

Advertising through Facebook and Customer Perception: A Study

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ABSTRACT

Due to the rapid growth in Facebook over the years it has successfully attracted the marketers and consumers across globe. Broadly speaking it comes under the umbrella of Social Media. Social Media has won the trust of consumers to some extent in present day world by connecting with them. Social Media presence has become very important for the organizations to survive in this era of cut throat competition. There is no doubt in the fact that Facebook has emerged one of the significant Social Media platforms not only in India but across world. This paper explores the Facebook Users' opinion towards advertising done through Facebook. It explores opinions from residents of Hyderabad, India regarding Facebook advertising. The results show that male respondents hold favorable view as compared to female respondents.

1. Introduction

Internet is the most significant development that affects the advertising across the globe in this era of globalization. It has been very successful in terms of mass communication, internet as a new communication tool has posed new challenges to mass media advertising. With this advancement in the communication, companies are trying to modify their traditional techniques of advertising to cater the vast range of public. Internet has tremendous potential as an advertising medium because of its universal presence. Facebook has become one of the important platforms for all the corporate across globe for advertising. Advertising through Facebook has become very popular nowadays. Social media has touched almost the life of every individual throughout the globe. After the advancement of internet the world has become a global village. The boundaries throughout the globe blurred and people to people contacts developed beyond the limits. Social media has contributed to the lives of millions of people worldwide. Social media as all of us know is any online media that helps people to socialize with one another. Socializing here would mean interacting with one another and developing social contacts.

2. Importance of the Study

Social Media Advertising research is an emerging concept and less research work has been done on the topic in India, though India being the second largest country in terms of number of internet users' after China (IAMAI) population India has a growing potential market and companies can apply the findings of this research to promote their brands. Online retailing is also a growing success in India. This research will be of immense importance to all the existing business and academic entities seeking to connect to future Indian customers. This research will also help the direct marketers to customize the online Facebook advertising for their prospective customers. Hence this study has been taken for research.

3. Literature review

Learmonth (2009) states that Facebook is one of the effective advertising platforms, because social interaction and

communication is already taking place. This permits different organisations to be directly merged into conversations simply by appearing on the website.

Chu (2011) inspected the connection between Facebook mark related gathering support, publicizing reactions, and the mental variables of self - exposure and states of mind among individuals and non-individuals from Facebook gatherings. The examination verified that clients who are individuals from bunches on Facebook will probably unveil their own information than non-individuals are.

Chu (2011) that clarifies gather cooperation and engagement with online advertisements requires a more elevated amount of individual data since clients transparently uncover their associations with Facebook gatherings and advance brands or items when they pass on promotions to their companions. "Facebook bunches give channels that customers regard valuable when looking for self-status in an item classification, as does passing on viral substance about brands to their social contacts" (Chu, 2011).

Facebook checking can enable different companies to use disconnected and internet showcasing activities, by furnishing extra following information as for promoting. The quintessence to promoting on a web-based social networking medium, for this situation Facebook, is the thing that the business needs the prospects to do subsequent to review the notice. For example go to a site, call a telephone number, round out a peruser answer card, or call their business delegate (Hindshaw, 2005). These activities produce drives that achieve the coveted aftereffect of promoting.

Web-based social networking have been acclaimed for having sensational effects on each phase of the customer basic decision process and also affecting general conclusions and behaviour development (Mangold and Faulds, 2009).

Mangold and Faulds (2009) examine the effect of the collaborations among buyers of web-based social networking on the improvement and execution of IMC procedures, recommending another interchanges worldview be produced. Keller (2009) underpins this idea with his dialog of compelling brand working through IMC and the client based brand value show (Reid, Luxton and Mavondo, 2005).

4. Objective of the study

To know the perceptual difference towards Facebook Advertising among male and female respondents

5. Hypothesis

Ho-1: There is no significant perceptual difference towards Facebook Advertising among male and female respondents.

6. Methodology

6.1 Method: In order to collect the primary data, quantitative approach using survey method was applied to the study.

Tool: A structured questionnaire five point scale where 1 = strongly disagree and 5 = strongly agree was used to collect opinions of the respondents. The questionnaire was personally distributed and collected from respective respondents from Hyderabad, India. Questionnaire consists of two parts namely demographic profile and five factors adopted from famous study conducted by Pollay & Mittal in 1993.

6.2 Sample: Stratified random sampling technique was used in this study. The respondents were divided on the basis of their profession into four groups' viz. Government employees, Private employees, Students and Housewives also others were included in the sample like businessmen,

drivers, and unemployed youth. The respondents were equally divided into 200 male and 200 female respondents. Sample size.

