A Study of Social Media Advertisements and its Impact on Business

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Abstract - Young people (Gen Y) are the driving force behind social change, and social media is playing a crucial part in getting the word out about social marketing. Any social causes that target such a group are likely to have a positive impact. Nonetheless, the purpose of this research is to investigate the feasibility of stratified random sampling to examine the efficacy of generation y's personal social and environmental social marketing commercials and campaigns by categorizing respondents into five groups. The study's five levels or dimensions including participants' awareness, interest, motivation, behavior, social norms, and the socially responsible businesses emphasize ecological and social issues. Professionals in the field of social marketing should frame their campaigns with an emphasis on principles related to individual behavioral change and societal well-being.

Keywords - Social Media, Advertisements, Impact, business, etc.

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INTRODUCTION

One of the newest advertisement topics is social networking ads. Marketers strive to discover the most effective way to promote their products and services in order to foster consumer relationships and generate viral word-of-mouth ads on social media. Social networking advertisement is a modern form of corporate advertising that multiple businesses have embraced as a new tactic. (1) Two-way contact and personalized ads are two aspects that boost brand trust's impact on consumer expectations.

In today's nation, social networking has generated a lot of buzz. It is extremely common with the younger millennia's, but the middle and older generations are not immune to the social networking craze. In the domestic front, it is used for socializing and communicating with friends and family. In a professional level, it has been extensively utilized for emerging business enterprises to acquire markets. Many well-established businesses are experiencing organizational changes in order to respond to this online climate for marketing their goods and services throughout the world. The most current and rapidly growing technology breakthrough is social networking. It comes with a long list of advantages. (2)

Advertising

Advertising is a form of commercial communication in which a product, service, or idea is advertised or marketed through the use of a non-personal advertisement that is publicly endorsed. Campaign supporters are normally businesses who want to promote their products or services. Advertising differs from public relations in that the advertiser pays for and owns the message. It differs from personal selling in that the message is not personalized, i.e. it is not directed at a particular customer. Traditional channels such as journals, magazines, tv, radio, billboard advertisements, or direct mail; and digital media such as search engines, blogs, social media, portals, or text messaging are all used to convey advertising. (3)

Advertising is the direct display of the message in a medium: advert or ad for short. By "branding," who connects a product name or logo with those characteristics in the minds of customers, commercial commercials often aim to maximize usage of their goods or services. Direct-response advertising, on the other hand, is described as advertisements that aim to evoke an immediate sale. Political parties, advocacy organizations, charitable institutions, and government bodies are examples of non-commercial companies that market rather than consumer goods or services. (4) Free modes of persuasion, such as a public service announcement, are available to non-profit organizations. Employees and customers can be reassured by advertising that a business is profitable or effective.

The classification of advertising types

Many types of organizations utilize ads in today's culture. Manufacturing, trading, and retail

businesses are the most significant. However, not only for-profit businesses use ads in their operations; nonprofit organizations such as foundations and government departments do as well. Advertising, on the other hand, has the same reason, just not in the same way. There are several forms of ads, each of which is dependent on a number of variables that must be considered prior to advertising. Geographic distribution, audience demographic, and type of effect are the three main ways to categories advertisement groups.

Geographical spread:

Because of the global spread definition, ads can be targeted to a certain regional level based on behavior. There are three distinct regional levels, for example: The first degree is known as national advertising, and it refers to advertisements that are shown around a country's boundaries. The majority of organizations fall under this group. (5)

Target group:

Advertising may also be categorized based on the audience for which it is intended. There are four major focus groups listed in this section. Advertising can be targeted specifically at sellers of consumer goods, i.e., the end users. Since consumer goods are commonly sold over a vast metropolitan region with a large population, advertisement is heavily used here. Ad, which can be used in any general print medium such as newspapers or magazines, is designed to facilitate the selling of the branded goods. Market ads are a term used to describe this form of campaign.

