapter, the researcher has cleared discussed about the overview of advertisement and attitude towards social media advertising. Further, the researcher has presented the detail about purchasing decision influenced by the social media advertisements consequences of consumer response and consumer response to social media advertising. In this chapter also cleared about that consumer response to social media advertising, like physical attractions towards branding, products packaging, attractive advertisement etc. In this new era,

technology also play an important part of social media advertising. The growing innovation, consumer relationship towards technology is very essential and also helpful. Sometime technology give a negative impact on consumer purchasing intension. In the past experience also presented that purchaser highly active on social media platform. So it's affected on social media users to attracting towards purchase intension.

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CHAPTER 3

REVIEW OF LITERATURE



CHAPTER 3

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3.1 INTRODUCTION

Recently, modernization innovations make individuals to invest more energy On the web (Internet). All over the world, contemporary individuals are embracing this The web and cell phones move slowly. Next, there is the technological upheaval Equipping organizations with the latest and most creative schemes to showcase and promote their brands and items. Therefore, nowadays individuals are more dependent. New technology to drive their ideas and bring their products to market. The display of branded goods through online technology is becoming more and more useful. Build more brand awareness as well as get feedback and views buyers when compared with traditional promotional methods. In addition, social Media advertising in online platforms shows highly reactive behavior it is found to be dynamic depending upon the needs and progress of the society. In corporate world, advertising has also become an essential component give a boost to their financial planning. This study reviews the literature in relation to recent works consumer intent to purchase for social media advertising. To test each models, they have gone through questionnaires and collected data from various age groups in different demographic segments are attracted to different products. Perfect quintet this test considers the impact of advertising using online networking tools like Facebook, Twitter, and LinkedIn on buyer buying behavior. Collecting knowledge by understanding the various techniques and approaches adopted in social media advertising Intention of consumers to buy a particular product. This section discusses the actions taken by the consumer to purchase a product or brand regarding social media advertising. This review section covers functions literature by different authors from different parts of the universe. The survey is conducted with the research papers collected from the year 1999-2022.

3.2 OBJECTIVE OF THE STUDY

- Show relationships between previous studies/theories
- It should be clear, succinct, and convey to the reader what the study will add to the research field.
- Identify new ways to interpret prior research.
- Summaries and analyze previous research and theories.
- Identify areas of controversy and contested claims.

3.3 PURPOSE OF THE STUDY

- Describe the relationship of each work to the others under consideration.
- Help to solve a narrow problem.
- The purpose of literature review is to convey to the reader what knowledge and ideas have been established on a topic.
- To identify potential relation between concept and to identify researchable hypotheses.
- Literature reviews reflects the experience, idea, several forms and style of literary work.
- To give knowledge those particularities with which science and philosophy are not concerned, Imagine what human already know conceptually or practically.

3.4 IMPORTANCE OF THE STUDY

- In order to fill in the gaps in the literature that were initially examined, more study is done to get the most recent data and theories.
- Establishes a conceptual framework for the research that includes the theories and concepts that will be used to evaluate the research's success.
- By charting their knowledge advancement, it aids in evaluating the influence of the most recent facts in the sector.
- Establishes the research question and justifies the study.

3.5 LITERATURE REVIEW

(Maria, 2022)¹ has conducted the impact of word-of-mouth, advertising efficacy, and social media marketing on brand awareness and purchase intent. The purpose of this study is to dissect the direct effect of social media marketing, word of mouth, and the effectiveness of advertising on brand mindfulness and its impact on intention to buy, either directly or laterally. Models using path analysis programs and data are reused through SPSS interpretation 23. Result from this study based on sub-structure model 1 reveal that social media marketing and the effectiveness of advertising directly has a revealing positive effect on brand mindfulness. From sub-structure 2, the effectiveness of advertising and brand mindfulness directly has a significant positive effect on intention to buy.

(Boateng & Suboth Sharma, 2022)² has conducted Consumer attitudes and behaviour towards social media advertising: The moderating effect of corporate reputation, according to a poll. the purpose of this study is to examine the relationship between consumers ' attitude toward social media advertising and their behavioral response and the moderating effect of commercial repute in this relationship. Social media advertising is gradationally gaining grounds among interpreters and experimenters. They were selected using convenience slice technique. Questionnaires were used to collect the data and anatomized using hierarchical retrogression.

(Charoensereechai & Cattaliya and Nurittamont, 2022)³ investigated A survey that business reputation has a moderating effect on consumer attitudes and behaviour towards social media advertising. this study aims to critically estimate and examine the connections between social media advertising value(SMAV), consumer particular factor towards social media announcements(PF), technology acceptance (TAM), proposition of behaviors (TPB), and online purchase intention (OPI) in Bangkok, Thailand. To address the exploration questions and objects, an online check was carried out based on quantitative research ways. The study clarified the relationship of the abstract frame model consists of the following five constructs SMAV, PF, TAM, TPB, and OPI. There were 400 respondents. The collected data were analyzed using PLS-SEM. The study set up significant connections between five variables. This study would profit organizations and digital marketers seeking to understand how social media advertising affects consumers these days.

(Menon & Dr. Saraswathy Kumar, 2022)⁴ has studied Impact of Advertising on Mumbai Customers' Purchasing Behavior. Convey that the consumer buying choices are rapidly changing and growing up towards branded products with acculturation. In today's business world, marketing processes are based on the strongly connection between a business and the consumers. In current era, advertising has grown rapidly. Advertising is help to full fill the human needs to require and send information about availability of product, brand and service. The objective of advertisement is to study the Impact of advertisement on buying behaviour. In This research, consider to the advertisement has an impact among the people in Mumbai.

(Kurdi, Muhammad Alshurideh, Iman Akour, Emad Tariq, & Ahmad AlHamad, 2022)⁵ has conducted the impact of social media influencers' traits on customer attitudes and purchasing intentions. The study findings furnished commonly implications and supported the existing related literature in this field but contribute to cover the study

knowledge gap through the integrated new model including numeric variables that haven't been examined already together in a unique framework. The expanding understanding of this content would support the current organizational marketing programs and plans to involve unconventional business approach and ways lead to lesser business issues. Also, during the conducting of this work, the study pursues to stand with the former findings and boost their results through similarity discussion and premises.

(Abbasi & Rodoula H. Tsiotsou, 2022)⁶ has conducted “The effects of characteristics of social media influencers on consumer attitudes and purchase intentions. This study aims to identify and test the direct and indirect factors related to social media images of tourism destinations that could predict eWOM. Using the encouragement-Organism- Response(S- O- R) as an umbrella frame, we integrated Ducoffe's model and the Elaboration Likelihood Model(ELM), to study the part of social media destination images' features(entertainment, informativeness, vexation, credibility, personalization, and incentives) on consumer's perceived value and eWOM through consumer engagement and involvement.

(Tam, Dung, & Huong, 2021)⁷ has conducted factors affecting online shopping. It's a different fertile land that any business wants to exploit and access. Social media advertising is selling activities performed on social channels to gain specific goods similar as commerce with druggies, adding druggies' mindfulness about services and products, especially promoting users' buying and retaining conduct through social networking sites. The paper was applying Structural Equation Modeling (SEM). Eventually, the authors had policy recommendations to develop social media advertising in Vietnam.

(Lidwina, 2020)⁸ has conducted the influences of social media influencers' traits on the opinions and intentions of consumers to buy. Media advertising is welcome on YouTube in current years. It can be used more productively on every aspect like educational technology, art etc., this should be expanded to a great extent. The study was conducted by distributing questionnaires to different age groups in different areas. The results show that media advertisements reach people easily through YouTube. It also established that people can advertise their own videos and become more popular than the traditional mode. Research has proven that media-advertising through YouTube is faster and cheaper and more effective than posting one's own videos to showcase one's talent and creativity.

(Manzoor, Sajjad Ahmad, & Muhammad Hashim, 2020)⁹ has conducted The Mediating Role of Customer Trust in the Effect of Social Media Marketing on Consumer's Buy Intentions. This study will help determine how it influences Pakistani consumers' purchase intentions. This exploration used a quantitative system grounded on primary data. The data was collected from Faisalabad, and the sample size was 250 actors. Among the 250 questionnaires, 190 are useable. The results show that trust and social media impact significantly affect consumers' purchase intentions. Data analysis reveals that social media marketing has a lesser influence than trust in purchase intentions through social networking spots. Thus, perfecting websites' quality enhances customers' trust. Hence, trust plays an important part in e-commerce by directly affecting the purchasing intentions of guests.

(Chung, 2020)¹⁰ has conducted A Study of Facebook Users for Forecasting Consumer Avoidance of Native Advertising on Social Networking Sites. as a result of constant efforts to ameliorate consumers' online flashing gestures native advertising has started to gain fashion ability on social networking spots(SNSs). This check study examined antecedents of avoidance of native advertising on SNSs and the moderating part of consumer skepticism toward native advertising. The number of brands that consumers are following on SNSs and negative communication among peers on SNSs were set up to be factors affecting native advertising avoidance.

(Patma, Wardana, & Agus, 2020)¹¹ study has conducted The COVID-19 Epidemic and the Shifting of Business Activities: Does Social Media Marketing Matter? The fulfillment of physical or social distancing during the Covid- 19 epidemic has an implication on the stirring of conventional to online business conditioning. This study adopted a quantitative study with Structural Equation Modeling (SEM) grounded friction Partial Least Forecourt (PLS), which aims to enhance understanding of the relationship between variables. The surveyed population of this study came from 123 small- and medium- sized enterprise (SME) possessors in East Java of Indonesia, using an online check and named with the convenience arbitrary slice system. The findings of this study indicated that the perceived benefits and external pressure have a positive effect on the relinquishment of IEFT. Still, fiscal support failed in explaining SMEs' relinquishment of IEFT. This study verified that the relinquishment of IEFT has successfully intermediated the influence of fiscal support, perceived benefits, and external pressure on social media marketing

(Chu, Tao Deng, & Hong Cheng, 2020)¹² has conducted the function of social media advertising in travel, tourism, and hospitality. this study aims to give an assessment of the being literature on the part of social media advertising in hospitality, tourism and trip(HTT) as well as an schedule for coming research. Three major content areas are related in this study use of social media from consumer's perspective, use of social media from organization's perspective and goods of social media.

(Zhang, Xiaodong Li, & Juho Hamari, 2020)¹³ has conducted How does mobility impact the efficiency of social media advertising? a WeChat research. The purpose of this study is to evaluate how mobility characteristics affect the effectiveness of social media advertising (i.e. consumer purchase intention) on mobile platforms from the perspective of the suitability-duration model. To test the hypotheses through structural equation modeling, data were collected through an online survey of 378 WeChat users.

(Ebrahim, 2019)¹⁴ has conducted The Effect of Social Media Marketing on Brand Equity and Brand Loyalty: The Importance of Trust. This study aimed at exploring the impact of social media marketing activities (SMM) on brand fidelity via brand trust and brand equity. Grounded on an online check of 287 druggies who follow telecommunications companies on social media located in Egypt, data was collected and anatomized using structural equation modeling. The results revealed that SMM conditioning comprise only three confines; voguishness, customization and word- of-mouth. These attributes of social media marketing directly impact brand fidelity and laterally impact brand equity intermediated by brand trust.

(Alakaleek, 2019)¹⁵ has conducted The Significance of Trust in Social Media Marketing: Effects on Brand Equity and Brand Loyalty. This study relied on the Theory of Planned Behavior (TPB) to assess factors that affected event suckers opinions regarding their intention to attend events by using social network websites. The purpose of this study is to examine the impact of event suckers ' stations, private morals and perceived behavioral control on their intentions to go to events grounded on social networking spots(SNSs) marketing. In addition, the experimenters examined the impact of perceived enjoyment on event fans' stations towards occasion's pages on SNS.