6.3 Data Collection: The study is based on both primary and secondary data. Primary data was collected from the respondents, who are residing in Hyderabad, India using structured questionnaire, which is pre-tested and reliability (Cronbach Alpha) is found to 0.794. Survey questionnaire was personally distributed and collected from respective respondents from Hyderabad. The secondary data is mainly based on articles from journals, newspapers, books, websites and magazines.

6.4 Research setting: Research was conducted in Hyderabad city of Telangana India keeping in view the fact that the audience exposed to advertising. For this purpose Hyderabad city was chosen as the researcher was having personal and professional contacts. Thus there was a greater accessibility to the people living in the city. More over Hyderabad is growing in terms of IT sector and people have diverse cultural background residing in the city.

6.5 Limitation of the study: No research is complete without admitting the limitations that was faced while conducting a study this study also has certain constraints. The first constraint is that the chosen sample size is small and hence not sufficient enough to make concrete recommendation. The limited sample makes it difficult to generalize the data and view it as the undisputed thought process prevalent amongst residents of Hyderabad. Time was another big constraint in this research. Other limitations of this research are: reluctance of the respondents living in this particular area; their social behavior, way of answering questionnaire.

7. Analysis and Findings

Table 1 Demographic Profile

Gender	Male	Female		
Sample	50%	50%		
Frequency of Going online	Daily	Once a week	Once a month	
Sample	93.5%	5.0%	1.5%	
Profession	Govt. Employees	Private Employees	Student	Home makers
Sample	25%	25%	25%	25%

Source: Questionnaire

Interpretation

Table 1 shows the demographic profile of respondents in terms of gender, frequency of going online and profession. The table clearly shows that gender composition of respondents is 50% male and 50% female. It also displays that most of the

respondents i.e. 93.5% of the respondents are daily users of Facebook. It can be also seen that sample composition of profession is 25% from each profession viz. Govt. Employees, Private Employees, Students and Home makers.

Table 2 Entertainment

Statements	S.D	A	N	D	S.D
Sometimes Facebook Advertisements are even more enjoyable than other media contents	18.9%	43.5%	30.0%	7.2%	0.4%
Facebook Advertising is interesting and attractive	21.2%	51.4%	22.6%	3.6%	1.2%

Source: Questionnaire

Interpretation

Table 2 displays that 43.5% agree that sometimes Facebook Advertisements are even more enjoyable than other media contents followed by 30.0% of the respondents who feel neutral about the same. Additionally 18.9% of the respondents strongly agree that sometimes Facebook Advertisements are even more enjoyable than other media contents. Table 2 also

reveals that 51.4% of the respondents agree that Facebook Advertising is interesting and attractive followed by 22.6% of the respondents who feel neutral about the same. Additionally 21.2% of the respondents strongly agree that Facebook Advertising is interesting and attractive.

Table 3 Product Information

Statements	S.D	A	N	D	S.D
Facebook Advertising is a valuable source of information about latest fashion	35.0%	37.7%	21.3%	4.8%	1.2%
Facebook Advertising helps me keep up-to-date about products/services available in the market places	24.2%	45.8%	22.0%	6.4%	1.6%

Source: Questionnaire

Interpretation

Table 3 shows that 37.7% of the respondents agree that Facebook Advertising is a valuable source of information about latest fashion followed by 35.0% of the respondents who strongly agree with the same.

the market places followed by 24.2% of the respondents who strongly agree with the same. Additionally 22.0% of the respondents feel neutral that Facebook Advertising helps them keep up-to-date about products/services available in the market places.

It also displays that 45.8% agree that Facebook Advertising helps them keep up-to-date about products/services available in

Table 4 Advertising Response

Statements	S.D	A	N	D	S.D
I will purchase a product advertised on Facebook	7.6%	37.8%	33.8%	16.0%	4.8%
I will visit a product website after being exposed to an ad in Facebook	17.7%	44.0%	20.2%	13.3%	4.8%

Source: Questionnaire

Interpretation

Table 4 shows that 37.8% of the respondents agree that they will purchase a product advertised on Facebook followed by 33.8% of the respondents who feel neutral about the same. Additionally 16.0% of the respondents disagree that they will purchase a product advertised on Facebook. Table also depicts that 44.0% agree that they will visit a product website after

being exposed to an ad in Facebook followed by 20.2% of the respondents who feel neutral about the same. 17.7% of the respondents strongly agree that they will visit a product website after being exposed to an ad in Facebook; additionally 13.3% of the respondents disagree with the same.

