EFFECTIVENESS SNS (SOCIAL NETWORK SITES) ADVERTISEMENTS ON PURCHASE INTENTION

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Abstract

The article tries to find out the effectiveness SNS (social network sites) advertisements on purchase intention. One objective of this study is reached through proper methodology. Sample size was 400. Multi-stage sampling technique was adopted. Multiple regression analysis was used for data analysis. It is found that the face book photo advertisement and video advertisement, promoted tweeter advertisement and promoted account tweeter advertisement are influenced on purchase intention and the face book text advertisement doesn't impact the purchase intention. Based on the findings, the researcher concluded that, the face book text advertisement has low impact on purchase intention. Short representation of product details and clear description of product features with simple sentence formation can helps to improve the impact of face book text advertisement on purchase intention. Also, repeated posting of various advertisements for the same product with focusing product features, unique designs, price and offers may improves overall positive impact on user's minds towards purchase intention.

Key Words: effectiveness advertisements, social network sites, Multi-stage sampling technique and purchase intention.

Introduction

Effective advertisements square measure advertisements that facilitate the advertiser to achieve its goals. In keeping with most studies in numerous countries, discovered that SNS has the most important effects on audiences and persuade them to begin getting processes. SNS as an advertising media has 3 key benefits. First, its influence on consumers' style and perception is pervasive. Second, it will reach an outsized audience in an exceedingly efficient manner. Third, its sound and moving pictures produce a robust impact. Celebrity endorsement, advertising impact, and advertising attractiveness absolutely influence purchase Intention. Involvement has been extensively used as an alleviative or informative variable in shopper behaviour. Analysis shows that beneath high involvement conditions, emptor call processes square measure thought to proceed through extended decision-making, a series of sequent stages involving info search and analysis of criteria. Buda and Zhang (2000) discovered that vital Message ought to return initial to carry consumers' interest and to win over them concerning the product advertised.

Review of literature

Hemamalini and Shree Kala Kurup (2007) studied regarding "Effectiveness of TV promotion on Purchase Intention." Descriptive analysis style was followed during this analysis. Purposive sampling was adopted in choosing the respondents. The study was done by fifty respondents, United Nations agency was underneath graduates and post graduate students in faculties. This knowledge was analyzed through weighted average methodology, Chi-square, correlation analysis. The chi sq. analysis shows that there's an excellent relationship between the TV promotion and therefore the purchase intention of the teenagers. The acquisition intentions were completely correlative with perceptions with the message strategy and with the celebrity endorsement and with the involvement factors.

Ahmed Nabeel Siddiqui (2014) researched that "TV Ads Impact on shopper Purchase Intention." The analysis is conducted in 5 major cities of Asian country with the sample size of four hundred respondents designated by the systematic likelihood sampling technique and responses were collected with the assistance of structured questionnaires. Results of the study show that, thanks to quality options shown in TV advertisements of product, shopper purchase intention will be raised. Whereas it absolutely was additionally found that the fun celebrity association, content quality of product shown in TV advertisements, effective promotion repetition and appeals is completely correlative with shopper purchase intentions.

Harshini (2015) studied on influence of social media ads on consumer's purchase intention. This study offers theoretical contributions and abstract model to existing analysis on Social Media Ads and Consumer's purchase Intention. This study highlights the characteristics of on-line ads and its influence on intention to buy. Whereas previous studies have investigated totally different options of on-line ads towards perspective and consumer's shopping for behavior, this study provides a replacement set of consumer's response towards Social Media ads with reference to Purchase Intention.

Ashraf Bany Mahomet and Mahomet Alkubise (2012) analyzed that "How will on-line Advertisements Affects shopper getting Intention: Empirical proof from a Developing Country." supported a 5 dimensions theoretical model, this study by trial and error analyzes the impact of on-line promotion on getting intention exploitation knowledge collected from 339 Jordanian university students. Results show that financial gain, net skills, net usage per day, promotion content and promotion location are vital factors that have an effect on the effectiveness of on-line promotion.

Mai Ngoc Khuong and Truong Duc Nguyen (2015) studied on "The Effects of TV Commercials on Customers Purchase Intention – A Study of Milk business in metal Chi Minh town, Vietnam." Quantitative approach was applied with three hundred respondents United Nations agency usually used milk product and watched the TVCs regarding milk product of Anlene, Vinamilk, Dutch woman Complete milk, Dumex milk, Dielac Optimum milk and Dutch woman recent milk. It's found that purchase intention was indirectly influenced by customers' trust, customers' interest and length of TVCs.

Research Design

Descriptive study is based on surveys, panels, fact finding enquiries, observations or secondary data's in a quantitative manner (Malhotra, et.al. 2004). It is possible to collect detailed information from a sample of a large population in survey research.

Research Problem

In this competitive world, taking a product in to market is not an easy one. In earlier days, the penetration becomes a challenging job. Whereas, sustaining in the market become a crucial task now a days. In this way, advertising plays a major role in marketing process. The corporates are fighting in the world with well-prepared advertisements through which corporates are trying to maintain a constant sales rate and sustain in the market.