(Voorveld H. A., 2019)¹⁶ has conducted The Impact of Brand Equity and Brand Loyalty on Trust in Social Media Marketing. This paper provides an agenda for coming investigation on brand communication in social media. Based on an overview of the current state of research, a discussion of the theoretical and abstract challenges of brand communication in social media, and a review about the expectations of the media and

advertising assiduity. This was based on a keyword search within the top- league advertising and marketing journals to identify former scholarship in the field, a discussion of the theoretical and abstract challenges of brand communication in social media, and a survey among practitioners about their prospects for the future.

(Tripathi & Dr. Devaraj Badugu, 2018)¹⁷ has conducted A Young Generation Research on the Impact of Social Media on Internet Marketing. This paper aims to answer this question grounded on a study regarding the online activities of 70 social media druggies, to estimate the factors impacting, use of social media, for marketing. As Internet is getting part of the day- to- day life of the majority of the world, and within this terrain, a new form of communication has gained significance in recent times, and that's Social networking sites. It's one of the most effective and significant business development tool in the 21st century because of its capability to connect individualities with others.

(Kriti, 2018)¹⁸ has conducted A study was undertaken on a study of the effects of online advertising on online consumers.. The study reveals that there's meaningful impact of online advertising on online consumers in India. Colourful seductive features of online advertising is largely impacting decision making process, buying behaviour and purchase pattern of online consumers. The current rapidly growing and technologically advancing period, is witnessing a revolutionary change in the trend of advertising

(Voorveld & Guda van Noort, 2018)¹⁹ has conducted The role of platform type in differentiating social media use and advertising. This study is interesting because it employs a single-source approach. Consumers (aged 13 and older) were asked to report their experiences on multiple platforms in a similar way to guarantee that direct comparisons among social media platforms could be made in an externally valid way.

(Mirmehdi & Ali Sanayei, 2017)²⁰ has conducted Structural equation modelling of customer attitudes towards social network advertising: a case study of an Iranian social networking site Former studies have delved the stations toward announcement in the traditional media and on the internet; still, there has been little examination of stations towards social network advertising. The veritably end of the present study is to probe the influential factors affecting the stations towards social network advertising. To achieve this end, a structural model was formulated to assay and test the factors present among druggies of an Iranian social networking point. The results revealed that factors similar as entertainment, product information, social image, good for the frugality,

credibility, interactivity, materialism, and value corruption affect the stations towards social network advertising while the factor of aggravation isn't influential.

(Lodhi & Maria Shoaib, 2017)²³ has conducted the Impact of E-Marketing on Consumer Behavior in Karachi, Pakistan. this study shows that almost 80- 90 people are attracted with the online ad which is done generally on social websites, as social webs users aren't specific to gender and age group so everyone see their type of announcement on their Facebook runners. Today's clients are buying products mostly after watching online advertisement rather than by reading a journals, magazines or watching T.V. As today's customers aren't brand constant presently so with the help of online marketing company give updates of their products or services to maintain loyalty with their clients.

(Pintado, 2017)²² has conducted Brand Trust as a Moderating Factor in the Effects of Digital Media Advertising Content on Message Acceptance or Rejection. the purpose of this study are (1) to expand upon previous exploration into general online content, (2)to dissect the acceptance and rejection factors of Internet advertising dispatches, and (3)to examine the moderating part of brand trust in this process. The results show that, when displaying intentions relating to the acceptance of online advertising, brand trust isn't a significant impacting variable.

(Lee, 2016)²³ has conducted The roles of emotional appeal, informativeness, and creativity in predicting positive user responses to social media advertising. This exploration conceptualizes SNS announcement effectiveness as a conception encompassing emotional appeal, informativeness and creativity that all have an eventuality to contribute to a positive online. It empirically investigates the antecedents of positive stoner for a SNS announcement grounded on the proposition of reasoned action, the social influence proposition, and a persuasion theory.

(Knoll, 2015)²⁴ has conducted A review of empirical evidence on social media advertising. This study presents an over- to- date review of academic and empirical exploration on advertising in social media. The thing of the present paper was to review all academic and empirical exploration dealing with advertising in social media. The present study extended knowledge from being reviews on online advertising(e.g., Ha Citation2008; Khang, Ki, and Ye Citation2012;H. Li Citation2011) by fastening explicitly on social media, incorporating the rearmost exploration(through June 2014), reporting a summary of specific findings and looking at studies' theoretical and methodological foundations.

(Keinanen & Kuivalainen, 2015)²⁵ has conducted Customers' perspectives on the antecedents of social media B2B use in the industrial marketing context. The purpose of this study is to clarify business- to- business (B2B) guests 'regarding their social media use for B2B purposes and the antecedents of this in the artificial marketing setting. It explores the influence of commercial culture, associates' support and particular and internal factors on clients toward social media business use. Partial least squares (PLS) path modeling was applied to dissect the relationship between the dependent variable (social media business use) and the independent variables.

(Dao, 2015)²⁶ has conducted Value of social media advertising in Southeast Asian developing countries. This study investigates the antecedents of social media advertising value, and the effect of this advertising value on online purchase intention in transitional husbandry in Southeast Asia. Also, the moderating effect of different types of social media on the relations between the predictors and social media advertising value is also explored. The field study is conducted in Vietnam, a representative of Southeast Asian transitional economies in the current study.

(Boateng, H., Okoe, & A. F., 2015)²⁷ has conducted Consumers' Attitudes and Behavioral Responses to Social Media Advertising. Revealed that a widespread relationship exists among "mindset in the direction of advertising on social media" and "behavioral responses" of customers. It became additionally determined that this relationship changed into moderated by means of "corporate reputation". The study suggested that organizations which are inclined closer to the use of social media marketing must improve their "corporate reputation" and should have empathy toward their clients and establish consider among them. The observe has the dilemma that comfort sampling approach become implemented and move-sectional survey turned into conducted because of which its findings cannot be generalized. Another hassle of the look at became that it not noted other elements like "frequency of utilization of social media" through the respondents and their experience of the usage of social media.

(M & Ghassemi. R. A., 2014)²⁸ has conducted Analysis of the impact of social media on brand attitude and purchase intention: the case of Iran Khodro Company. The impact of social media and traditional media on consumers' attitude towards brand and purchase intentions. Results of the study indicate that both, traditional means of advertising and advertising on social media have an effect on forming of stations towards the brands. Still, the effect of social media advertising is further than traditional advertising. Further, the study established that guests' station towards any brand also

impact their purchase intentions. Study concluded that favorable station towards the company would affect into satisfied guests which would involve in formative word-of-mouth on social media. The references from others can more impact purchase opinions of customers for products services of the company.

(Balakrishnan, Mohd Irwan Dahnil, & Wong Jiunn Yi, 2014)²⁹ has conducted the effect of social media marketing on generation Y's brand loyalty and buying intentions. In order to research the effects of social media marketing on brand loyalty and purchase intent. Checks are conducted aimlessly and questionnaire distributed to undergraduate scholars of Malaysian universities two propositions and three suppositions were developed and tested using mean and retrogression analysis. The result indicated that the online marketing dispatches, specifically, E- WOM, online communities and online announcement are effective in promoting brand fidelity and product purchase intention through company website and social media plat formed randomly and questionnaire distributed to undergraduate students of Malaysian universities.

(Vinerean, Iuliana Cetina, & Luigi Dumitrescu, 2013)³⁰ has conducted Social Media Marketing's Influence on Online Consumer Behavior. Social media allows clients and prospects to communicate directly to your brand representative or about your brand with their musketeers. Still, the egregious question is who are the people interacting online and how engaged are they in online conditioning? This paper aims to answer this question grounded on a study regarding to relating different types of users, a segmentation of these users and a direct model to examine how different predictors related to social networking spots have a positive impact on the repliers ' perception of online advertisements.

(Muk & Christina Chung, 2013)³¹ has conducted Korean consumer perspectives on social media advertising and intention to join brand pages. Study examines the exogenous factors that affect South Korean consumers' intentions to join brand pages. The findings suggest that utilitarian and hedonic values of social media advertising enhance users' positive attitudes toward social media advertising, but attitudes toward social media aren't related to intention to join brand runners. Still, utilitarian value is directly related to intention to join brand pages.

(Iuliana Cetina & Luigi Dumitrescu, 2013)³² has conducted “The Effects of Social Media Marketing on Online Consumer Behavior”. The obvious question is who are the people interacting online and how engaged are they in online activities? This paper aims to answer this question grounded on a study regarding the online activities of 236 social

media users, by relating different types of users, a segmentation of these users and a linear model to examine how different predictors related to social networking spots have a positive impact on the repliers' perception of online announcements. The answer can help discover how to engage with different types of cult in order to maximize the effect of the online marketing strategy.

(Mir, 2012)³³ has conducted Consumer Attitudinal Insights about Social Media Advertising: A South Asian. This study starts only information and frugality as the significant predictors of consumers' attitudes toward advertising in social media environment. The possible reason for this contradiction can be the difference in media and artistic surrounds. Previous studies were conducted in traditional and online advertising contexts while current study shows the consumer insights about advertising in social media environment.

(Jin, 2012)³⁴ The goal of this study is to examine the marketing potential of social media for luxury brand management, guided by functional theories of status and addressing the developing themes of luxury brands and social media. This paper marks an exploratory step toward our understanding of the dynamic purposes user-generated content and social media play in the format and conservation of the arising consumer-brand-consumer triad culture. Theoretical and directorial implications of this exploratory study are discussed.

(Mohammed & Mohammed Alkubise, 2012)³⁵ has conducted "How do Online Advertisements Affect Consumer Purchasing". Many scholars have examined various aspects of online advertising and its impact on consumer intention to purchase. Ashraf Bany Mohammed and Mohammed Alkubise found out that what factors are key factors of online advertisement that affect Jordan university students purchase intent? And how much do these factors that affect Jordanian university students intention to purchase? That analysis revealed Income, internet skills, daily internet usage, ad content and ad placement are important factors affecting online advertising effectiveness. What these findings can help businesses understand in the context of a developing country, the consumer is more important for a young country. In this case, business can increase further Effective online advertising campaign.

(Constantinides & Marc C. Zinck Stagno, 2012)³⁶ has conducted "Higher Education Marketing: A Study on the Impact of Social Media on Study Selection and University Choice". This article presents the results of a study investigating the role and

importance of social media in prospective students' choice of study and university compared to traditional university marketing channels in the Netherlands. The study identifies and describes three market segments based on social media use among prospective students. Social media, which are second-generation Internet applications (Web 2.0), enable communication, one-to-one communication, customer engagement, and user-generated content.

(Yaakop & David Gilbert, 2011)³⁷ has conducted “Attitudes towards Advertising: Malaysians vs. Non-Malaysians”. Based on expansive and rigorous literature reviewing, instrument design and subsequent pilot testing and testing this study confirms that stations toward advertising can be predicted using four main variables namely (i) station toward the institution of advertising (ii) attitude toward the instruments of advertising, (iii) hedonic, pleasure and (iv) product information.

(Neti, 2011)³⁸ has conducted “Social Media and its Role in Marketing”. Global companies have honored social media marketing as an implicit marketing platform. This paper discusses about the conceptions of social media and social media marketing and other aspects like the growth and benefits, part and connection of social media in marketing, social media marketing strategies. It also presents an overview on social media marketing in India, employed them with inventions to power their advertising crusade with social media marketing.