Type of impact:

Advertising may be categorized into various divisions based on the demand, the action, or the institution, and the effect they choose to have on the consumers. The demand category is the first differentiation that can be created between ads. (6) According to the essence of the buyer's demand, there are three distinct forms of commodity ads. First the demand may be primary, meaning that the campaign is mostly focused on the generic segment rather than a single brand. This form of advertisement is known as pioneering advertising. (7)

Social Media Marketing

Social networking marketing is only in its infancy in terms of viewership and revenue, and social networks are only minor players in comparison to massive websites and search engines. Social networking sites, on the other hand, are the fastest-growing online industry, and it's likely that they'll surpass "traditional" online marketing pages and portals to become the most successful online marketing tool. Building brand recognition, identifying opinion leaders (also known as influential's in social media), driving traffic to company Web pages, virally sharing unique messages, building

client lists, instilling trust and faith in a brand, and enhancing a brand's image are all aspects that social media marketing can help with. Marketers must agree that advertising is changing and that they must adhere to new guidelines. Today's social marketing is "characterized by customer access, freedom, and dialogues," These contemporary characteristics have drastically changed the competitive environment, making it more open and pushing companies to react to these changes. Customers expect credible information these days, and organizations are characterized by their published content. (8)

The so-called prosumers, who were formerly passive users, have become powerful creators and marketers of material thanks to social media. The new user is defined as a "empowered, impatient customer with a short attention span, a plethora of options, and a low switching barrier". (9) The method of creating a brand has been altered by social media. Marketers used to be able to assess a brand's appearance and then easily copy their offline approach into the web world without any modification to the needs and wishes of their clients. Organizations, on the other hand, no longer have authority and must accept the new influence of customers. Users have the ability to communicate with all organizations and other users, as well as partake in product or service naming. In order to promote engagement and collective product creation, customers must be empowered. Social networking has ushered in a modern era of communication between businesses and customers. Business-to-business (B2B) and business-to-customer (B2C) are traditional modes, while customer-to-business (C2B) and customer-to-customer (C2C) are modern forms. (10) Consumers can now communicate with one another regarding goods and services through social media, and are no longer purely reliant on details given by businesses. Since they trust other users and their experiences, consumers are turning to social media as a valuable resource before making a buying decision. Since the tourism commodity is intangible and therefore cannot be tested out before purchasing, social media is a valuable knowledge tool, especially in tourism.

Social Media Importance in Business

Since every company's advertisement is driven by a sales strategy that often involves four essential variables: the commodity, the price, the place, and the promotion, advertising has its own position and value in business. Edmund Jerome McCarthy coined the term "four Ps" to describe this definition of variables, which he established in 1960. The interaction of these factors has an effect on overall sales performance, and they are all interdependent and affected by one another. (11) The term "product" applies to the sold item or service. The worth of a good is determined by its price. The networks of distribution that transport the commodity from the manufacturer to the customer are referred

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to as place. Finally, marketing refers to any of the product's promotional operations, of which publicity is one subcomponent. Promotion encompasses not just advertisements but also naming, product promotion, and public relations. The emphasis is, of course, on the promotion group, especially ads. Advertising's primary function is to pre-sell to current and future buyers. Advertising is created to reach a target audience in order to increase revenue. (12)

OBJECTIVES OF THE STUDY

- To analyze the effectiveness of social marketing advertisement done through social media.
- To test the effectiveness of social marketing advertisement on generation-y done through social media.
- To study the effectiveness of social media influence on gen-y respondents.

RESEARCH METHODOLOGY

The study's research methodology is both exploratory and descriptive in nature. Secondary data was used in an exploratory study to conduct a sample survey. It is critical to select a representative of the populations chosen for the study in order for it to be effective and representative. For the collection of relevant information, extensive use of both primary and secondary methods, namely primary and secondary, has been made.

Collection of data:

The primary data was gathered using a systematic questionnaire created by analyzing key factors from information gathered from reviews of various research studies. The questionnaire is made up of two parts: defined factors and basic criteria, which enable respondents to respond to the researcher's answer. To get responses from the target groups, the questionnaire divided into three parts. The first section discusses demographic factors, while the second section discusses the effect of social media on Generation –Y. The third section examines the efficacy of social marketing by examining three dimensions: global warming, and anti-corruption.

Sampling Design:

The researcher will use non proportionate, non definite sampling design with sequential and stratified random sampling. The researcher will use the convenience sampling in the study due to the online data collection process.

Sampling Size:

The sample size of the research is 1500.

Population of the Sample:

The study's population includes people between the ages of 21 and 35 who are undergraduates, postgraduates, newly hired graduates, and office workers who use different social media sites over the past six months.
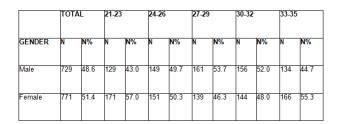
Data Collection Process:

- The questionnaire was created using Google Forms and Survey Monkey.
- The links was distributed through social media sites such as Face book and Twitter.
- The connection will also send to contacts in Gmail.
- The time frame will set at six months.
- Several emails and phone calls were sent to request the completed forms.