Table 5 Brand Building

Statements	S.D	A	N	D	S.D
It is easier for me to remember brands advertised through other media channels such as TV and radio as opposed to the ones advertised on Facebook	10.6%	21.7%	47.7%	19.2%	0.8%
In my daily activities, I recognize brands that are advertised on Facebook	16.0%	44.2%	24.4%	14.6%	0.8%

Interpretation

Table 5 depicts that 47.7% of the respondents feels neutral that it is easier for them to remember brands advertised through other media channels such as TV and radio as opposed to the ones advertised on Facebook, 21.7% of the respondents agree with the same, whereas, 19.2% of the respondents disagree that it is easier for them to remember brands advertised through other media channels such as TV and radio as opposed to the

ones advertised on Facebook. Table also shows that 44.2% agree that they recognize brands that are advertised on Facebook followed by 24.4% who opted neutral for the same. Additionally 16.0% of the respondents strongly agree that they recognize brands that are advertised on Facebook, 14.6% disagree and a negligible 0.8% strongly disagree that they recognize brands that are advertised on Facebook.

Table 6 Consumer manipulation

Statements	S.D	A	N	D	S.D
Facebook Advertising persuades people to buy things they should not buy	13.2	27.4%	40.1%	12.9%	6.4%
Most Facebook Advertising insults the intelligence of the average consumer	10.0%	30.2%	37.0%	16.4%	6.4%

Source: Questionnaire

Interpretation

Table 6 depicts that 40.1% feel neutral that Facebook Advertising persuades people to buy things they should not buy followed by 27.4% of the respondents who agree with the same. Additionally 13.2% of the respondents strongly agree with the same, whereas, 12.9% of the respondents disagree that Facebook Advertising persuades people to buy things they should not buy and remaining 6.4% of the respondents strongly disagree that Facebook Advertising persuades people to buy things they should not buy. Table also reveals that 37.0% feel

neutral that most Facebook Advertising insults the intelligence of the average consumer followed by 30.2% of the respondents who agree with the same. Additionally 16.4% of the respondents disagree that most Facebook Advertising insults the intelligence of the average consumer, whereas, 10.0% of the respondents strongly agree that most Facebook Advertising insults the intelligence of the average consumer and remaining 6.4% of the respondents strongly disagree with the same.

Table 7 Group Statistics of Gender

	Gender	N	Mean	Std. Deviation
Entertainment	Male	200	4.3502	.63960
	Female	200	4.3374	.67730
Product Information	Male	200	4.1517	.83268
	Female	200	4.1137	.78742
Advertising Response	Male	200	4.5267	.71038
	Female	200	2.4497	.83011
Brand Building	Male	200	4.3863	.78367
	Female	200	2.2517	.66273
Consumer Manipulation	Male	200	4.8580	.93039
	Female	200	2.6565	.84886

Source: SPSS Output

Interpretation

The table 7 shows mean scores across gender on all five factors. As revealed by the table on factors, Entertainment and Product Information male and female respondents have almost same mean score, which clearly indicates that both male and female respondents hold positive view regarding these two factors. Whereas on factors Advertising Response, Brand Building and Consumer Manipulation, Value Distortion male

respondents have got highest mean score as 4.52, 4.39 & 4.86 respectively.

Ho-1 (II): There is no significant perceptual difference towards Facebook Advertising among male and female respondents.

Table 8 t-test Gender

Factors	F	Sig.	Decision
Entertainment	.046	.831	NS
Product Information	.831	.362	NS
Advertising Response	17.129	.000	S
Brand Building	8.921	.003	S
Consumer Manipulation	16.007	.000	S

Source: SPSS Output (S=Significant) (NS=Not Significant) * Significant at 95% Confidence Level

Interpretation

In order to know the mean score difference across gender, an independent sample students' test was performed. The results of the test are presented in the Table 8 as showed by the table on two factors (Entertainment & Product Information) there was a significant difference. These two factors yielded p value more than 0.05.

8. Conclusion

Majority of respondents use Facebook on daily basis and respondents consists 50% male and 50% female. Majority of the respondents agree that sometimes Facebook

Advertisements are more entertaining. Majority of the respondents also agreed that Facebook Advertising is a valuable source of information about latest fashion and keeps them up to date about products/services available in the market places advertising response also saw positive response. Majority of the respondents agree that they recognize brands that are advertised on Facebook. On factors, Entertainment and Product Information male and female respondents have almost same mean score, which clearly indicates that both male and female respondents hold positive view regarding these two factors. Whereas on factors Advertising Response, Brand Building and Consumer Manipulation, Value Distortion male respondents have got

highest mean score. On two factors (Entertainment & Product Information) there is statistically a significant difference. These two factors yielded p value more than 0.05. It would be safe to conclude that present paper clearly highlights that advertising through Facebook is being appreciated by the consumers and

there is positive view regarding the same, however there is still a room for improvement as result clearly shows that female respondents don't hold a positive view in comparison with male respondents.

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