(Zeng & Li Huang, 2009)³⁹ has conducted Social Factors in User Perceptions and Responses to Advertising in Online Social Networking Communities. This study refers mechanisms by which community members may respond appreciatively to community advertising. The authors test the proposed theoretical frame on a sample of 327 popular online community druggies in China and gain general support. Counteraccusations for the prospect of advertising in online social networking communities are argued.

(Schlosser, Sharon Shavitt, & Alaina Kanfer, 1999)⁴⁰ has conducted Survey of internet users' attitudes toward internet advertising. Numerous have assumed about the current state of Internet advertising (IA), how it compares to advertising in general (GA), and its counteraccusations for traditional marketing models and practices. Although many estimates live regarding who uses the Internet as well as guidelines about how stylish to design IA, little is known about Internet druggies' stations toward IA, much less what characterizes these stations? To test this, a public sample of over 400 actors with at least some exposure to the Internet was surveyed. The results

revealed no maturity opinion of IA roughly a third of repliers liked, disliked, and felt neutrally toward IA, respectively.

3.6 RESEARCH GAP

Previous studies have primarily focused on the impact of social media advertising on consumers' purchase intentions and behavior. However, there is still a research gap in understanding social media users' attitudes towards different types of social media advertising across various platforms. In particular, research has shown that social media users may have negative attitudes towards social media advertising due to factors such as intrusiveness, credibility, and relevance. Moreover, it is unclear how social media users' attitudes towards social media advertising vary across different demographic groups, cultural contexts, and social media platforms. Overall, the current literature provides limited insights into the factors influencing the attitude of social media users towards social media advertising, highlighting the need for further research in this area.

3.7 CONCLUSION

This chapter makes a reviews on the work undergone in the literature about social media advertising. The growing popularity and wide acceptance of social media is increasingly drawing the attention of companies and hence they have now started directing their advertisements to social media users so as to attract and influence their attitude and invoke purchase intentions. In this chapter researcher has determine the social media how important for the consumer's purchase intension. Here considered past study also related social media advertising which is highly affected on consumers.

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CHAPTER 4
RESEARCH METHODOLOGY



CHAPTER 4

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4.1 INTRODUCTION

The analysis design and methods used in this study are covered in this section. This operationally described terms and concepts are discussed in the analysis. This Selection of appropriate tools, as well as data processing and interpretation, are all performed thoroughly checked. For empirical testing, hypotheses are specified. Data collection instruments, as well as description and scoring of studied variables system, everything explained. Data processing tools and mathematical approaches used are explained. This research will be beneficial for big business advertisers, owners as well as small ones businesses that choose to increase their competitiveness on social media. This study will aid in the discovery of the connection between social media advertising and attitude towards social media users.

4.2 DEFINITION OF RESEARCH METHODOLOGY

Research: Research includes" innovative and methodical work accepted to increase the stock of knowledge, including knowledge of humans, societies and societies, and use this stock of knowledge to devise new applications."

Research means the organized inquiry into and study of materials and sources in order to show facts and reach new conclusions.

Methodology: The process used to collect information and data for the purpose of making business decisions. The methodology may include publication exploration, interviews, surveys and other exploration ways and could include both present and literal information.

Research Methodology: A research method is a specific process or technique used to identify, select, process and dissect information about a content. In a research paper, the methodology section allows the anthology to critically evaluate the overall validity and reliability of the study.

4.3 PROCESS OF RESEARCH

- Identifying the problem
- Reviewing literature
- Setting research questions, objectives and hypotheses
- Choosing the study design
- Deciding on the sample design
- Collecting data

- Processing and analyzing data
- Writing the report

4.4 PROBLEM OF STUDY

The present study is an attempt to examine the “social media users’ attitude towards social media advertising in case of Rajkot city”. The aim of the study is to analyses who uses social media and how social media advertising affect them.

4.5 OBJECTIVE OF THE STUDY

The objectives of the study are as follows:

1. To determine the factors affecting “Social media users’ Attitude toward Social Media Advertising”.
2. To investigate the demographical profile of the social media users.
3. To analysis uses of social media, how many hours you spend on social media, social media advertising is useful or not.
4. Further analysis on Perceived Usefulness
5. To determine the Perceived Ease of Use
6. To analysis the Intensity of Social Media Usage
7. To investigate the Corporate Reputation towards advertising
8. To analysis the Perceived Advertisement Entertainment
9. To analysis the Peer Influence
10. To analysis the your attitude towards social media advertising
11. To analysis the purchase intension

4.6 HYPOTHESIS OF THE STUDY

Hypothesis is a statement of what could be the outcome of the study. It is an assumption or claim about the experiment. Clarity and precision in developing hypothesis is very important, since it guides the information needs, questions in the questionnaire and defines the scope of the study. Hypothesis developed for study are based on the literature review, deliberations of published work, theoretical framework and hands on work experience. These ideas, theories, notions, findings and conclusions of various studies and experiments contributed to the development of hypothesis for the study.

Null hypothesis: A null hypothesis refers to a hypothesis that states that there is no relationship between two population parameters. A null hypothesis is denoted by H_0 .

Alternative hypothesis: The alternative hypothesis is a statement used in statistical inference experiment. It is contradictory to the null hypothesis and denoted by H_a or H_1 . We can also say that it is simply an alternative to the null.

To Test the Above Objectives the Following Hypothesis Was Formulated

1. H_0 : there is no significant difference between gender and Perceived Usefulness
2. H_0 : there is no significant difference between gender and Perceived Ease of Use
3. H_0 : there is no significant difference between gender and Intensity of Social Media Usage
4. H_0 : there is no significant difference between gender and Corporate Reputation towards advertising
5. H_0 : there is no significant difference between gender and Perceived Advertisement Entertainment
6. H_0 : there is no significant difference between gender and Peer Influence
7. H_0 : there is no significant difference between gender and your attitude towards social media advertising
8. H_0 : there is no significant difference between gender and purchase intension.

4.7 RESEARCH DESIGN

Title:

The title of the present study is under:

‘AN ATTITUDE OF SOCIAL MEDIA USER TOWARDS SOCIAL MEDIA ADVERTISING: A CASE STUDY OF RAJKOT CITY’.

Sample Design:

A convenient sampling was adopted to identify the sample respondents from a total population. In this study 218 respondents are taken as part of the sample. The researcher has used convenience sampling method to determine the sample.

Sample Criteria:

The sampling method used was convenience sampling method.

Sources of Data:

The study basically depends on primary data. The primary data is collected by preparing a questionnaire. A well framed questionnaire is used for collection of data.

4.8 TOOLS AND TECHNIQUES

Tools:

- Average
The total obtained by dividing the sum of two or more quantities by the sum of these quantities; number of digits.
- Weighted average
An average calculated after basing values according to agreed weighting.
- Cross tabulation
A presentation of data about categorical variable in a tabular form to aid in identifying a relationship between the variables.
- Percentage
A proportion or share in relation to a whole; a part.
- Frequency distribution
A numerical tabulation in which the different observed values of a variable, or the different outcomes of an event, are grouped into classes, and the frequencies for each of these classes are given.

Statistical Technique:

- ANOVA
An ANOVA is a system of determining whether study groups vary mainly on a measured dependent variable depending on the condition in which they were placed. As a result of the ANOVA Test, it's possible to probe the goods of one variable on another, as well as the variations in mean values between target groups.

4.9 SIGNIFICANCE OF THE STUDY

Social media advertising has been strongest tool for attract more people foe purchasing intentions. Social media advertising, also known as social media targeting, refers to the digital marketing techniques that focus on social media platforms. This form of advertising is advantageous because it allows advertisers to use the demographic data of social media users to tailor their ads to the right audience. By using this information, advertisers can ensure that their ads are seen by users who are most likely to be interested in their products or services, thus increasing the effectiveness and ROI of their advertising campaigns.

Therefore, from the viewpoint of social media user of purchasing, the use of social media in Rajkot as none of the study has been done in this region so far concerning social media

impact on social media user and those buying behaviors. It is important to research the use trends of social media, the reason behind use and the effects of social media use in the study area.

4.10 SCOPE OF THE STUDY

This research concerns social media users who are from the city of Rajkot. Social media users' attitude towards social media advertising viewpoint is used in this study to look at topics such as the degree of their social media engagement, their attitude and interpretation of social media networks, the relative importance, the uses per day, corporate reputations.

4.11 LIMITATION OF THE STUDY

1. "Resources and Time utilized is always a big limitation for any research.
2. The research study is limited to respondent's who uses social networking sites non-SNSs users are not being studied in this research.
3. Some of the respondents, were not so open to frankly disclosing their answers.
4. The research was carried out on a sample selected from Rajkot, which may not be a true representation of social media users as there is a rapid shift in the profile of social media users.

4.12 CHAPTER PLAN

1. Introduction

This chapter gives introduction of advertising and social media advertisement. Its meaning and definition, types of advertising, scope of advertising, role of advertising, online advertising, use of advertising, the digital era-introduction to social media, advertising on internet and social media increasing usage and variety of social media, advantages of social media advertising, social media networking: risk and conclusion.

2. Conceptual Framework

This chapter gives connection between media and consumer. It is also give some information about consumer's attitude towards consumer reactions to social media advertising and social media advertising. Antecedents of consumer response to social media advertising, consequences of consumer response to social media advertising, purchasing decision, conclusion.

3. Review of Literature

In this chapter researcher has presented 40 past research paper regarding social media advertising. It is help to bring clarity and focus to your research problem, improve research methodology, broaden knowledge base in research area and contextualize finding.

4. Research Methodology

This chapter presented overview of research methodology which include point like what is research methodology, process of research, problem of study, objective of study, hypotheses of study , research design in which include title of study, scope of study, sample of study, data collection, tools and technics, limitations of study, significant of study etc.

5. Data Analysis & Interpretation

Data analysis summarizes collected data. The chapter is basically deals with the data analysis and its interpretation of the data which is collected from structure questionnaire. This chapter include introduction, main profile of respondent, ANOVA test also researcher used t-test.

6. Summary, Findings and Suggestions

This chapter presents summary, findings and conclusion of the whole study which found out by the researcher after the completion of research.

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CHAPTER 5
DATA ANALYSIS AND INTERPRETATION



CHAPTER 5

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5.1 INTRODUCTION

The present chapter deals with the analysis of the collected data. Analysis is a process" Organizing and synthesizing information in a way that answers research questions Hypothesis Tested". This study focusses on exploring the attitude of social media users towards social media advertising. This chapter provides information about the respondents chosen for the research study in terms of their demographic profiles, social media usage, and the goods and services that are frequently advertised on social media and discusses the different factors influencing the "social media users' Attitude toward Social Media Advertising, explores how certain demographic characteristics, such as gender, age, and income, affect consumers' attitudes about social media advertising. In the proposed model, in addition to Perceived Usefulness and Perceived Ease of Use other factors named Intensity of Social Media Usage, Perceived Advertisement Entertainment, Corporate Reputation, Peer Influence, purchase intension, attitude of towards social media advertising. This study is based on primary data and data collection has been made through the help of questionnaire. Various statistical tools and techniques are used in this study to provide more accrue result. In this research researcher used T-test.

5.2 MAIN PROFFILE OF RESPONDENT

The researcher is based on primary data and data collection has been made through the help of questionnaire. In this research researcher has selected 187 respondent as a sample to measure an attitude of social media users towards social media advertisement in case of Rajkot city.

