

Social Media Advertisements: An Art of Attracting Digital Natives in the 21st Century

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Asia Pacific Journal of
Multidisciplinary Research

Vol. 7 No.4, 61-66

November 2019 Part II

P-ISSN 2350-7756

E-ISSN 2350-8442

CHED Recognized Journal

ASEAN Citation Index

Excellence in Research for

Australia Accredited Journal

Date Received: August 27, 2019; Date Revised: October 24, 2019

Abstract – Social media advertisements play a vital role in shaping the dreams and helping the consumers in purchasing decision. Hence, the advertisers of social media use advertisements as a weapon to target the audience, specially the youngsters with regard to purchasing decision. Over the past decade the social media ads surmounts and impress good number of digital natives and many of their parents are being digital immigrants, they solely depend upon their sons and daughters to place the order by watching social media advertisements. Hence, the overall objective of the study is to measure the art of attracting digital natives with regard to purchasing decision by watching social media advertisements. The data were collected with the help of a questionnaire and multi random sampling technique was used to represent 125 respondents from two autonomous colleges in Kanyakumari district. The result of the study points out that social media advertisements were positively impacted on youngsters between the age group of 20-21 years. The respondents buy when the ads stimulate, impressive and worthwhile only they buy the products and services. This paper also suggest that advertisers have to be very careful in not giving exaggerated facts and create atmosphere of at ease when they watch the ads.

Keywords – Social media advertisements, Purchasing decision, Digital Native.

INTRODUCTION

“Advertising moves people toward goods: Merchandising moves goods towards people” is the quote of an American businessman Morris Lee Hite. Yes, it’s true when a person was attracted by an advertisement he/she automatically moves towards those products and services. The major problem was faced by the users or viewers of advertisement is exaggeration about the product or services. Formerly advertising was narrowed to announcements and its role did not go beyond informing. The arrival of social media has brought several opportunities for information exchange and communication between advertisers and users. It has changed the world in every sphere with its innovative and technological advancements. Studies have shown that advertising on social media has been greatly impacted on young users and it provides more options to connect with marketers. The term digital natives was coined by an American writer and speaker on education Marc Prensky in 2001 [1]. He denotes, those who born after 1980’s are considered as digital natives .They were born with digital technology such as mobile phones, computers and all other digital technologies. Today’s digital natives are more powerful in terms independent, knowledgeable,

quick in decision making and user friendly of electronic gadgets compared to their parents. Advertisements in Social media such as Blogs, LinkedIn, Facebook, Twitter were positively influenced the consumers. They are easily accessing social media through their smart phones and getting information from advertisements displayed on these media. It saves both their time and energy where physical nearness is no longer needed for an exchange to take place. Moreover, it offers more discount and offer which enthuse the youngsters to purchase products and services via online platform. It becomes an effective tool in the hands to youngsters to choose right type of products at the right time and with the right price. By using the popular social sites like Facebook, Twitter, YouTube, Instagram, Pinterest were catching the mind of youngsters and they were pushed forward to purchase the products and services [2], [3]. Other indicates that social media is evident for the credibility of information and reviews [4].

Advertisements in social media were influenced the buying behaviour of youngsters thus they were intended by the advertisements to purchase products [5]. Users were gathering information regarding products from

social media sites [6]. Buying behaviour of consumers was rapidly changing, hence the advertisers should create informative and attractive advertisements towards products and services [7]. There is a study [8] focused on impact on social media advertisements in the decision making process social media information had higher credibility and more reliable than other media advertisements. Social network marketing was significantly related to consumer purchase intention [9].