RESULT ANALYSIS

All study results from the examination and analysis of collected data. It paints a vivid picture of the topic at hand and allows researchers to round out their findings with insightful commentary and recommendations. This chapter analyzes and evaluates the results and discussion of the study.

Table 1: Distribution of Respondents based on Gender

GENDER	TOTAL		21-23		24-26		27-29		30-32		33-35	
	N	N%	N	N%	N	N%	N	N%	N	N%	N	N%
Male	729	48.6	129	43.0	149	49.7	161	53.7	156	52.0	134	44.7
Female	771	51.4	171	57.0	151	50.3	139	46.3	144	48.0	166	55.3

Based on the data in the table, we can conclude that 51.4% of respondents are female and 48.6% are male. The majority of those who answered are women.

Table 2: Distribution of respondents based on locality

LOCALITY	TOTAL		21-23		24-26		27-29		30-32		33-35	
	N	N%	N	N%	N	N%	N	N%	N	N%	N	N%
Urban	806	53.7	200	66.7	141	47.0	183	61.0	130	43.3	152	50.7
Semi-Urban	401	26.7	40	13.3	117	39.0	48	16.0	124	41.3	72	24.0
Rural	293	19.5	60	20.0	42	14.0	69	23.0	46	15.3	76	25.3

The majority (53.7%) of respondents are city dwellers, while 26.7 % are from the semi-urban and 19.5 % are from the rural areas.

Table 3: Distribution of respondents based on often browsed social media

Often browsed	TOTAL		21-23		24-26		27-29		30-32		33-35	
	N	N%	N	N%	N	N%	N	N%	N	N%	N	N%
YouTube	254	16.9	40	13.3	90	30.0	55	18.3	44	14.7	25	8.3
Social Networks	363	24.2	60	20.0	95	31.7	76	25.3	93	31.0%	39	13.0
Blogs	125	8.3	0	.0	36	12.0	18	6.0	0	.0	71	23.7
Websites	574	38.3	170	56.7	64	21.3	127	42.3	135	45.0	78	26.0
Others	184	12.3	30	10.0	15	5.0	24	8.0	28	9.3	87	29.0

Respondents' most common online activity was browsing websites (38.3%), followed by social networking (24.2%), YouTube (16.9%), others (12.3%), and blogs (8.3%).

Table 4: Distribution of Respondents based on Impacts of Social Media

Collect information	TOTAL		21-23		24-26		27-29		30-32		33-35	
Age	N	N%	N	N%	N	N%	N	N%	N	N%	N	N%
Highly Dissatisfied	87	5.8	0	.0	30	10.0	0	.0	33	11.0	24	8.0
Dissatisfied	144	9.6	0	.0	41	13.7	2	.7	43	14.3	58	19.3
Neutral	317	21.1	44	14.7	73	24.3	57	19.0	53	17.7	90	30.0
Satisfied	442	29.5	98	32.7	102	34.0	103	34.3	68	22.7	71	23.7
Highly Satisfied	510	34.0	158	52.7	54	18.0	138	46.0	103	34.3	57	19.0
Group buying	N	N%	N	N%	N	N%	N	N%	N	N%	N	N%
Highly Dissatisfied	61	4.1	0	.0	16	5.3	0	.0	18	6.0	27	9.0
Dissatisfied	257	17.1	22	7.3	56	18.7	28	9.3	67	22.3	84	28.0
Neutral	326	21.7	53	17.7	65	21.7	51	17.0	57	19.0	100	33.3
Satisfied	513	34.2	144	48.0	93	31.0	122	40.7	100	33.3	54	18.0
Highly Satisfied	343	22.9	81	27.0	70	23.3	99	33.0	58	19.3	35	11.7

Participate in forum	N	N%	N	N%	N	N%	N	N%	N	N%	N	N%
Highly Dissatisfied	72	4.8	0	.0	18	6.0	0	.0	18	6.0	36	12.0
Dissatisfied	262	17.5	44	14.7	49	16.3	34	11.3	71	23.7	64	21.3
Neutral	388	25.9	73	24.3	82	27.3	66	22.0	75	25.0	92	30.7
Satisfied	428	28.5	100	33.3	82	27.3	104	34.7	80	26.7	62	20.7
Highly Satisfied	350	23.3	83	27.7	69	23.0	96	32.0	56	18.7	46	15.3

As can be seen in the table above, 34.0% of respondents are very satisfied with the data collection process. Just over a third (34.2%) of people who have tried group purchasing are pleased with the results. Only about one-third of people are unhappy with the forum. Only 33.9% of people are unhappy with their membership in an online club. When asked how they felt about viral marketing, 28.9% of people gave an indifferent reaction. Only around a third of people are happy with viral video (37.7%).