Table 5.1

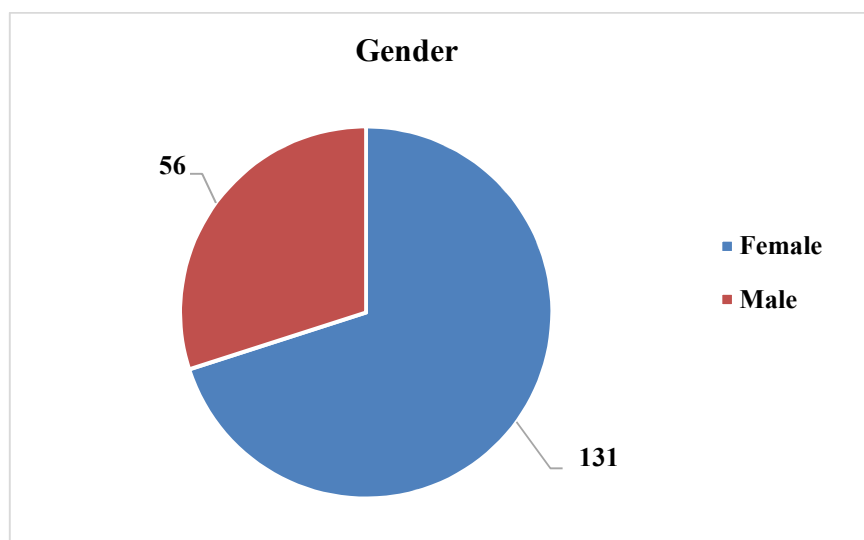
Classification on The Basis of Gender

Sr. No.	Gender	Frequency	Percentage
1	Female	131	70.05
2	Male	56	29.95
	Total	187	100.00

(Source: - Computed from questionnaire)

Figure: 5.1

Classification on The Basis of Gender



(Source: - Computed from questionnaire)

Analysis

From the above table no. 5.01 the researcher can assert that out of 187 respondents, 56(30%) respondents are male and 131(70%) respondents are female. It is found from the analysis that female respondent more than male respondents in this research.

Table 5.2

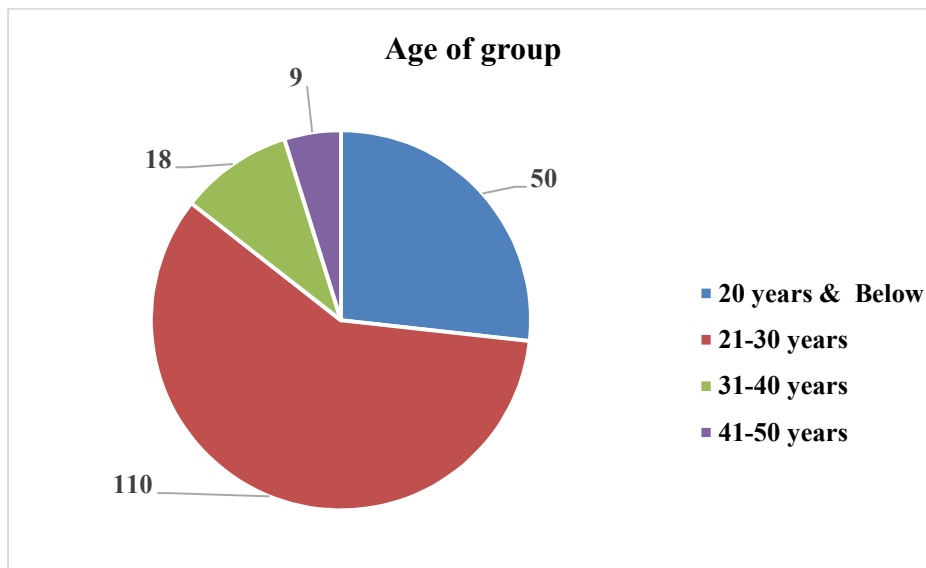
Classification on The Basis of Age

Sr. No.	Age	Frequency	Percentage
1	20 years and below	50	26.74
2	21-30 years	110	58.82
3	31-40 years	18	9.63
4	41-50 years	9	4.81
	Total	187	100.00

(Source: - Computed from questionnaire)

Figure: 5.2

Classification on The Basis of Gender



(Source: Computed from questionnaire)

Analysis

The above-given figure no. 5.02 lists out the age group of social media users. Among the selected respondents, 50 respondents fall between the age group of 20 years & below whose percent is 26.74. Followed by the 110 respondents who fall between the age group of 21 to 30 years whose percent is 58.82. A total of 18 respondents contributing a percent of 9.63 are from 31 to 40 years. The respondents whose age is between 41 and 50 years are 9 and their percent is 4.81. In above chart no.5.02 shows that the maximum number of respondents is between the age group of 20 to 30 years (58.82 percent) as they easily become prey to social media.

Table 5.3

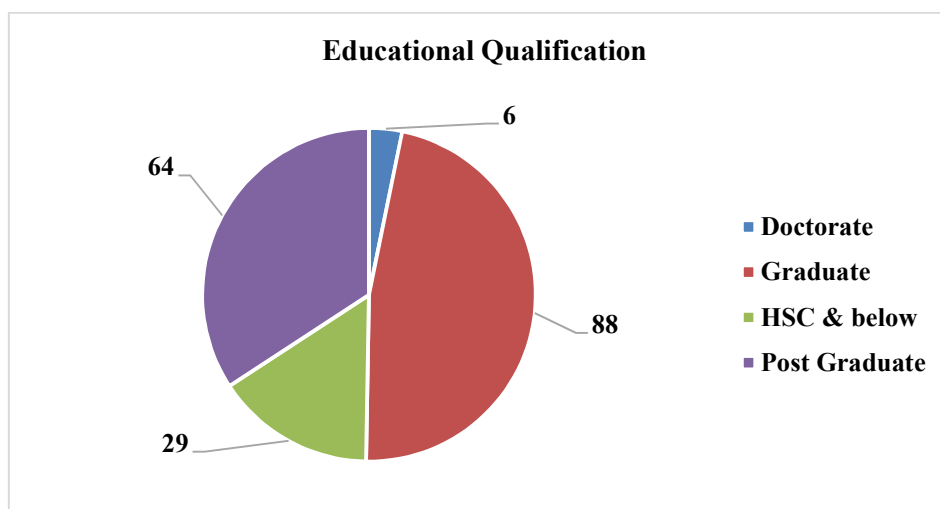
Classification on The Basis of Education Qualification

Sr. No.	Education qualification	Frequency	Percentage
1	Doctorate	6	3.21
2	Graduate	88	47.06
3	HSC & below	29	15.51
4	Post graduate	64	34.22
	Total	187	100.00

(Source: - Computed from questionnaire)

Figure: 5.3

Classification on The Basis of Educational Qualification



(Source: - Computed from questionnaire)

Analysis

To study the variation among respondents based on education level, the following categories are formed Doctorate, Post Graduate, Graduate, HSC & below. The distribution detail is given in the following table no 5.03. It can be verified from the above table that 3.21% of the respondents are holding doctoral Degree. Respondents in the category of Post-Graduation and Graduation are almost equal with % Respondents Education Qualification Distribution 34.22% and 47.06% of respondents. It is found from the analysis that most of the respondents are in the graduate and post graduate category with 81.28%.

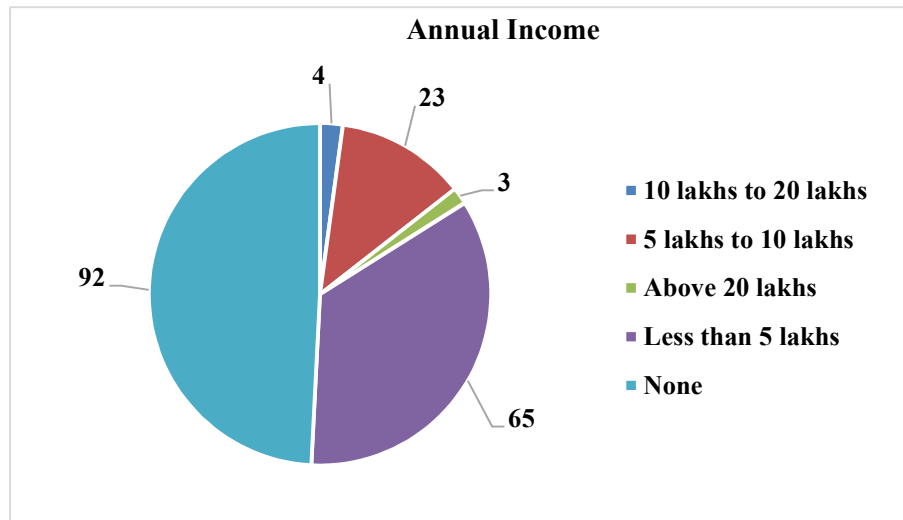
Table 5.4

Classification on The Basis of Annual Income

Sr. No.	Yearly Income	Frequency	Percentage
1	None	92	49.20
2	Less than 5 lakhs	65	34.76
3	5 lakhs to 10 lakhs	23	12.30
4	10 lakhs to 20 lakhs	4	2.14
5	Above 20 lakhs	3	1.60
	Total	187	100.00

(Sources: Computed from questionnaire)

Figure: 5.4
Classification Based on Educational Qualification



(Sources: - Computed from questionnaire)

Analysis

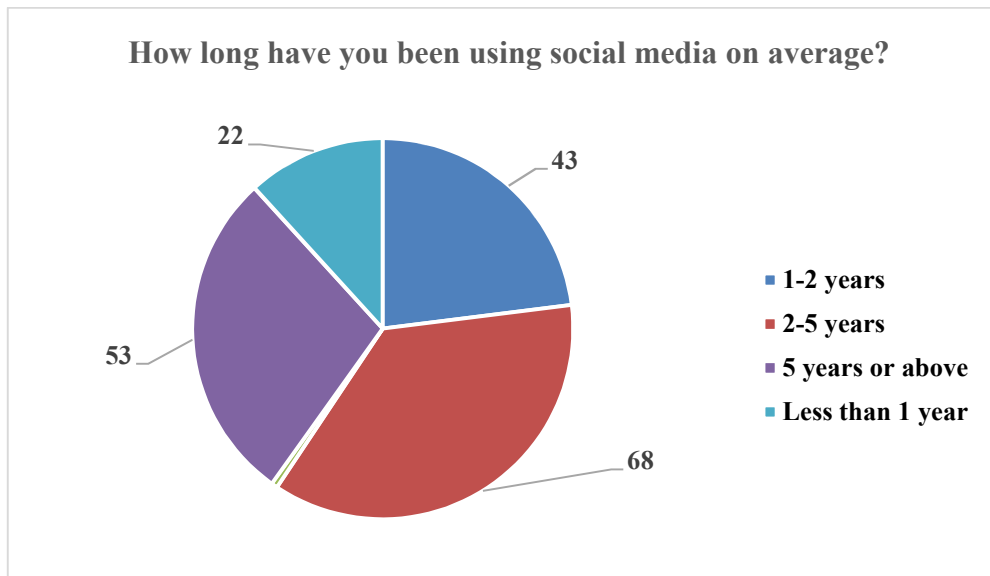
In this study, information on respondents' yearly incomes was acquired. Different levels of annual income were discovered among the study's respondents. The respondents' annual income. Table 4.03 and Figure 4.03 from the study with different income levels are displayed. As shown in table 4.03 and figure 4.03, 92(49.20%) respondents have no income. 65(34.76%) responders earn less than 5 lakhs each year. 23(12.30%) respondents have annual income 5 lakhs to 10 lakhs. 4(2.14%) respondents have annual income 10 lakhs to 20 lakhs. 3(1.60%) respondents have annual income above 20 lakhs.