Advertising plays a vital role in shaping the dreams and helping the consumer in purchasing decision. Advertisements serve as a key tool in creating product awareness in the mind of a potential consumer to take ultimate purchase decision [10]. The rapid development of technology brings the world near hand through internet and it increases the social media users especially youngsters, because they can easily adapt and access social media through their smart phones, laptop etc. An advertisement is the only way to create awareness about products and services. Therefore the advertisers use social media as a weapon to target the youngsters. Hence the researchers want to analyse the impact of social media advertisements in purchasing decision of youngsters. At this juncture, the question arises in the mind of the researchers like how social media advertisements are influencing on purchasing decision of college goers? And what are the suggestions to be applied for the improvement of social media advertisements? Considering these questions, the researchers have found the study on the social media advertisements: an art of attracting digital natives.

OBJECTIVES OF THE STUDY

The general objective of this paper is to measure the art of attracting digital natives with regard to purchasing decision by watching social media advertisements. The following are the specific objectives: to know the demographic profile of the sample respondents; to gauge the influence of social media advertisements in purchasing decision of sample respondents; and to analyse the negative effect of social media advertisements on the sample respondents.

HYPOTHESES

H₀₁: There is no significant difference among age group with respect to the influence of social media advertisements in the purchase decision of respondents.

H₀₂: There is no significant difference in negative effects of social media advertisements faced by respondents on various measures.

METHODOLOGY

The study is based on primary data sources and secondary sources. The samples were selected from two autonomous colleges in Kanyakumari district using multi random sampling technique. The sample size were 125. This study consists of sample size of 125 respondents and multi random sampling technique is used. Two autonomous colleges in Agastheeswaram Taluk in Kanyakumari District is selected. The Holy Cross College (autonomous) consist of 12 UG programmes and 10 PG programme comprise of 2555 students. Hence the researcher has taken 3 students each from UG 2 students programme and derived the sample size as 56. While the Scott Christian College (autonomous) consists of 15 UG programme and 12 PG programme comprise of 2905 students. Hence the researcher has taken 3 students each from UG 2 students programme and derived the sample size as 69. The data were collected with the help of a well-structured questionnaire and it was analyzed with the help of cumulative percent method, ANOVA and Friedman test. Secondary data was gathered from journals, books and websites. Based on the findings the suggestions and conclusion were drawn.

The result obtained after the reliability test Cronbach's alpha value of 0.808 in the 13 items suggest that the questionnaire is reliable. The results are higher than 0.7 are considered as reliable.

DATA AND DISCUSSION

Demographic Profile

Demographic characteristic of the respondents is an important variable for advertisers to carry out the profiling of the target audience. It includes a number of factors like gender, age, educational qualification, family income and expenditure, residential status and marital status. The following tables shows the demographic profile of the respondents.

Table 1. Profile in terms of Gender

Particulars	f	Valid %
Male	56	44.8
Female	69	55.2
Total	125	100.0

The above tables shows that 55.2 percent (69) of the respondents are female and remaining 44.8 percent (56) of the respondents are male. It is inferred that female respondents are highly attracted by advertisements which displayed in social media. Majority of the advertisers are concentrating advertisements on young related products like fashionable ornaments, dresses etc., This agrees with

the study [11] which shows 68 of the respondents are female.

Table 2. Profile in terms of Age (years)

Particulars	f	Valid %
17-19	61	48.8
20-21	37	29.6
Above 22	27	21.6
Total	125	100.0

Table 2 reveals that 48.8 per cent (61) of the sample respondents were in the age group of 17-19 years and 21.6 per cent (27) of the sample respondents were in the age group of above 22 years. It is inferred that teen age group respondents are preferring social media for watching advertisements. It is understood that teen age groups are more aware on social media advertisements compare to other age group.

Table 3. Profile in terms of Marital Status

Particulars	f	Valid %
Married	10	8.0
Single	115	92.0
Total	125	100.0

The table depicts that 92 percent (115) of the respondents are single and the remaining 8 percent (10) of the respondents are married.

Table 4. Educational Qualification

Variables	Particulars	f	Valid %
Educational Qualification	UG	80	64.0
	PG	45	36.0
	Total	125	100.0

The table explains that 64.0 percent (80) of the sample respondents are coming under the UG course and 36.0 percent (45) of the sample respondents are PG students.

