

Emerging Technology Users' On Advertisement of E – Commerce in Tirunelveli District

Sri. M. Narayanan

Research Scholar, Post Graduate & Research Department of commerce, Vivekananda College,
Tiruvedakam west, Madurai – 625234.

Abstract

Advertisement plays a vital role to create impact on the elements of marketing the product. Customers are interested to change their brand from one to another in very often for the many reasons. The researcher has made an attempt to study the emerging technology users' advertisement in E Commerce. The study will help the marketing expert for developing their advertising strategy to attract and retain more technology users and to make the advertisement more effectively.

Key words: Meaning of Advertisement, advantages of advertisement, disadvantages of advertisement, Facebook Advertisements Preferred by the Respondents, Opinion of the respondents about face book advertisements, etc.,

Introduction

Advertising is growing and with technology changing there are now more ways than ever to market products and business. However, it is the 'people' who now want control and they have the 'acute editing skills' to listen to be exposed to whatever messages they want. These shows contain no advertisements, apart from advertising various programs that are aired on that same channel. Another example of where marketers fail to benefit from advertising their products is Radio podcasts. Podcasts allow listeners to download radio shows which have been previously aired, only without the adverts. With consumers having the power to eliminate media messages been shown to them, marketers need to discover a way of reaching their customers without them knowing it is a method of advertising.

Media buying is the process of contacting the owner of a website and purchasing advertising space, usually as a banner placement, on their website. This form of online advertising can become untargeted and businesses are limited to the number of keyword phrases they can think of. This can be ineffective for reaching their target market in greater.

Facebook offers a new model to advertise and engage with consumers. Social networking sites in general, now account for one out of every five ads people view online. As the top social media sites can deliver high reach and frequency against target segments at a low cost, it appears that some advertisers are eager to use social networking sites as a new advertising delivery vehicle. A social networking site can be used to gain new customers, keep in touch with current customers and promote new products, sales/offers and events, creating overall high-quality PR that is specific to a company.

Review of literature

Seung Hwan (Mark) Lee, et al. (2017) “This paper the researcher aims to investigate the experience of darkness on people’s evaluation of humorous taboo-themed ads and their willingness to share these ads digitally with others. Multiple studies are conducted to demonstrate the connection between darkness and humor. Another experiment was conducted to investigate people’s willingness to share taboo-themed ads. The results demonstrate that people in dark settings (vs light) found controversial, taboo-themed ads to be more humorous. More importantly, despite finding taboo-themed ads to be more humorous, people in dark settings (vs light) were less inclined to share these ads on social media platforms.

Sara Rosengren, (2016), “The purpose of the chapter is to understand advertising attention in new formats. More specifically, it argues that new advertising formats might force advertising practitioners and researchers to reframe the challenges of gaining attention as one of understanding advertising approach rather than advertising avoidance.

Vanessa Ratten, (2015) “The researcher aims to cross-culturally compare how consumers in China and Australia adopt cloud computing services in this paper. Cloud computing is one of the major innovation advances in information technology. In order for more consumers to adopt cloud computing as a technological innovation, there needs to be a better understanding of the issues involved in consumer adoption processes for online retailers. While there is an increasing amount of interest in cloud computing as a technological innovation, there is an important need to examine the reasons why consumers purchase cloud computing services for online retailers. In this paper, the theoretical framework is used to understand the consumer purchase intention of cloud computing services. In this paper the researcher finds the study outline the different areas of technological

innovation research that are needed to advance the information technology industry in the future. The findings suggest that perceived ease of use, perceived usefulness and online privacy concerns can determine a consumer's intention to adopt cloud computing, but online behavioural advertising knowledge and social networks differ among consumers in different countries.

Objectives of the study

- To study the perception of the respondents towards advertisement in face book.
- To assess the level of satisfaction of the respondents towards advertisement in face book.

Research Methodology

The methodology is descriptive in nature. It is primarily based on survey method. Technique like, interview, discussion and observations are used for the data collection. Primary data were collected from respondents by the researcher with the help of a structured interview schedule. 200 sample respondents were taken for the study. Convenience sampling is used to select the sample respondents. The secondary data were collected from the text books, journals and websites.

Meaning of Advertisement

Advertising is the best way to communicate to the customers. Advertising helps informs the customers about the brands available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited. Let us take a look on the main objectives and importance of advertising.

Advantages of Facebook Advertisement

Reach

You can see your potential reach. When you're designing your ad, Facebook lets you know how many people are likely to see it. This is good for knowing what's worth targeting and what isn't.

Exposure

With efficient usage, Facebook can guarantee good exposure (not results).

Easy to use

Facebook ads is considered one of the easiest way to advertise. If you don't have any previous experience with marketing then Facebook is a good starting point.

Budget

You can advertise with a very small budget. If you don't have a marketing strategy and have a small budget available for advertising then this is the only option. You can run an advert for as little as 5 euro.

Chance of Being Viral

Facebook has served as a home of viral videos, posts and even ads (Red Bull, Oreo, Skittles).