Table 5.5
Classification on The Basis of number of years using social media

Sr. No.	How long have been using social media	Frequency	Percentage
1	Less than 1 year	22	11.76%
2	1-2 years	43	22.99%
3	2-5 years	68	36.36%
4	5 years or above	54	28.87%
	Total	187	100.00

(Source: - Computed from questionnaire)

Figure: 5.5
Classification Based on Users Using Social Media [Years]



(Source: - Computed from questionnaire)

Analysis

Individuals have varying levels of experience using social media, which can be influenced by factors such as personal interests, preferences, access to the internet, and other circumstances. The study are shown in Table 5.05 and Figure 5.05. 22 (11.76%) respondents are using social media from less than 1 year, 43 (22.99%) respondents are using social media from 1-2 years, 68 (36.36%) from 2-5 years, and 54(28.87%) from 5 years or above.

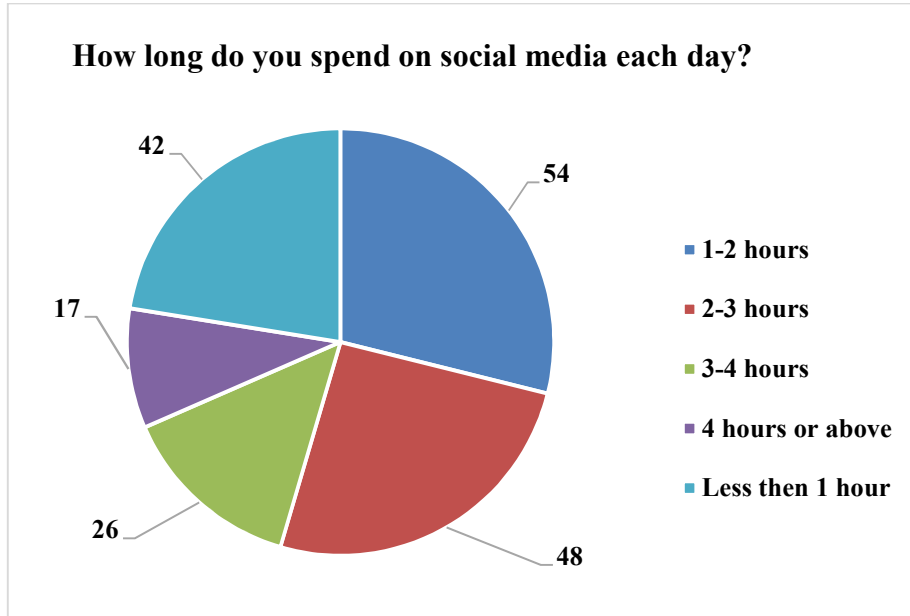
Table 5.6

Classification On The Basis Of Number of Hours per Day Spend on Social Media

Sr. No.	How long have been using social media	Frequency	Percentage
1	Less than 1 hour	42	22.46
2	1-2 hour	54	28.88
3	2-3 hour	48	25.67
4	3-4 hour	26	13.90
5	4 hours or above	17	9.09
	Total	187	100.00

(Source: - Computed from questionnaire)

Figure 5.6
Classification based on the number of hours spent per day on social media



(Source: - Computed from questionnaire)

Analysis

It has been determined how long respondents spend using social media on average each day. Table 5.06 and Figure 5.06 display the respondents' daily time spent on the study's respondents. As shown in Table 4.06 and Figure 4.06 in this study on average, 42 (22.46%) respondents are found using social media less than 1 hour, 54(28.88%) respondents are found using social media 1-2 hours per day, 48 (25.67%).

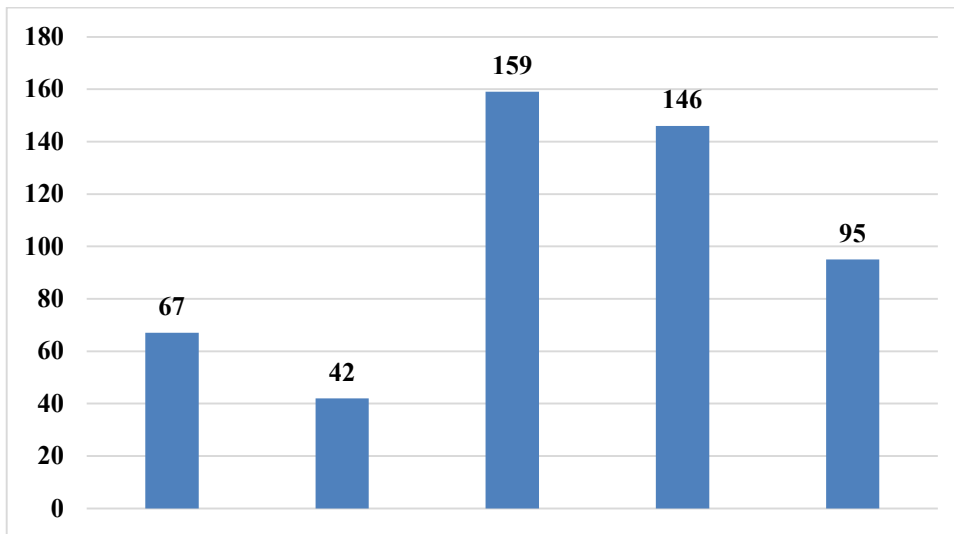
Table 5.7
Classification Based on the Social Media Channels Used

Sr. No.	Which social media channels do you use	Using	Not using	Total
1	Face book	67	66	187
2	Twitter	42	40	187
3	Instagram	159	28	187
4	You tube	146	41	187
5	Snap chat	95	90	187

(Source: - Computed from questionnaire)

Figure 5.7

Classification On The Basis of social media channels used



(Source: - Computed from questionnaire)

Analysis

Individuals have varying preferences and purposes for using multiple social media platforms. The reason for this can be attributed to their personal preferences, interests, or perceived benefits that can be gained from using different channels. Table 5.07 shows the replies received through various social media channels. According to Table 5.07 and Figure 5.07, out of 187 respondents there are 67 respondents are using a Facebook and 66 respondents are not using Facebook, there are 42 respondents are using twitter and 40 respondents are not using twitter. 159 respondents are using Instagram and 28 respondents are not using Instagram, 146 respondents are using YouTube and 41 respondents are not using YouTube. Respondents are using social media channels either as single or in combinations with other channels.

Table 5.8

Classification On The Basis Of Products and Services for Which People Often Find Advertisements on Social Media

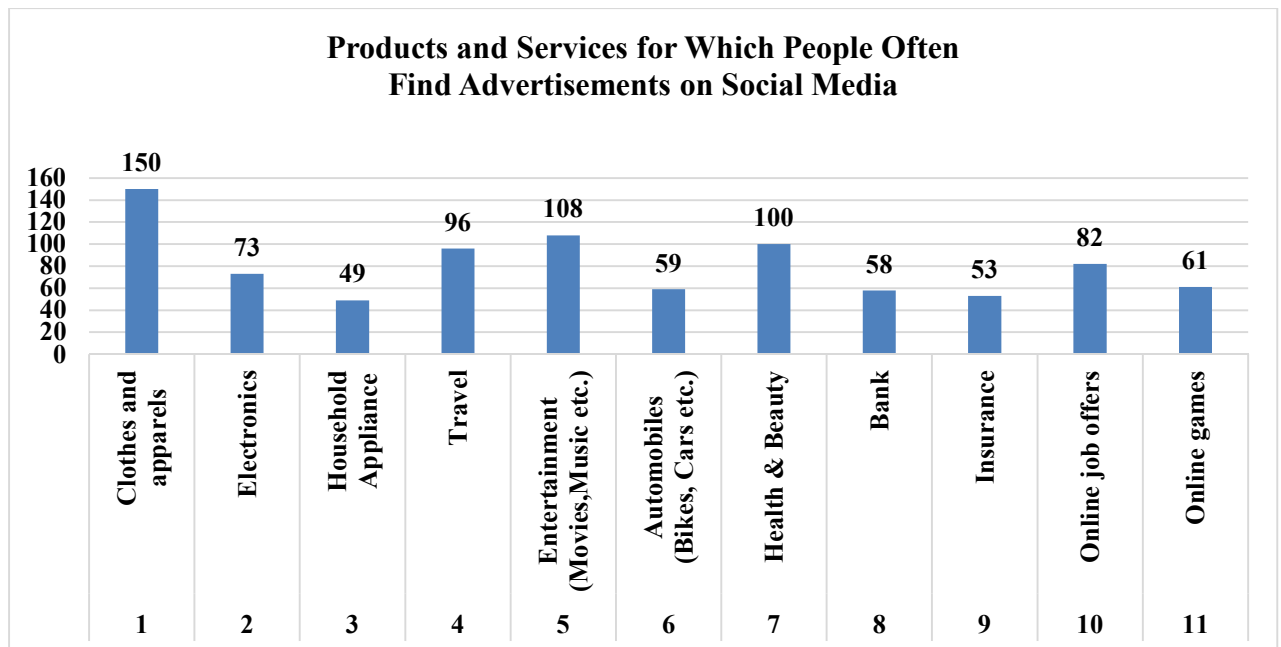
Sr. No.	Advertisements	Found	Not found	Total
1	Clothes and apparels	150	37	187
2	Electronics	73	114	187
3	Household Appliance	49	138	187
4	Travel	96	91	187
5	Entertainment (Movies, Music Etc.)	108	79	187

6	Automobiles (Bikes, Cars etc.)	59	128	187
7	Health & Beauty	100	87	187
8	Bank	58	129	187
9	Insurance	53	134	187
10	Online job offers	82	105	187
11	Online games	61	126	187

(Source: - Computed from questionnaire)

Table 5.8

Classification based on products and services for which people frequently see advertisements on social media



(Source: - Computed from questionnaire)

Analysis

The survey participants provided information about the types of products and services they frequently see advertised on social media. In response to this question, respondents were asked to select one or more options. Table 1 shows the responses obtained for the types of products and services for which they frequently see advertisements on social media. As shown in Table 5.08, out of 187 respondents, 150 respondents found add of clothes and apparels and 37 respondents are not found, 73 respondents found add of electronics and 114 respondents are not found. 49 respondents found add of household appliance and 138 respondents are not found. 96 respondents found add of travel and 91 respondents are not

found. 108 respondents found add of entertainment and 79 respondents are not found. 59 respondents found add of automobiles and 128 respondents are not found. 100 respondents found add of health & beauty and 87 respondents are not found. 58 respondents found add of bank and 129 respondents are not found. 53 respondents found add of option insurance and 134 respondents are not found. 82 respondents found add of online job offers and 105 respondents are not found. 61 respondents found add of online games and 126 respondents are not found.

5.3 FACTORS AFFECTING OF SOCIAL MEDIA ADVERTISING (level of agreement)

With the aid of a questionnaire created with the study's objectives in mind, this portion provided questions to the respondents to elicit their opinions on various aspects of social media advertising. Now a day, an advertising become popular for purchase intension of consumer. Here below table shows that factor affecting on social media user like perceived usefulness, Intensity of Social Media Usage, Perceived Ease of Use, Corporate Reputation, Perceived Advertisement Intrusiveness, your Attitude toward Social Media Advertising, Peer Influence and purchase intension. To calculated weighted average on this given factor and also given the rank by researcher to this particular factors which affect highest on social media users.

