

Advertising Collision in Social Media amid Facebook and Twitter

Kavitha.R

Department of Commerce, Sri Krishna Arts and Science College,
Coimbatore, Tamil Nadu, India

Abstract:

Marketers have recognized that social media advertising has an important part of their marketing communication strategies. Also, social media helps the organization to communicate with their customers. Social media becomes part of a person's life. The relationship between social media and customer decision making present that social media affects advertising attitudes and brand attitude and purchasing intention of customers. It will not necessarily affect customer's decision making but might possess a mediating effect.

Keywords: Advertising, strategies, attitudes, intention, mediating effect.

I. INTRODUCTION

Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing differs from selling because selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. In other words, marketing has less to do with getting customers to pay for your product as it does develop a demand for that product and fulfilling the customer's needs. Nowadays social media becomes part of a person's life. Social media such as facebook, twitter, Instagram and LinkedIn as a numeral number of the user and keeps growing every day. It is estimated that over 500 million people are interacting with social media. The number of social media users growing has attracted marketers. Key business factors of social media allow customers to estimate products; make recommendations to contacts and friend share any of the purchase through their social media

II. SOCIAL MEDIA AND ADVERTISING

- Increase exposure to various cultures, and get exposure to many people, place and their behavior.
- To grow business partnership and it is viewed throughout the world so that it creates a long lasting impression to many people and can easily reach them.
- Generate leads and to have a great impact among people increase network traffic, also many social media sites like Facebook reach many of the people. Thereby we can see page views, unique visitor, and length of visits.
- To segregate them by category and classify their interest to increase sales.

Social Media Advertising with Facebook and Twitter

Social media is catching up fast amongst marketers. But, this trend is not apparently visible in India. Customer spent a lot of time selling social media to India CMOs and Brand Managers. Here is my opinion about the scope of social media in India. The scope is very wide, but the pace and understanding of the domain are quite low. Digital Marketing managers still need to realize the importance of social media over traditional media. Social media in India is Facebook & Twitter - Brand manager needs to understand the scope for social Media, the social media in beyond Facebook twitter as in its utility in form of social applications, online communities, social campaigns A lot of questions are being asked about ROI and that is holding them to make significant investments. Marketing managers need to be comfortable with the social media metrics like active users, engaged users, evangelists etc. Having said that however, India is a market, which once convinced, adopts newer technologies and business models very fast. Hence once marketing managers are convinced about this new media, we will see a tremendous change in initiatives and outlook.

Limitations of Social Media Advertising

- Easy access for hackers to launch spam attacks and commit fraud such as identity theft.
- Increase the possibility of people being targeted by online scams resulting in data and record theft.
- Leads to negative feedback from employees if they are subjected to legal action for browsing illegal nonpermitted website
- Leads to diminished productivity if employees are engaged in activities such as updating profiles
- Possibilities or photos being uploaded on social media to be misused or altered.
- Issues related to privacy if someone hacks the account

III. REVIEW OF LITERATURE

Lewis, Pea & Rosen, 2010¹ Social media in the general field of education has been approached with some caution. The use of technology in education is ever growing popular among teaching professionals through platforms such as e-learning, but many in the education field have not yet harnessed many potential opportunities of using social media. This reluctance on behalf of educators is partially due to the challenges of merging an open-ended social media world into a rigid structure of the learning environment

Slover-Linett & Stoner, 2010², When referring to higher education Rae Goldsmith, vice president of advancement resources at CASE (Council for Advancement and Support of Education), explained, “Social media is something that professionals in all disciplines fundraising, alumni relations, communications, marketing, advancement services—are struggling with. It’s a universal advancement issue”.

He & James, 1998³ Distinctly different from other traditional marketing channels, such as mail or email, is social media’s interactive nature; that is the ability for users to provide responses or content to the communication that comes from an original source. The high school senior has become accustomed to the conveniences of having instant access to information and communication by means of the Internet and cell phones. Social media provides a communication platform to connect with this audience quickly and easily, whereas email, standard mail, and others mean of communication simply don’t accommodate for immediate enough access.

Richmond, McCroskey & McCroskey 2005⁴ Change is undesired by most, in an organization and can cause confusion and delay. describe the anxiety felt by change The word change always seems to invoke feelings of anxiety, hostility, and frustration. Probably the primary reason people have such feelings when the word change is mentioned is that they have been through many changes that were total disasters. Change is difficult to face and challenging to overcome, however, organizations cannot overlook the need to plan for strategic changes to maintain a competitive edge over the competition.