Analysis showing Social Marketing ADS on Social Media creates Influence on Generation-Y Behaviour based on Age

Table 5: Table showing Anova of Social Media Influence Vs Age

Influence	statistic	df1	df2	Sig.	ω^2
Levene- Test of Homogeneity of variances	105.642	4	1495	.000	
Brown-Forsythe- Test of equality of means	59.647	4	1022.67	.000	0.14

Table 6: Post HOC Analysis of Social Media Influence Vs Age

	Age Groups	N	Mean	Std.Dev.	95% Confidence Interval for Mean		Post-Hoc Results*
					Lower Bound	Upper Bound	
A	21-23	300	30.6	3.4	30.2	31.0	A > BDE
B	24-26	300	26.3	7.3	25.5	27.2	
C	27-29	300	30.6	3.8	30.1	31.0	C > BDE
D	30-32	300	25.9	7.6	25.1	26.8	
E	33-35	300	26.0	3.8	25.6	26.5	
	Total	1500	27.9	5.9	27.6	28.2	

The Levene's Test of Homogeneity of Variances indicates that: $F_{(4, 1495)} = 105.642$, $p = .000$. The null hypothesis (no variance difference) is rejected as such with an alpha level of .05, p (.000) a (.05), signifying significance, showing that the assumption of homogeneity of variance is not fulfilled. The one-way ANOVA of perception of influence indicated a main effect that was statistically significant. Indicating that not all age categories had the same average score on the measure of impact perceptions is Brown-$F_{(4, \text{Forsythe's } 1022.7)} = 59.6$, p 0.05. According to the calculated omega squared (2 =.14), variances in various age groups account for around 14% of the overall variation in the average score on influence perception. According to the statistical strand for this one-way ANOVA analysis, table 5.1.1 $F_{(4, 1022.7)} = 59.6$, p=0.05, and 2 =.14 according to Brown-Forsythe.

Theme: 1 Global Warming

Table 7: Multiple Analysis of Variance of Global Warming

Variable	Pillai's Trace	F	df	Error df	Significance
Age	0.267	21.38	20	5976	p<0.001

Table 8: Post HOC Result of Global Warming Vs Age Manova

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Global Warming	df	df error	F		Age	Means	95%Confidence Interval		POST-HOC
							Lower Bound	Upper Bound	
Awareness	4	1495	50.68	A	21-23	19.01	18.66	19.36	E<A,B,C,D
				B	24-26	17.58	17.23	17.93	
				C	27-29	19.42	19.07	19.77	
				D	30-32	18.82	18.47	19.17	
				E	33-35	16.33	15.98	16.68	
Engagement	4	1495	37.23	A	21-23	11.25	11.01	11.49	E<A,B,C,D
				B	24-26	11.26	11.02	11.50	
				C	27-29	11.54	11.29	11.78	
				D	30-32	10.80	10.55	11.04	
				E	33-35	9.64	9.39	9.88	
Behaviour	4	1495	22.61	A	21-23	14.84	14.51	15.17	E<A,B,C,D
				B	24-26	14.49	14.16	14.82	
				C	27-29	15.07	14.74	15.40	
				D	30-32	14.69	14.36	15.02	
				E	33-35	13.06	12.73	13.39	
Social norm	4	1495	91.18	A	21-23	20.13	19.80	20.46	E<A,B,C,D
				B	24-26	19.35	19.02	19.69	
				C	27-29	20.07	19.73	20.40	
				D	30-32	19.46	19.13	19.80	
				E	33-35	16.22	15.88	16.55	
Well being	4	1495	20.52	A	21-23	18.81	18.42	19.20	E<A,B,C,D
				B	24-26	18.89	18.50	19.28	
				C	27-29	19.02	18.63	19.41	
				D	30-32	19.00	18.62	19.39	
				E	33-35	16.95	16.56	17.34	

Using Pillai's trace, there was a significant difference(s) between age groups on the theme Global Warming and its sub dimensions., V=0.267, F(20, 5976) =21.38, p=0.000. Also, the separate univariate ANOVAs on the outcome variables revealed significant difference(s) on Awareness F (4,1495) =50.68, p=0.000, Engagement F (4,1495) =37.23, p=0.000, Behaviour F(4,1495)=22.61, p=0.000, Social Norm F(4,1495)=91.18, p=0.000, and Well Being F(4,1495)=20.52, p=0.000.