Table 5.9

**Factors Affecting social media users' Attitude toward Social Media Advertising
(perceived usefulness)**

perceived usefulness	Strongly Agree		Agree		Neutral		Disagree		Strongly disagree		T(W)	WA	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
	Advertisement on social media are informative	61	305	81	324	35	105	8	16	2			

Advertisement on social media are useful	38	190	91	364	46	138	9	18	3	3	713	3.81	2
Advertisement on social media are valuable	38	190	85	340	48	144	13	26	3	3	703	3.76	3
Advertisement on social media are important	49	245	65	260	44	132	18	36	11	11	684	3.66	4

(Source: - Computed from questionnaire)

Analysis

For the purpose of overall comparison, researcher has used weighted average and gives weight to rank like strongly agree-5 weight, agree-4 weight, neutral-3, disagree-2, strongly disagree-1 weight.

The following table 5.09 computed weighted average a number of respondents according to source of information. The above table 5.09 shows Rank wise Classification on The Basis of Factors Affecting Consumers' Attitude toward Social Media Advertising (perceived usefulness) like Advertisement on social media are informative, useful, valuable and important.

In 1st rank, the weighted average is 4.02. Which indicates that respondents are agree with advertisement on social media are informative. In 2st rank, the weighted average is 3.81. Which indicates that respondents are agree with advertisement on social media are useful. In 3st rank, the weighted average is 3.76. Which indicates that respondents are agree with advertisement on social media are valuable. In 4st rank, the weighted average is 3.66. Which indicates that respondents are agree with advertisement on social media are important.

Table 5.10

Factor affecting of Social Media Advertising (Perceived Ease of Use)

Perceived Ease of Use	Strongly Agree		Agree		Neutral		Disagree		Strongly disagree		T (W)	WA	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
advertisement are easy to understand	59	295	89	356	28	84	11	22	7	7	764	4.09	1

social media advertisement are easy to follow	35	175	97	388	40	120	6	12	4	4	699	3.74	3
advertisement are easy to read	41	205	90	360	43	129	19	38	7	7	739	3.96	2
Advertisement on social media are easy to share	41	205	85	340	35	105	19	39	7	7	696	3.72	4

(Source: - Computed from questionnaire)

Analysis

The following table 5.10 computed weighted average a number of respondents according to source of information which influence respondents weight and average of number of respondents according to classification on The Basis of Factors Affecting Consumers' Attitude toward Social Media Advertising (Perceived Ease of Use).

In 1st rank, the weighted average is 4.09. Which indicates that respondents are agree with advertisement on social media are easy to understand. In 2st rank, the weighted average is 3.96 which indicates that respondents are agree with advertisement are easy to read. In 3st rank, the weighted average is 3.76. Which indicates that respondents are agree with advertisement are easy to follow. In 4st rank, the weighted average is 3.72. Which indicates that respondents are agree with advertisement on social media are easy to share.

Table 5.11

Factor affecting of Social Media Advertising (Intensity of Social Media Usage)

Intensity of Social Media Usage	Strongly Agree		Agree		Neutral		Disagree		Strongly disagree		T(W)	WA	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
Social media is a part of my everyday activity	30	150	74	296	32	96	12	24	8	8	574	3.07	4
I am proud to tell people I am a social media user	30	150	91	364	39	117	19	38	8	8	677	3.72	1

I feel out of touch when I haven't logged on to any social media	29	145	73	292	60	180	13	26	12	12	655	3.50	3
I feel am part of the social media community	36	180	85	340	47	141	12	24	7	7	692	3.70	2

(Source: - Computed from questionnaire)

Analysis

The following table no.5.11 is computed weighted average of number of respondents according to source of information which influence respondents weight and average of number of respondents according to classification on The Basis of Factors Affecting Consumers' Attitude toward Social Media Advertising (Intensity of Social Media Usage). In 1st rank, the weighted average is 3.72. Which indicates that respondents are agree with they were proud to tell people they are a social media user a social media user. In 2st rank, the weighted average is 3.70 which indicates that respondents are agree with they feel a part of the social media community. In 3st rank, the weighted average is 3.50. Which indicates that respondents are agree with they feel out of touch when they haven't logged on to any social media. In 4st rank, the weighted average is 3.70. Which indicates that respondents are agree they feel they are part of the social media community.

Table 5.12

Factor affecting of Social Media Advertising (Corporate Reputation)

Corporate Reputation	Strongly Agree		Agree		Neutral		Disagree		Strongly disagree		T(W)	WA	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
believe in social media advertisement of companies that are concerned about their customer	50	250	91	364	31	93	8	16	7	7	730	3.90	1
Social media advertisement of companies that I recommend to my friends and relative	27	135	91	364	47	141	15	30	7	7	677	3.62	2

believe in social media advertisement of companies that can be generally trusted	36	180	74	296	49	147	18	36	10	10	669	3.58	3
I believe in social media advertisement of companies that I am satisfied with my overall experience	33	165	75	300	46	138	23	46	10	10	659	3.53	4

(Source: - Computed from questionnaire)

Analysis

The following table 5.12 is computed weighted average of number of respondents according to source of information which influence respondent's weight and average of number of respondents according to classification on The Basis of Factors Affecting social media users' Attitude toward Social Media Advertising (Corporate Reputation).

In 1st rank, the weighted average is 3.90. Which indicates that respondents are agree with they were believe in social media advertisement of companies that are concerned about their customer. In 2st rank, the weighted average is 3.62 which indicates that respondents are agree with they believe in social media advertisement of companies that they recommend to them friends and relative. In 3st rank, the weighted average is 3.58. Which indicates that respondents are agree with they believe in social media advertisement of companies that can be generally trusted. In 4st rank, the weighted average is 3.53. Which indicates that believe in social media advertisement of companies that they were satisfied with them overall experience.

Table 5.13

Factor affecting Social Media Advertising (Perceived Advertisement Entertainment)

Perceived Advertisement Entertainment	Strongly Agree		Agree		Neutral		Disagree		Strongly disagree		T(W)	WA	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
Advertisement on social media are entertaining	55	275	74	370	38	114	12	24	8	8	791	4.23	1

Advertisement on social media are enjoyable	33	165	75	300	56	168	12	24	11	11	668	3.57	3
Advertisement on social media are pleasing	30	150	88	352	42	126	20	40	7	7	675	3.61	2
Advertisement on social media are exciting	38	190	73	292	45	135	17	34	4	4	655	3.51	4

(Source: - Computed from questionnaire)

Analysis

The following table no.5.13 computed weighted average of number of respondents according to source of information which influence respondent's weight and average of number of respondents according to classification on The Basis of Factors Affecting social media users' Attitude toward Social Media Advertising (Perceived Advertisement Entertainment).

In 1st rank, the weighted average is 4.23. Which indicates that respondents are agree with Advertisement on social media are entertaining. In 2st rank, the weighted average is 3.61 which indicates that Advertisement on social media are pleasing. In 3st rank, the weighted average is 3.58. Which indicates that respondents are agree with they believe in social media advertisement of companies that can be generally trusted. In 4st rank, the weighted average is 3.53. Advertisement on social media are exciting.

Table 5.14

Factor affecting Social Media Advertising (Peer Influence)

Perceived Advertisement Entertainment	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		T(W)	WA	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
My friends say participating in social media is exciting	59	295	75	300	34	102	13	26	6	6	729	3.90	1

My friends say participating in social media is cool	26	130	95	380	37	111	22	44	7	7	672	3.59	4
My friends recommend participating in social media to me	26	130	95	380	34	102	22	44	7	7	663	3.55	6
My friends encourage me to participate in social media	45	225	75	300	45	135	25	50	7	7	717	3.83	2
My friends say positive things about social media to me	32	160	81	324	49	147	14	28	11	11	670	3.58	5
My friends say positive things about social media to me	33	165	88	352	41	123	15	30	10	10	680	3.64	3

(Source: - Computed from questionnaire)

Analysis

The following table no.5.15 computed weighted average of number of respondents according to source of information which influence respondent's weight and average of number of respondents according to classification on The Basis of Factors Affecting social media users' Attitude toward Social Media Advertising ((Peer Influence).

In 1st rank, the weighted average is 3.90. Which indicates that respondents are agree with them friends say participating in social media is exciting. In 2st rank, the weighted average is 3.83 which indicates that friends encourage to participate in social media. In 3st rank, the weighted average is 3.64. Which indicates friends encourage to participate in social media. In 4st rank, the weighted average is 3.59. Which indicates Friends say participating in social media is cool. In 5st rank, the weighted average is 3.58. Which indicates Friends say positive things about social media. In 6st rank, the weighted average is 3.55 which indicates friends recommend participating in social media.

Table 5.15

Factor affecting Social Media Advertising

(Your Attitude toward Social Media Advertising)

Perceived Advertisement Entertainment	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		T (W)	WA	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
Overall, I consider social media advertisement a good thing	49	245	90	360	31	93	10	20	7	7	725	3.88	1
Overall, I like social media advertising	24	120	100	400	39	117	15	30	9	9	676	3.61	3
I consider social media advertising very essential	31	155	84	336	50	150	14	28	9	9	678	3.62	2
I would describe my overall attitude toward social media advertising very favorably	28	140	83	332	43	129	23	46	9	9	656	3.51	4

(Source: - Computed from questionnaire)

Analysis

The following table computed weighted average of number of respondents according to source of information which influence respondent's weight and average of number of respondents according to classification on The Basis of Factors Affecting social media users' Attitude toward Social Media Advertising (Your Attitude toward Social Media Advertising).

In 1st rank, the weighted average is 3.88. Which indicates that they consider social media advertisement a good thing. In 2st rank, the weighted average is 3.62 which indicates that they consider social media advertising very essential. In 3st rank, the weighted average is 3.61. Overall, they like social media advertising. In 4st rank, the weighted average is 3.51. Them overall attitude toward social media advertising very favorably.

Table 5.16

Factor affecting Social Media Advertising (Purchase Intention)

Perceived Advertisement Entertainment	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		T(W)	WA	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
I will buy products that are advertised on social media in the near future	48	240	70	280	40	120	17	34	12	12	686	3.67	1
I desire to buy products that are promoted in social media	23	115	94	376	43	129	21	42	6	6	668	3.57	2
Advertisement on social media have a positive influence on my purchase decisions	35	175	72	288	54	162	13	26	13	13	664	3.55	3
Advertisements on social media have a negative influence on buying decision	34	170	67	268	22	66	21	42	13	13	559	2.99	4

(Source: - Computed from questionnaire)

Analysis

The following table computed weighted average of number of respondents according to source of information which influence respondent's weight and average of number of respondents according to classification on The Basis of Factors Affecting social media users' Attitude toward Social Media Advertising (Purchase Intention).

In 1st rank, the weighted average is 367. It suggests that people will purchase items offered on social media in the not too distant future. In 2st rank, the weighted average is 3.57 which indicates that they've. In 3st rank, the weighted average is 3.55. Which indicates advertisement on social media have a positive influence on my purchase decisions. In 4st rank, the weighted average is 3.59. Which indicate Advertisements on social media have a negative influence on buying decision.

5.4 Result of t – Test between Gender and Factors Affecting Social Media Users.

This section presented that researcher has applied t-test on this below factors. T-test applied to check whether null hypotheses accepted or rejected.

Table 5.17

T- Test Comparison between Gender and Perceived Usefulness

INNOVATIVE FEATURES	MALE	FEMALE
Mean	4.035714286	4.221374046
Variance	0.471428571	0.327539636
Observations	56	131
Pooled Variance	0.370317428	
Hypothesized Mean Difference	0	
Df	185	
t Stat	-1.910907071	
P(T<=t) one-tail	0.028781361	
t Critical one-tail	1.653131869	
P(T<=t) two-tail	0.057562722	
t Critical two-tail	1.972869946	

(Source: computed from excel)

Analysis

Table no.5.17 show the result of t- test on a factors affecting of social media users towards social media advertising (perceived usefulness). The t-values obtained are 0.05 for the comparing of gender and perceived usefulness is at 5% significance level.