Interaction

Facebook enables you to communicate with your fans and clients directly.

Conversion measurement

Facebook allows you to track actions people take after viewing your Facebook Ads across multiple devices, including mobile phones, tablets and desktops. By creating a Facebook pixel and adding it to the pages of your website where conversions happen you will see who converts as a result of your Facebook Ads.

Ad optimization

When you use the Facebook pixel in combination with the bidding option Optimize for Website Conversions, Facebook will automatically show your ads to people who are most likely to convert.

Disadvantages Facebook Advertisement

Fake Clicks

Facebook advertising has a little problem. When you run an ad, people operating fake profiles will click on the ad and like your page simply to make their own fake profile look more genuine, as if it

is being operated by a real person. These fake clicks come from click farms, which are an entirely separate illegitimate underworld within social media marketing.

Credibility

The Stanford Web Credibility research project found that credibility is the most important element of any site. Anyone can advertise on Facebook and a lot of advertisements are considered scam.

Low click-through and conversion rates

Facebook does not publish its average CTR, but independent analysis from Webtrends on more than 11,000 facebook campaigns showed that the average CTR for Facebook ads in 2010 was 0.051. Facebook average click-through-rates decline by half about two days after they released.

Intention

People are less responsive to banner ads within a social network than when using other types of websites.

Variety of advertising choices

No broad selection of banner sizes, no content and native marketing choices available on Facebook.

Low engagement rate

The percentage of people who saw a post that liked, shared, clicked or commented on it is shrinking every year

Data analysis and Interpretation

Facebook Advertisements Preferred by the Respondents

The following Table 1.1 shows the type of face book advertisements preferred by the respondents. The type of the face book ads is divided into five categories. They are: banner ads, multi product ads, video ads, popup ads, and offers ads.

Table 1.1

Facebook Advertisements Preferred by the Respondents

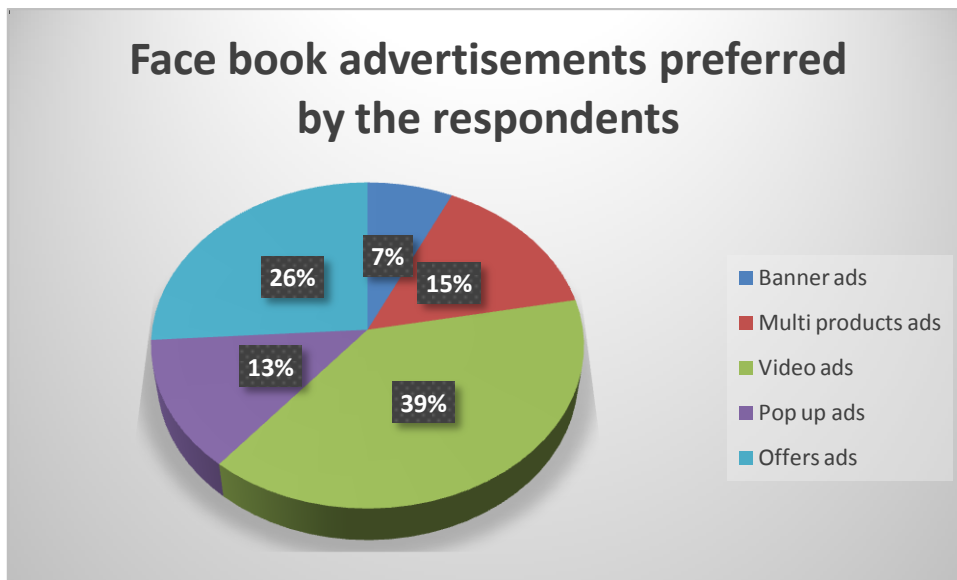
S.No	Facebook advertisements preferred by the respondents	No.of respondents	Percentage
1	Banner ads	14	7
2	Multi products ads	30	15
3	Video ads	78	39
4	Pop up ads	26	13
5	Offers ads	52	26
	Total	200	100

Sources: Primary data

Among 200 respondents, 14 (7 per cent) respondents prefers banner ads, 30(15per cent) respondents prefers multi product ads, 78(39 per cent) respondents prefers video ads, 26(13 per cent) respondents prefers popup ads, and 52(26 per cent) respondents prefers offers ads.

It is evident that majority of the respondents (39 per cent) of the respondents are prefers video ads

Chart – 1.1



Sources: Primary Data

Opinion of the respondents about face book advertisements

Table 1.2 says about the feel about the facebook advertisements of the respondents. The feel about facebook advertisements of the respondents are divided into five groups. They are: informative, tempts to buy the product, irritating, source of learning, others.