Bruns 2008⁵ Web-based technologies that support the social architecture of a community and enhance the effectiveness and value of personal interactions continue to emerge. As proposed by Bruns (2008), “the World Wide Web has been radically transformed, shifting from an information repository to a more social environment where users are not only passive receivers or active harvesters of information, but also creators of content” Web-based technologies now encompass the socializing features of virtual spaces that have emerged as zones for information sharing, collaboration, and community formation and extension (Suter, Alexander, & Kaplan, 2005).

Nohria, Joyce, & Robertson, 2003⁶. In order to make certain efficient change and adaptation to the ever changing market. It also discusses the need to look outside in, as a resource to decision making. Listen to employees, customers, partners, and investors. Democratic structure within an organization will assist in change efforts. Customer service is perhaps the most efficient form of democracy. What could be more democratic or more direct than giving people what they want? Give the frontline employees more freedom to decisively react to the changing market conditions as they see necessary.

Morgan & VanLengen, 2005⁷. The students of color are less likely to use technology, and therefore, have fewer opportunities to use social media tools than their white peers. As such, this article reviews recent research on the use of technology and social media by students of color, and potential inequities in the use of social media for academic practice.

Bryer and Zavattaro 2001⁸ Social media, derived from the social software movement, are a collection of Internet websites, services, and practices that support collaboration, community building, participation, and sharing. As defined by Bryer and Zavattaro, “Social media are technologies that facilitate social interaction, make possible collaboration, and enable deliberation across stakeholders”. These technologies now include blogs, wikis, media (audio, photo, video, text) sharing tools, networking platforms (including Facebook), and virtual worlds. The use of social media has surged globally in recent years.

Chen & Bryer, 2012⁹ Twitter had over 177 million tweets per day, and YouTube reached three billion views per day (Chen & Bryer, 2012). Despite the popular social media for personal use, however, a low percentage of students and faculty use them for academic practice. As educators look for ways to engage and motivate students, social media technologies are becoming a viable supplement to the traditional learning environment. Also, educators are examining the combination of distance education delivery with instructional social media, thus, providing new approaches to teaching and learning that blend pedagogy and technology.

1. Lewis, Pea & Rosen, Beyond participation to co-creation of meaning: mobile social media in generative learning communities, September 1, 2010, Volume: 49 Issue: 3, page(s): 351-369 September 1, 2010

2. Slover-Linett, C., & Stoner, M. Succeeding with social media: Lessons from the first survey of social media in advancement. Slover Linett Issue (2011) Paper Series, 1-37.

3. Ha, L., & James, E. L. (1998). Interactivity reexamined: A baseline analysis of early business web sites. *Journal of Broadcasting & Electronic Media*, 42(4), 457-474.

4. Richmond, V.P., McCroskey, J.C., & McCroskey, L.L. (2005). *Organizational Communication for Survival: Making Work, Work*. 3rd edition. Boston, MA: Allyn & Bacon.

5. Bruns, A. (2008). *Blogs, Wikipedia, Second Life, and beyond: From production to produce*. Peter Lang.

6. Nohria, N., Joyce, W., & Roberson, B. (2003). What really works (pp. 42-52). *Audio-Tech Business Book Summaries*.

7. Morgan, J. N., & VanLengen, C. A. (2005). The digital divide and K-12 student computer use. *Issues in Informing Science & Information Technology*, 2, 705-722.

8. Bryer, T. A., & Zavattaro, S. M. (2011). Social media and public administration: Theoretical dimensions and introduction to the symposium. *Administrative Theory & Praxis*, 33(3), 325-340.

9. Chen, B., & Bryer, T. (2012). Investigating instructional strategies for using social media in formal and informal learning. *The International Review of Research in Open and Distributed Learning*, 13(1), 87-104.

IV. DATA ANALYSIS AND INTERPRETATION – SIMPLE PERCENTAGE METHOD

The data collection has done through questioner method. The majority of the data has collected only through the primary source for the analysis part. The questioner has been prepared for the data collection consists of fifteen valid questions and suggestion part which related to the impact of face book and twitter.

4.1 TABLE SHOWING AGE OF THE RESPONDENTS

S.NO	AGE	NUMBER OF RESPONDENTS	PERCENTAGE
1	6 - 20	51	51
2	21 – 30	27	27
3	31 – 40	17	17
4	Above 40	5	5
	TOTAL	100	100

From the above table, it is clear that 51 percent of the respondents are aged between 6-20, 27 percent of the respondents are aged between 21-30, 17 percent of the respondents are aged between 31-40 and 5 percent of the respondents are aged over 40.