This clearly indicates, that there is no significant difference between the gender and perceived usefulness. Hence the null hypothesis (H_0) is accepted and alternate hypothesis (H_1) is rejected.

Table 5.18

T- Test Comparison between Gender and Perceived Ease of Use

INNOVATIVE FEATURES	MALE	FEMALE
Mean	3.946429	4.122137
Variance	0.378896	0.384968
Observations	56	131
Pooled Variance	0.383163	

Hypothesized Mean Difference	0	
Df	185	
t Stat	-1.77791	
P(T<=t) one-tail	0.03853	
t Critical one-tail	1.653132	
P(T<=t) two-tail	0.077061	
t Critical two-tail	1.97287	

(Source: - computed from excel)

Analysis

Table no.5.18 show the result of t- test on factors affecting of social media users towards social media advertising (Perceived Ease of Use). The t-values obtained are 0.07 for the comparing of gender and perceived usefulness is at 5% significance level.

This clearly indicates, that there is no significant difference between the gender and perceived usefulness. Hence the null hypothesis (H_0) is accepted and alternate hypothesis (H_1) is rejected.

Table 5.19

T- Test Comparison between Gender and Intensity of Social Media Usage

INNOVATIVE FEATURES	MALE	FEMALE
Mean	3.946428571	4.122137
Variance	0.378896104	0.384968
Observations	56	131
Pooled Variance	0.383162634	
Hypothesized Mean Difference	0	
Df	185	
t Stat	-1.777914524	
P(T<=t) one-tail	0.038530278	
t Critical one-tail	1.653131869	
P(T<=t) two-tail	0.077060557	
t Critical two-tail	1.972869946	

(Source: - computed from excel)

Analysis

Table no. 5.19 show the result of t- test on a factors affecting of social media users towards social media advertising (Intensity of Social Media Usage). The t-values obtained are 0.07 for the comparing of gender and Intensity of Social Media Usage is at 5% significance level.

This clearly indicates, that there is no significant difference between the gender and Intensity of Social Media Usage. Hence the null hypothesis (H_0) is accepted and alternate hypothesis (H_1) is rejected.

Table 5.20

T- Test Comparison between Gender and Corporate Reputation

INNOVATIVE FEATURES	MALE	FEMALE
Mean	3.625	3.877863
Variance	0.638636364	0.661891
Observations	56	131
Pooled Variance	0.654977306	
Hypothesized Mean Difference	0	
Df	185	
t Stat	-1.956952675	
P(T<=t) one-tail	0.025928901	
t Critical one-tail	1.653131869	
P(T<=t) two-tail	0.051857801	
t Critical two-tail	1.972869946	

(Source: - computed from excel)

Analysis

Table no.:5.20 show the result of t- test on a factors affecting of social media users towards social media advertising (Corporate Reputation). The t-values obtained are 0.05 for the comparing of gender and Corporate Reputation is at 5% significance level.

This clearly indicates, that there is no significant difference between the gender and Corporate Reputation. Hence the null hypothesis (H_0) is accepted and alternate hypothesis (H_1) is rejected.

Table 5.21

T- Test Comparison between Gender and Perceived Advertisement Entertainment

INNOVATIVE FEATURES	MALE	FEMALE
Mean	3.464285714	3.755725
Variance	0.871428571	0.647563
Observations	56	131
Pooled Variance	0.714117716	
Hypothesized Mean Difference	0	
Df	185	
t Stat	-2.160092418	
P(T<=t) one-tail	0.016025971	
t Critical one-tail	1.653131869	
P(T<=t) two-tail	0.032051941	
t Critical two-tail	1.972869946	

(Source: - computed from excel)

Analysis

Table no.5.21 show the result of t- test on a factors affecting of social media users towards social media advertising (Perceived Advertisement Entertainment). The t-values obtained are 0.03 for the comparing of gender and Perceived Advertisement Entertainment is at 5% significance level.

This clearly indicates, that there is significant difference between the gender and Perceived Advertisement Entertainment. Hence the null hypothesis (H_0) is rejected and alternate hypothesis (H_1) is accepted.

Table 5.22

T- Test Comparison between Gender and Peer Influence

INNOVATIVE FEATURES	MALE	FEMALE
Mean	3.517857143	3.816794
Variance	0.508766234	0.704639
Observations	56	131
Pooled Variance	0.646406466	
Hypothesized Mean Difference	0	
Df	185	

t Stat	-2.328816776	
P(T<=t) one-tail	0.01047456	
t Critical one-tail	1.653131869	
P(T<=t) two-tail	0.020949119	
t Critical two-tail	1.972869946	

(Source: - computed from excel)

Analysis

Table no.:5.22 show the result of t- test on a factors affecting of social media users towards social media advertising (Peer Influence). The t-values obtained are 0.02 for the comparing of gender and Peer Influence is at 5% significance level.

This clearly indicates, that there is significant difference between the gender and Peer Influence. Hence the null hypothesis (H_0) is rejected and alternate hypothesis (H_1) is accepted.

Table 5.23
T- Test Comparison between Gender and
Your Attitude toward Social Media Advertising

INNOVATIVE FEATURES	MALE	FEMALE
Mean	3.642857	3.801527
Variance	0.706494	0.637228
Observations	56	131
Pooled Variance	0.657821	
Hypothesized Mean Difference	0	
Df	185	
t Stat	-1.22532	
P(T<=t) one-tail	0.111007	
t Critical one-tail	1.653132	
P(T<=t) two-tail	0.222013	
t Critical two-tail	1.97287	

(Source: - computed from excel)

Analysis

Table no.:5.23 show the result of t- test to on a factors affecting of social media users towards social media advertising (Your Attitude toward Social Media Advertising). The t-

values obtained are 0.02 for the comparing of gender and Your Attitude toward Social Media Advertising is at 5% significance level.

This clearly indicates, that there is significant difference between the gender and Your Attitude toward Social Media Advertising. Hence the null hypothesis (H_0) is rejected and alternate hypothesis (H_1) is accepted.

Table 5.24

T- Test Comparison between Gender and Purchase Intention

INNOVATIVE FEATURES	MALE	FEMALE
Mean	3.482143	3.786259542
Variance	0.726948	0.769348209
Observations	56	131
Pooled Variance	0.756743	
Hypothesized Mean Difference	0	
Df	185	
t Stat	-2.18965	
P(T<=t) one-tail	0.0149	
t Critical one-tail	1.653132	
P(T<=t) two-tail	0.029801	
t Critical two-tail	1.97287	

(Source: - computed from excel)

Analysis

Table no.5.24 show the result of t- test to on factors affecting of social media users towards social media advertising (Purchase Intention). The t-values obtained are 0.02 for the comparing of gender and Purchase Intention is at 5% significance level.

This clearly indicates, that there is significant difference between the gender and Purchase Intention. Hence the null hypothesis (H_0) is rejected and alternate hypothesis (H_1) is accepted.

5.5 CONCLUSION

This chapter explained in detail on the interpretation and the analysis of collected primary data. In this chapter also researcher has presented level of agreement on factor affecting of social media advertising which is effect on social media users. Researcher has also analysis

the weighted average on Factor affecting of social media advertising like perceived usefulness, Perceived Ease of Use, Intensity of Social Media Usage, Corporate Reputation, Perceived Advertisement Entertainment, Peer Influence, Your Attitude toward Social Media Advertising, Purchase Intention. Researcher has applied t-test for checking hypotheses on factor affecting of advertisement. In this chapter has also presented through analysis, the social media advertising is most effected on social media user or consumer at that time they spend a time on social media platforms.

CHAPTER 6
SUMMARY, FINDINGS AND SUGGESTIONS



CHAPTER 6

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6.1 INTRODUCTION

This study convey about an attitude of social media users towards social media advertising. This chapter also presented that how social media advertising is affected on social media users. Researcher has also analysis certain factors like factor affecting on social media user like perceived usefulness, perceived ease of use, intensity of social media usage, corporate reputation, perceived advertisement intrusiveness, peer influence, your attitude toward social media advertising, purchase intension. The participants include users from different age levels, gender, education, income earned, so it gives a thorough understanding of users from numerous backgrounds. In this chapter researcher has calculated weighted average on this above factors which are effect on social media advertisement and researcher has also applied t-test on this factor. T-test use to prove that null hypotheses are rejected or accepted. In this chapter, researcher has determine that summary of all the chapters, chapter regarding finding and also presented suggestion for the next research on this topic.

6.2 SUMMARY

1. Introduction

This chapter gives introduction of advertising and social media advertisement. Its meaning and definition, types of advertising, scope of advertising, role of advertising, online advertising, use of advertising, the digital era-introduction to social media, advertising on internet and social media growing popularity of social media, types of social media, advantages of social media advertising, social media networking: risk and conclusion. In today's era, we all are under the control of Advertising. Right from buying groceries to shopping for clothes, from finding all things like holiday spot to buying children's school supplies, from searching educational institutes to hunting for a job, from watching a movie to selecting a restaurant for breakfast to dinner, all the necessities of human living life, advertisements influence our decisions. Advertising is the most commonly used tool of promotion and is considered to be one of the most important elements of consumer purchasing intension.

2. Conceptual framework

This chapter gives connection between media and consumer. It is also give some information about consumer's attitude towards social media advertising, consumer's response towards social media advertising. Antecedents of consumer response to social media advertising, consequences of consumer response to social

media advertising, purchasing decision, conclusion. In this second chapter, the researcher has cleared discussed about the overview of advertisement and attitude towards social media advertising. Further, the researcher has presented the detail about purchasing decision influenced by the social media advertisements consequences of consumer response and consumer response to social media advertising. The study reveals that there significant impact of social media advertising.

3. Review Of Literature

In this chapter researcher has presented 40 past research paper regarding social media advertising. It is help to bring clarity and focus to your research problem, improve research methodology, broaden knowledge base in research area and contextualize finding. This chapter makes a reviews on the work undergone in the literature about social media advertising. Companies are starting to target their adverts at social media users in an effort to appeal to them, shape their attitudes, and elicit buy intentions as a result of social media's increasing acceptance and popularity.

4. Research methodology

This chapter presented overview of research methodology which include point like what is research methodology, process of research, problem of study, objective of study, hypotheses of study , research design in which include title of study, scope of study, sample of study, data collection, tools and technics, limitations of study, significant of study etc.

5. Data analysis & interpretation

Data analysis summarizes collected data. The chapter is basically deals with the data analysis and its interpretation of the data which is collected from structure questionnaire. This chapter include introduction, main profile of respondent, also researcher used t-test for testing that null hypotheses is rejected or accepted.

6. Summary, Findings and Suggestions

This chapter presents summary, findings and conclusion of the whole study which found out by the researcher after the completion of research.

6.3 FINDINGS OF THE STUDY

In this chapter researcher has conclude that in all the chapter, what are the findings are made during the study. Researcher has also analysed that demographic profile which made

on primary data collection through the build a questionnaire for the study purpose. So here below are some important findings from researcher has found from the study.

1. The findings related demographic profile of the respondents

Researcher has found that demographic profile of the respondents. Which collected from questionnaire.