Table 1.2

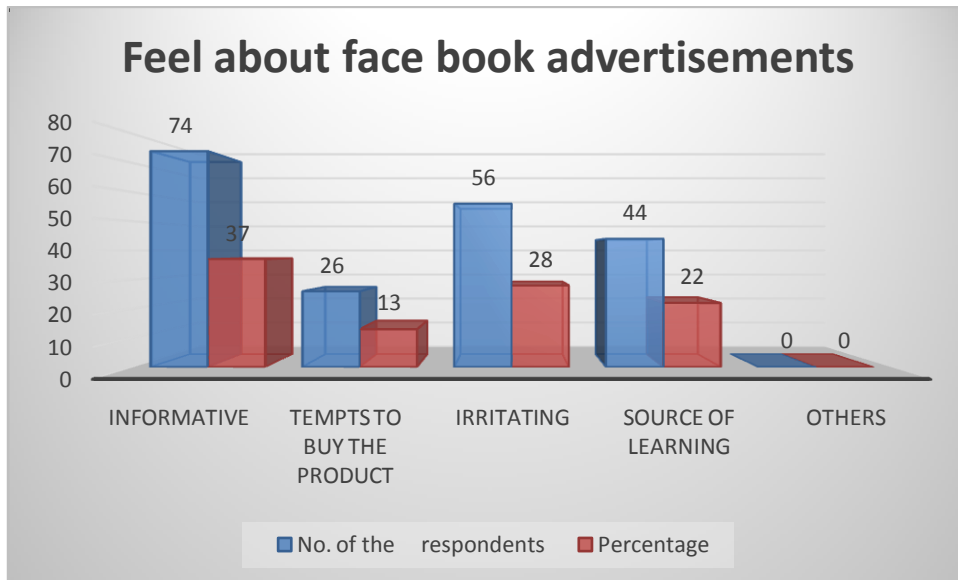
S.No	Feel about face book advertisements	No.of the respondents	Percentage
1	Informative	74	37
2	Tempts to buy the product	26	13
3	Irritating	56	28
4	Source of learning	44	22
5	Others	-	-
	Total	200	100

Source: Primary data

Among 200 respondents, 74(37 percent) respondents feels that facebook advertisements are informative, 26(13 per cent) respondents feels that facebook advertisement tempts to buy the product, 56(28 per cent) respondents feels that facebook advertisements are irritating and 44(22 per cent) respondents feels that facebook advertisements is a source of learning.

It is evident that majority (37 per cent) of the respondents feels that facebook advertisements are informative.

Chart – 1.2



Sources: Primary Data

Appearance of Facebook Advertisements

The following table shows the Facebook advertisement appearance while using Facebook.

Table 1.3

S.No	Statement	Total	Weighted average	Rank
1	Banner ads	802	4.01	1
2	Multi products ads	744	3.72	3
3	Video ads	756	3.78	2
4	Pop up ads	669	3.34	4
5	Offers ads	488	3.44	5

Source: Primary data

From the above table shows that the appearance of Facebook advertisement of the respondents along with their respective weighted average and rank. The 5 type of ads appearance in Facebook. the first appearance of advertisement is 'banner ads' and it's weighted average is 4.01, followed by second appearance of advertisement is 'video ads' and it's weighted average is 3.78, followed by third difficulty is 'multi product ads' and it's weighted average is 3.72.

Findings and Suggestions

- ✓ It is evident that majority of the respondents (39 per cent) of the respondents are prefers video ads
- ✓ It is evident that majority (37 per cent) of the respondents feels that face book advertisements are informative.
- ✓ The first appearance of advertisement is 'banner ads' and it's weighted average is 4.01, followed by second appearance of advertisement is 'video ads' and it's weighted average is 3.78, followed by third difficulty is 'multi product ads' and it's weighted average is 3.72.
- ✓ Majority of the respondents are easily influenced by friends and relatives for switch over their product it is not needed to them.
- ✓ Even though respondents are literate they also fall down in wrong way because of entertainment purpose and it also affects their health.
- ✓ The respondents are needed to identify the faithful social media advertisement to protect their money value.
- ✓ The social media advertisement must give more awareness to the above age group of 20 years by providing more knowledge about the social media.

Conclusion

Most of the facebook users are satisfied about overall performance about the facebook advertisement. Thus majority of the respondents are aware about the facebook advertisement. The above said suggestions being practical, if implemented will make facebook advertisement as a profitable and desirable one.

References

1. I, laugh, but I won't share: The role of darkness on evaluation and sharing of humorous online taboo ads", Journal of Research in Interactive Marketing, Vol. 11 Issue: 1, pp.75-90, <https://doi.org/10.1108/JRIM-05-2016-0037>
2. From Advertising Avoidance to Advertising Approach: Rethinking Attention in New Advertising Formats, in Patrick De Pelsmacker (ed.) Advertising in New Formats and Media, pp.3 – 18
3. "A cross-cultural comparison of online behavioural advertising knowledge, online privacy concerns and social networking using the technology acceptance model and social cognitive theory", Journal of Science & Technology Policy Management, Vol. 6 Issue: 1, pp.25-36, <https://doi.org/10.1108/JSTPM-06-2014-0029>
4. www.mydesseration.com
5. www.emerald.com
6. www.wikipedia.com
7. www.internationaljournal.E-business.development.com