Table 5. Profile in terms of Monthly Family Income

Particulars	f	Valid %
₹10000- ₹ 30000	59	47.2
₹ 30001- ₹ 50000	32	25.6
₹ 50001- ₹ 70000	30	24.0
Above ₹ 70000	4	3.2
Total	125	100.0

The table portrays that 47.2 percent (59) of the sample respondent's family income between ₹10,000-₹ 30,000 per month and 3.2 percent (4) of the respondent's

family income above ₹ 70,000 per month. This also agreed with the study [11] in her study 40.7 percent of the respondents family income was ₹10,000-₹ 20,000. It is inferred that income do not signify the respondents to watch social media ads and every household in India possess the smart phone due to wider application of network facilities.

Table 6. Profile in terms of Monthly Family Expenditure

Particulars	f	Valid %
Below ₹10000	36	28.8
₹10001- ₹ 20000	41	32.8
₹ 20001- ₹ 30000	28	22.4
₹ 30001- ₹ 40000	13	10.4
₹ 40001- ₹ 50000	5	4.0
Above ₹ 50000	2	1.6
Total	125	100.0

The table describes that 32.8 percent (41) of the respondent's family expenditure is ₹ 10,000-₹20,000 per month and 1.6 percent (2) of the respondent's family expenditure is above ₹50,000 per month.

Table 7. Residential Status

Variables	Particulars	f	Valid %
Residential Status	Rural	48	38.4
	Urban	77	61.6
	Total	125	100.0

Source: Statistically Calculated Data

The table labels that 61.6 percent (77) of the sample respondents is from urban areas, and 38.4 percent (48) of the sample respondents is from a rural area. This findings also supported by the study that 63 percent of the respondents were from the urban areas. It is inferred that social media advertisements influence mostly on respondents who live in urban area where they get things done quickly when compared to rural area [12].

The influence of social media advertisements on purchasing decision of youngsters in relation with some statements such as impressive, positive impression after seeing advertisements etc., has been studied and the following table 8 shows the difference between age and impact of social media advertisements in purchasing decision with the help of ANOVA.

H₀₁: There is no significant difference among age group with respect to the influence of social media advertisements in the purchase decision of respondents.

Table 8. Age with respect to influence of social media advertisements in purchasing decision

Influence of social media advertisements in purchasing decision	17-19 Years	20-21 Years	Above 22 Years	F Value	P Value
I am the regular reader of blogs and social networking sites used for updating product details	3.92 (1.144)	4.08 (1.115)	4.07 (1.385)	0.282	0.755
Product displayed in advertisements are impressive	3.56 (0.940)	4.27 (0.769)	3.96 (0.980)	7.431	0.001**
I will definitely consider to buy products	4.03 (0.875)	4.11 (0.966)	3.85 (0.949)	0.627	0.536
I view the advertisements shared by the buyers	3.64 (1.065)	3.89 (0.737)	3.33 (1.359)	2.194	0.116
It creates an intention to buy products	3.64 (0.967)	4.30 (0.878)	3.67 (0.961)	6.227	0.003**
I pay attention to advertisements which have more likes in SNS	3.59 (1.086)	3.38 (1.210)	3.63 (1.079)	0.530	0.590
I share advertisements and pages on social networking sites	3.56 (1.073)	3.76 (1.011)	3.59 (1.083)	0.425	0.655
I got the positive impression after seeing advertisements	3.59 (1.055)	3.89 (0.843)	3.41 (1.185)	1.875	0.158
I would like to purchase the product after seeing the advertisements	3.34 (1.237)	4.08 (0.894)	3.22 (1.251)	6.015	0.003**
My interest to buy the product is high when the product is advertised in social media	3.49 (1.135)	4.27 (1.194)	3.41 (1.248)	6.129	0.003**
I consider only branded products advertisements on social media	3.72 (1.127)	3.62 (1.037)	3.81 (0.921)	0.264	0.768
I am enthusiastic to learn more about product advertisement comes in social media	3.62 (1.003)	3.97 (0.957)	3.07 (1.174)	5.970	0.003**
I evaluate the product and price displayed in advertisements with the competitors	3.48 (1.163)	3.57 (1.191)	3.89 (1.050)	1.225	0.297

Source: Statistically Analysed Data

Note: ** Denotes significance at 1 percent level

The value with in the () refers to Standard Deviation since P value is less than 0.01 the null hypothesis is rejected at one percent level of significance. Hence there is a significant difference among age group respect to above mentioned variables.