The following pair of groups was discovered to differ considerably. Statistics show a statistically significant difference between the age groups 21–23, 24–26, 27–29, and 30-32 and the age group 33–35 in each of the five categories of awareness, involvement, behaviour, social norm, and well-being.

Theme: 2 Anti Corruptions

Table 9: Multiple Analyses Of Variance of VariousDimensions of Anti Corruption Vs Age

Variable	Pillai's Trace	F	df	Error df	Significance
Age	.208	16.388	20.000	5976.000	.000

Table 10: Post HOC Analysis of Anti-Corruption Vs Age Manova

ANTI CURRUPTION	df	df error	F		Age	Means	95% Confidence Interval		Post hoc result
							Lower Bound	Upper Bound	
Awareness	4	1495	26.48	A	21-23	7.49	7.308	7.666	
				B	24-26	7.77	7.594	7.952	
				C	27-29	7.52	7.341	7.699	
				D	30-32	7.50	7.324	7.682	
				E	33-35	6.55	6.374	6.732	E<A,B,C,D
Engagement	4	1495	14.50	A	21-23	7.59	7.388	7.792	
				B	24-26	7.49	7.285	7.688	
				C	27-29	7.57	7.368	7.772	
				D	30-32	7.61	7.412	7.815	
				E	33-35	6.70	6.495	6.898	E<A,B,C,D
Behavior	4	1495	19.74	A	21-23	7.62	7.430	7.816	
				B	24-26	7.44	7.244	7.630	
				C	27-29	7.61	7.414	7.800	
				D	30-32	7.23	7.034	7.420	
				E	33-35	6.56	6.370	6.756	E<A,B,C,D
Social norm	4	1495	24.39	A	21-23	7.00	6.795	7.199	
				B	24-26	7.56	7.361	7.765	
				C	27-29	7.17	6.971	7.375	
				D	30-32	6.31	6.111	6.515	
				E	33-35	6.49	6.291	6.695	
Well being	4	1495	23.27	A	21-23	7.54	7.345	7.728	
				B	24-26	7.28	7.088	7.472	
				C	27-29	7.66	7.465	7.848	E<A,B,C,D
				D	30-32	7.36	7.165	7.548	
				E	33-35	6.46	6.265	6.648	

Using Pillai's trace, there was a significant difference(s) between age groups on the theme Global Warming and its sub dimensions., V=0.208, F(20, 5976) =16.38, p=0.000. Also, the separate univariate ANOVAs on the outcome variables revealed significant difference(s) on Awareness F (4,1495) =26.48, p=0.000, Engagement F (4,1495) =14.50, p=0.000, Behaviour F(4,1495)= 19.74, p=0.000, Social Norm F(4,1495)=24.39, p=0.000, and Well Being F(4,1495)=23.27, p=0.000. More specifically, all potential contrasts for "Awareness, Engagement, behaviour, social norm, and well-being" were put to the "Games-Howell" test. The following pair of groups were discovered to differ considerably. In all aspects of anti-corruption, age groups 21–23, 24–26, 27–29, and 30-32 differ significantly from age group 33–35.

CONCLUSION

Advertisement There is a crucial need for research into the different elements of social marketing strategies since social media is an emerging field of

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marketing. In the form of social networking promotion techniques such as commercials and promotions, social media is used. Since social media marketing is a relatively new sector of marketing, more study of its constituent parts is urgently required. Insights from this study have substantial practical and theoretical ramifications. With the theoretical models for social marketing themes in social media offered by this study, it is possible to illustrate the process that leads to a positive reaction for all three Themes. In this study, the researchers looked at how social media platforms like Facebook, Twitter, and YouTube fit into the bigger picture of social marketing and promotional tactics like ads and campaigns. To a large extent, the responses of people in Generation Y were influenced by social media. Additionally, the effects of social marketing motifs are dissected for study. In addition, the study provided actual evidence of the power of social media in shaping the perspective of millennials and quantifying its efficacy.

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