Objective of the Study

➢ To find out the influence of Effectiveness of SNS advertisement on Purchase Intention.

Hypothesis of the Study

➢ There is no influence of Effectiveness of SNS advertisement on Purchase Intention.

Sample Size Determination

To determine the sample size for the study, Yamane – (1967) formula was used. The resulted value from the formula has been considered as the sample size for this study.

$$\text{➤} \quad n = \frac{N}{1+N(e)^2}$$

Where n is the sample size, N is the population size and e is the level of precision. A 95% confidence level and P = 0.5 are assumed. When this formula is applied this study,

$$n = \frac{28,096}{1 + 28,096 + (.05)^2}$$

$$n = 394.385$$

Thus, the total sample size of 400 numbers is decided as final sample for the study from above formula.

Sampling Technique

"Multi-stage sampling is a further development of the principle of cluster sampling. Ordinarily multi-stage sampling is applied in big inquires extending to a considerable large geographical area. If we select randomly at all stages, we will have what is known as multi-stage random sampling design". Here, the researcher identified the 62 groups which are Chennai base by its operation. In that, five groups have been selected based on active groups. The five groups are Chennai green friends (1123), Chennai vaasi (12697), Chennai runners (1518), Boutiques and malls (4945), Chennai online shopping (7813).

Sampling Method

The Face book groups namely Chennai green friends, Chennai vaasi, Chennai sales, Chennai runners, Chennai boutiques malls and Chennai online shopping has been taken for samples. All of these five groups are very active and daily updating in Social media. Also,

groups are regularly arranging events, activities in a common place to make good relationship with their members.

Table 1 Multiple Regression Showing Influence of Effectiveness of SNS Advertisement on Purchase Intention

Model Summary

R	R Square	Adjusted R Square	F	p
0.361	0.130	0.119	11.786	.000

Coefficients

S.No.	Variables	B	SE	Beta	t	p
	Constant	31.878	3.466		9.198	0.000
1	Text Advertisement of face book	0.584	.628	.051	.929	0.353
2	Photo Advertisement of face book	1.595	.638	.130	2.502	0.013
3	Video Advertisement of face book	3.233	.685	.245	4.719	0.000
4	Promoted Tweeter Advertisement	1.427	.506	.181	2.817	0.005
5	Promoted Account Tweeter Advertisement	-0.919	.483	-.123	-2.302	00.042

Dependent Variable: Purchase Intention

The multiple regression analysis has been carried a sample of 400 and data considering purchase intention as a dependent variable and the remaining five independent variables such as text advertisement of face book, photo advertisement of face book, video advertisement of face

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book, promoted tweeter advertisement and promoted account tweeter advertisement. The reaction of the SNS users' and effect of the independent variables over purchase intention have been studied by the regression analysis.

The F value obtained for the analysis is 11.786 which are significant at one percent level. Hence the assumed regression model may be considered as a good fit. The value of R^2 is 0.130 and implies that 13% of purchase intention SNS users' are influenced by the above five variables.

Considering the significant individual regression coefficients, it is seen that the variables photo advertisement of face book (Beta – 0.130, t – 2.502, p – 0.013), video advertisement of face book (Beta – 0.245, t - 4.719, p – 0.000), promoted tweeter advertisement (Beta – 0.181, t- 2.817, p – 0.005) and promoted account tweeter advertisement (Beta – -0.123, t- -2.302, p – 0.042) are having effect over the purchase intention. And the remaining variable text advertisement of face book value is more than 0.05 and it doesn't impact the purchase intention towards effectiveness of social media advertisement.

The analysis found that photo advertisement of face book, video advertisement of face book, promoted tweeter advertisement and promoted account tweeter advertisement variables are influenced on purchase intention and the variable text advertisement of face book doesn't impact the purchase intention towards effectiveness of social media advertisement.

Findings

➤ The F value obtained for the analysis is 11.786 which are significant at one percent level. Hence the assumed regression model may be considered as a good fit. The value of R^2 is

0.130 and implies that 13% of purchase intention SNS users' are influenced by the above five variables.

➢ The analysis found that photo advertisement of face book, video advertisement of face book, promoted tweeter advertisement and promoted account tweeter advertisement variables are influenced on purchase intention and the variable text advertisement of face book doesn't impact the purchase intention towards effectiveness of social media advertisement.

Recommendation

The face book photo advertisement and video advertisement, promoted tweeter advertisement and promoted account tweeter advertisement are influenced on purchase intention and the face book text advertisement doesn't impact the purchase intention. Based on the findings, the researcher recommends that, the face book text advertisement has low impact on purchase intention. Short representation of product details and clear description of product features with simple sentence formation can helps to improve the impact of face book text advertisement on purchase intention. Also, repeated posting of various advertisements for the same product with focusing product features, unique designs, price and offers may improves overall positive impact on user's minds towards purchase intention.

Conclusion

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