4.2 TABLE SHOWING GENDER OF THE RESPONDENTS

S.NO	GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
1	Male	39	39
2	Female	61	61
	TOTAL	100	100

From the above table, it is clear that 39 percent of the respondents are male and 61 percent of the respondents are female.

4.3 TABLE SHOWING AREA OF THE RESPONDENTS

S.NO	GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
1	Urban	74	74
2	Rural	26	26
	TOTAL	100	100

From the above table, it is clear that 74 percent of the respondents are from urban and 26 percent of the respondents are from the rural area.

4.4 TABLE SHOWING EDUCATIONAL SECTOR OF THE RESPONDENTS

S.NO	EDUCATIONAL SECTOR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Primary	21	21
2	Secondary	38	38
3	Higher level	25	25
4	Vocational training	16	16
	TOTAL	100	100

From the above table, it is clear that 21 percent of the respondents are from the primary educational sector, 38 respondents are from the secondary educational sector, 25 percent of the respondents are from the higher level educational sector and 16 percent of the respondents are from vocational training.

4.5 TABLE SHOWING WHETHER RESPONDENTS IS FAMILIAR WITH THE TERM SOCIAL NETWORKING

S.NO	FAMILIAR WITH THE TERM SOCIAL NETWORKING	NUMBER OF RESPONDENTS	PERCENTAGE
1	Yes	98	98
2	No	2	2
	TOTAL	100	100

From the above table, it is clear that 98 percent of the respondents are familiar with the term social networking and 2 percent of the respondents are not familiar with the term social networking.

4.6 TABLE SHOWING HOW THE RESPONDENTS COMMUNICATE WITH FRIENDS

S.NO	COMMUNICATE WITH FRIENDS ON SOCIAL NETWORKING	NUMBER OF RESPONDENTS	PERCENTAGE
1	Post message to friend's page	9	9
2	Post comment to friend's blog	20	20
3	Send group messages to all friends	32	32
4	Send private messages to a friend within the social networking site	39	39
	TOTAL	100	100

From the above table it is clear that 9 percent of the respondents communicate with friends by posting messages to friend's page, 20 percent of the respondents communicate with friends by posting comment to friend's blog, 32 percent of the respondents communicate with friends by sending messages in group to all friends and 39 percent of the respondents communicate with friends by sending private messages to friend within the social networking site.

4.7 TABLE SHOWING HOW OFTEN THE RESPONDENTS USE SOCIAL NETWORKING WEBSITES

S.NO	RESPONDENTS USE SOCIAL NETWORKING WEBSITES	NUMBER OF RESPONDENTS	PERCENTAGE
1	Less than a month	5	5
2	1 – 6 months	15	15
3	6 – 24 months	26	26
4	More than 2 years	54	54
	TOTAL	100	100

From the above table it is clear that 5 percent of the respondent's use social networking websites less than a month, 15 percent of the respondent's use social networking websites for about 1 – 6 months, 26 percent of the respondent's use social networking websites for about 6 -24 months and 54 percent of the respondent's use social networking websites for more than 2 years

4.8 TABLE SHOWING THE REASON FOR JOINING SOCIAL NETWORKING SITE OF THE RESPONDENTS

S.NO	REASON FOR JOINING SOCIAL NETWORKING SITE	NUMBER OF RESPONDENTS	PERCENTAGE
1	It is active and interesting	26	26
2	In order to follow the trend	37	37
3	To have friend	27	27
4	To spread your opinion	10	10
	TOTAL	100	100

From the above table it is clear that 26 percent of the respondents joined social networking because it is active and interesting, 37 percent of the respondents joined social networking in order to follow the trend are, 27 percent of the respondents joined social networking to have friends and 10 percent of the respondents joined social networking to spread your opinion.

4.9 TABLE SHOWING THE RESPONDENTS ONLINE PROFILE ON SOCIAL MEDIA NETWORKING

S.NO	ONLINE PROFILE ON SOCIAL MEDIA NETWORKING	NUMBER OF RESPONDENTS	PERCENTAGE
1	Face book	62	62
2	Instagram	12	12
3	LinkedIn	04	04
4	Twitter	22	22
	TOTAL	100	100

From the above table, it is clear that 62 percent of the respondents have a profile on Face book, 12 percent of the respondents have a profile on Instagram, 04 percent of the respondents have a profile on LinkedIn and 22 percent of the respondents have a profile on Twitter.