Based on the product displayed in advertisements are impressive 4.27, creates an intention to buy the product 4.30, purchase products after watching advertisements 4.08, study [12] also found that 94.8 percent respondents of were highly influenced by social media advertisements to purchase products. The interest of respondents to buy the product is high when the product is advertised on social media 4.27 and enthusiastic to learn more about product advertisements come in social media 3.97. Age is an important factor to determine the purchase of products. This study reveals that 20-21 years of respondents are highly impacted by

social media advertisements. It is inferred that social media advertisements work as a key indicator with regard to purchase decision. The youngsters specifically who are watching advertisements on social media are intended by the advertisement to purchase products.

Negative Effects of Social Media Advertisements On Respondents

Every new invention has both positive and negative impacts. Watching social media advertisement too create negative effects on the life of the sample respondents. The details about the problems are given in the following Table 9 and proved with the help of hypothesis.

H₀₂: There is no significant difference in negative effects of social media advertisements faced by respondents on various measures.

Since P value is less than 0.01 per cent the null hypothesis is rejected, hence there is a significant difference in problems faced by respondents on various measures.

Table 9. Friedman test for significant difference in negative effects of social media advertisements faced by respondents on various measures

Negative Effects	Mean Rank	Chi square value	P Value
Advertisement of certain products create uneasiness amidst other gender	5.31		
Misleading	4.94		
Fraudulent	5.36		
Irritating	4.63	18.184	0.000**
It creates confusion regarding products	4.73		
It diverts me from studies	4.82		
Exaggerate	5.46		
Do not promote the ethical behaviour among youngsters	4.61		
Do not help to identify the product features and price	5.15		

Source: Statistically Analysed Data

Note : ** Denotes significance at 1 % level

Social media advertisements are exaggerated. advertisements are fraudulent and advertisements do not help to identify the product features and price' with its mean score of 5.46, 5.36, and 5.15, respectively. It inferred that, digital natives are more often cheated by the exaggerated and fraudulent advertisement on social media sites.

CONCLUSIONS

Advertising creates magic in the minds of the customers. It plays a major role in urging, enlightening and recapping both potential and existing customers. It plays a vibrant role in shaping the dreams and goals of customers to choose products and services. Today massive numbers of youngsters were emotionally involved to social media and they make their purchasing as dynamic by using social media apps. The result of this paper reveals that social media advertisements had positive influence on the purchasing decision of the sample respondents in the study area. The age group of 20-21 years of college goers had high impact on social media advertisements. Hence both advertisers and manufactures of the products and services would take utmost care in displaying the ads with genuine information and facts which might build up good will among the digital natives and promote social media ads in the near future.

SUGGESTIONS

Based on the findings, the following suggestions are made to address the problems in social media advertisements.

The digital natives need to be critical thinkers in term of analyzing the advertisements and choose the products and services which might not lead them to be victimized.

The advertisers can carefully design the ads which are more appeal to the women consumers which might boost the sales volume of the producer.

The advertisers can display the genuine information in the advertisement so as to promote good will among the general public who buy the products and services in good faith.

While designing the social media ads the advertisers could design it carefully so that no message in the advertisement create vulgarity or embarrassment among the family members when they watch as a family.

Both the advertisers and the models could recognize their social responsibilities by displaying the ads through which they promote values and ethics among the digital natives.

Social media advertisers must give the product details in proper blogs. So that digital natives may not misguided while selecting the products and services.

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