1. Researcher has collected 187 respondents. Out of 187 respondents, 131 respondents are female and 51 respondents are male. Its define as female ration is more than male ratio.
2. On basis of age of respondent. It's divided in to 4 categories like 20 years and below, 21-30 years, 31-40 years and 41-50 years. Out of 187 respondents, more respondents are 20 years and above in group of age.
3. Based on educational qualification, it's divided in to 4 categories like HSC &below, graduate, post graduate and doctorate, more respondents are graduate in group of qualification.
4. Based on annual income, its divided in to 5 categories like none, less than 5 lakhs, 5 lakhs to 10 lakhs, 10 lakhs to 20 lakhs, above 20 lakhs, more researcher has determine that more numbers of respondents are none income in group of income.
5. Researcher has found that in this section, how many respondents are using social media, time spending and how long has been use social media platforms.

2. The findings related on factor affecting on social media users

- Researcher has found that many factor are considered in this study like perceived usefulness, Intensity of Social Media Usage, Corporate Reputation, Peer Influence, Perceived Advertisement Intrusiveness, your Attitude toward Social Media Advertising, purchase intension.
- According to perceived usefulness, researcher has conclude that many respondents who understand that social media advertising are informative, useful, valuable and important. Here respondent found that more number of respondent are selected social media advertising are much informative.
- According to Perceived Ease of Use, researcher has conclude that many respondents who understand that social media advertising are easy to follow, share and easy to read. Here respondent found that more number of respondent are selected social media advertising are easy to follow.

- Another factor consider by researcher on basis of Intensity of Social Media Usage. According this factor researcher has found that social media are as part of every activities when some respondents are agree with this factor social media advertising are part of them community.
- Day to day demand are increase and also choice are made different. Many variants are available in market to purchase any things or good for consumers need satisfaction. Here researcher has found that now a day's people are interested in branding. If company's reputations are incredible then most of people purchase this particular company who get good satisfaction of this company's products.
- With the growth of advertising utilizing social media, its help to present opinion of respondents. About this perceived advertisement intrusiveness through the researcher has concluded that social media advertising are enjoyable, pleasing and entertaining for the respondents.
- Researcher has also found that social media advertising towards respondents attitude. That means social media advertising are useful, enjoyable or not, its good things or not. Mostly respondents are agree with the social media advertising is a good things.
- Most the respondents shows interest in trying a product that is recommended on social media. Which product is completely new for them also can led to use of other brands used regularly.

3. The findings based on t-test comparison between gender and social media factors

Researcher has used t-test to check whether null hypothesis is accepted or rejected

- According to perceived usefulness, there is no significant difference between gender and Perceived useful.
- According to perceived usefulness. There is no significant difference between gender and perceived usefulness.
- According to Intensity of Social Media Usage. There is no significant difference between gender and social media usage.
- According to Corporate Reputation, There is no significant difference between gender and corporate reputation.
- According to Perceived Advertisement Entertainment. There is no significant difference between gender and Perceived advertisement entertainment.

- According to Peer Influence, There is no significant difference between gender and peer influence.
- According to Your Attitude toward Social Media Advertising, There is no significant difference between gender and your attitude towards social media advertising.
- According to Purchase Intention, There is no significant difference between gender and Purchase Intention.

6.3 SUGGESTIONS OF THE STUDY

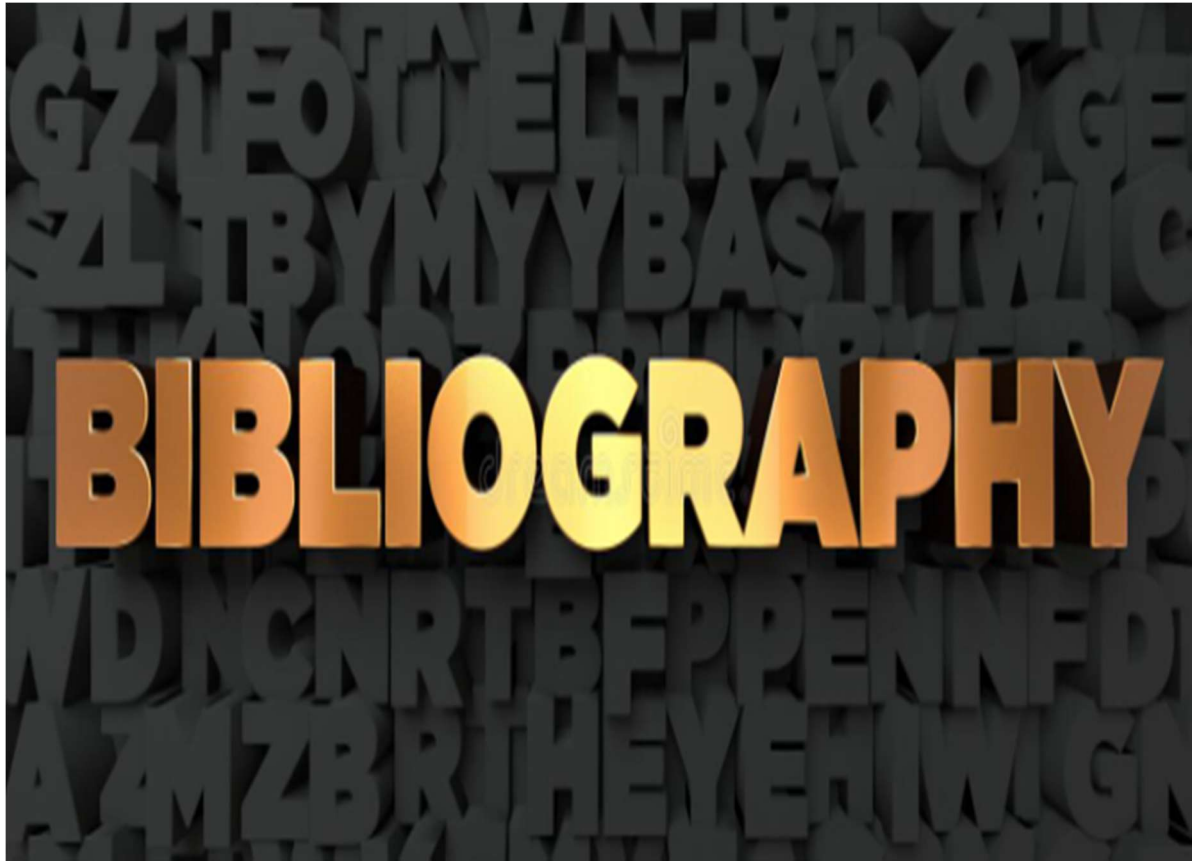
Here researcher determine some suggestions related study.

- Companies should think about advertising on numerous platforms since individuals use a variety of social media platforms rather than concentrating on one to promote their products.
- Because consumers are using social media at a higher rate of intensity. Companies should strive to increase their budgets day by day to obtain additional societal advantages.
Media platform for promoting their products and services.
- In this study researcher has conclude factor affecting of social media advertising. In further study researcher can also consider factor affecting of social media advertising.
- Organizations should attempt posting their adverts in online friendship groups where people discuss the products with one another and give opinions, suggestions, and evaluations.
- Companies should make continuous efforts to create and maintain positive image of themselves and built corporate reputation so that their advertisements on social media are welcomed by consume.
- Companies' advertising on social media should be clear, readable.
- Advertisements on social media are designed by advertisers in such a way that they are perceived as entertaining by users. They should be enjoyable and exciting for the users and should have an element of fun.
- Companies should make an effort to include as much significant, interesting, and useful information as possible in their social media adverts to persuade users that they are worthwhile.

6.4 CONCLUSION

Every day people are making purchase according to their requirements both online as well as in person. In this new era, social media advertising is enchanting the connection with the customers to deeper personalized. Now a days, consumers of all age group, educational qualification and demographics are spending a significant amount of their time on the online purchasing. This research has proved that social media advertising is trust worthy and secured where people can use this medium for their popularity. The research doesn't talk only about reputation but earning money, sharing knowledge and to get connected with people. Social media is not only about socializing or is loaded with entertainment, through this research, the researcher has expressed his views. This goes to show that social media is beyond boundaries.

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QUESTIONNAIRE

“AN ATTITUDE OF SOCIAL MEDIA USER TOWARDS SOCIAL MEDIA ADVERTISING: A CASE STUDY OF RAJKOT CITY”

Name: _____

[A] Demographic Profile

1. Gender:

- Male
- Female

2. Age

- 20-35 years
- 35-50 year
- 50 years or above

3. Educational Qualification

- Graduate
- Post Graduate
- Doctorate

4. Annual income (in rupees)

- Less than 5 lakhs
- 5 lakhs to 10 lakhs
- 10 lakhs or above

[B] Usage of Social Media

5. Approximately how long have you been using social media?

- Less than 1 year
- 1-2 years
- 2-5 years
- 5 years or above

6. On average, how many hours per day do you spend on social media?

- Less than 1 hour (end of the questionnaire)
- 1-2 hours
- 2-3 hours
- 3-4 hours
- 4 hours or above

7. Which Social Media channels do you use?

- Face book
- Twitter
- Instagram
- You Tube
- Snapchat
- Other (LinkedIn, Google+, Pintrest)

[C] Advertisements on Social Media

8. Have you ever noticed advertising on social media? (IF NO, end of the Questionnaire)

- Yes
- No

9. For which products and service you often find advertisements on social media?

- Clothes and apparels
- Electronics
- Household Appliance
- Travel
- Entertainment (movies, music etc.)
- Automobiles (Bikes, Cars etc.)
- Health & Beauty
- Matrimonial
- Banks
- Insurance
- Online job offers
- Online games
- Other: please specify

Tick the appropriate box of your choice.

- 1- Strongly Agree
- 2-Agree
- 3-Neutral
- 4-Disagree
- 5-Strongly Disagree

[C] Factors affecting Consumers' Attitude toward Social Media Advertising

1. Perceived Usefulness

ITEMS	1	2	3	4	5
Advertisement on social media are informative					
Advertisement on social media are useful					
Advertisement on social media are valuable					
Advertisement on social media are important					

2. Perceived Ease of Use

ITEMS	1	2	3	4	5
Advertisement on social media are informative					
Advertisement on social media are useful					
Advertisement on social media are valuable					
Advertisement on social media are important					

3. Intensity of Social Media Usage

ITEMS	1	2	3	4	5
Social media is a part of my everyday activity					
I am proud to tell people I am a social media user					
Social media has become part of my daily routine					
I feel out of touch when I haven't logged on to any social media site/platform for a while					
I feel am part of the social media community					

4. Corporate Reputation

ITEMS	1	2	3	4	5
I believe in social media advertisement of companies that are concerned about their customer					
I believe in social media advertisement of companies that I recommend to my friends and relative					
I believe in social media advertisement of companies that can be generally trusted					
I believe in social media advertisement of companies that I am satisfied with my overall experience					

5. Perceived Advertisement Entertainment

ITEMS	1	2	3	4	5
Advertisement on social media are entertaining					
Advertisement on social media are enjoyable					
Advertisement on social media are pleasing					
Advertisement on social media are fun to use					
Advertisement on social media are exciting					

6. Your' Attitude toward Social Media Advertising

ITEMS	1	2	3	4	5
Overall, I consider social media advertisement a good thing					
Overall, I like social media advertising					
I consider social media advertising very essential					
I would describe my overall attitude toward social media advertising very favorably					

7. Peer influence

ITEMS	1	2	3	4	5
My friends say participating in social media is exciting					
My friends say participating in social media is cool					
I believe participating in social media is Socially desirable					
My friends recommend participating in social media to me					
My friends encourage me to participate in social media					
My friends say positive things about social media to me					

8. Purchase intention

ITEMS	1	2	3	4	5
I will buy products that are advertised on social media in the near future					
I desire to buy products that are promoted in social media					
Advertisement on social media do not increase purchase intent of featured brand					
Advertisement on social media have a positive influence on my purchase decisions					