V. BIVARIATE CORRELATION

Bivariate analysis is the simultaneous analysis of two variables (attributes). It explores the concept of the relationship between two variables, whether there exists an association and the strength of this association, or whether there are differences between two variables and the significance of these differences.

COMPARING PURPOSE FOR USING INTERNET AND MAIN REASON FOR JOINING SOCIAL NETWORKING SITES

Sig (2-Tailed) value

The value is shown in the Correlations box. This value will tell you if there is a statistically significant correlation between your two variables. If the Sig (2-Tailed) value is greater than .05 it is concluded that there is no statistically significant correlation between your two variables. That means, increases or decreases in one variable do not significantly relate to increases or decreases in your second variable. If the Sig (2-Tailed) value is less than or equal to .05 it is concluded that there is a statistically significant correlation between your two variables. That means, increases or decreases in one variable do significantly relate to increases or decreases in your second variable. From the above table, it is clear that the Sig. (2-Tailed) value is more than 0.05 it means that there is no statistically significant correlation between the purpose of the use of internet and the reason joined the social networking sites i.e, increases or decreases in one variable do not significantly relate to increases or decreases in your second variable.

VI. FINDINGS

- Maximum of the respondents for under the group 6 – 20
- Majority of the respondents are female
- Maximum of respondents are from urban area
- Majority of the respondents come under the category of secondary educational sector
- Majority of the respondents are familiar with the term social networking
- Maximum of the respondents communicate with their friends by sending private messages with in the social networking sites
- Maximum of respondents are using social networking sites more than 2 years
- Maximum of respondents joined a social networking site to follow the trend
- Majority of the respondents have profile on face book
- There is no significant correlation between the purpose of the use of internet and the reason joined the social networking sites i.e, increases or decreases in one variable do not significantly relate to increases or decreases in your second variable. It is clear that customer is not using the internet on only for social networking.

VII. SUGGESTIONS

- From the observation, it is clear that the major drawback of Twitter is that it has the users often find it difficult to express themselves in a precise 140 characters, so it is necessary to either increase the number of characters or there can be no such restrictions.
- The majority of the respondents prefer face book because it is fast and addictive whereas twitter is time consuming your work, social interaction can suffer due to your continuous tweeting this loses the interest on twitter.

VIII. CONCLUSION

Social media has led to a culture of active engagement, immediate access to anyone and for anything and constant communication. This is, of course, something that the traditional advertisement and other marketing methods could not ever achieve. Whereas social media like Face book page, Twitter and YouTube etc. Consumers use social media for fun and it makes no difference to them whether they are joining, an unbranded or branded game. Social media is trying to fill the gap between marketers and consumers through continual dialogue, building trust and interacting with the right audience in right way, as fast as possible.

BIBLIOGRAPHY

- [1] Lewis, Pea & Rosen, Beyond participation to co-creation of meaning: mobile social media in generative learning communities, September 1, 2010, Volume: 49 Issue: 3, page(s): 351-369 September 1, 2010
- [2] Slover-Linett, C., & Stoner, M. Succeeding with social media: Lessons from the first survey of social media in advancement. Slover Linett Issue (2011) Paper Series, 1-37.
- [3] Ha, L., & James, E. L. (1998). Interactivity reexamined: A baseline analysis of early business web sites. *Journal of Broadcasting & Electronic Media*, 42(4), 457-474.
- [4] Richmond, V.P., McCroskey, J.C., & McCroskey, L.L. (2005). *Organizational Communication for Survival: Making Work, Work*. 3rd edition. Boston, MA: Allyn & Bacon.

- [5] Bruns, A. (2008). Blogs, Wikipedia, Second Life, and beyond: From production to produce. Peter Lang.
- [6] Nohria, N., Joyce, W., & Roberson, B. (2003). What really works (pp. 42-52). Audio-Tech Business Book Summaries.
- [7] Morgan, J.N., & VanLengen, C.A. (2005). The digital divide and K-12 student computer use. *Issues in Informing Science & Information Technology*, 2, 705-722.
- [8] Bryer, T. A., & Zavattaro, S. M. (2011). Social media and public administration: Theoretical dimensions and introduction to the symposium. *Administrative Theory & Praxis*, 33(3), 325-340.
- [9] Chen, B., & Bryer, T. (2012). Investigating instructional strategies for using social media in formal and informal learning. *The International Review of Research in Open and Distributed Learning*, 13(1), 87-104.