Impact of Social Media Advertisements on University Students

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Introduction

In this world, Life is difficult to consider without mass media. Media informs, entertain, aware and invade us. Media are one of the major factors of social change. New media certainly has its influence on society and culture. Social media evolution has deeply transformed the communication landscape picture [1]. Social media is the name of the social networking sites such as Facebook, Twitter, LinkedIn, Myspace and blogs, these websites are the important websites for companies so they can maintain direct relationships with their customers. Companies have built entire departments who design and control social media according to their companies needs and promotional activities. Social media is different from traditional media because it is generated by users of these websites and users have more control over its use and they also generate content by themselves at times. According to Tuten

[2] if social media became a part of a promotional campaign it can increase the brand awareness and it can also improve its image and reputation. He has also mentioned that the traffic to a retail website can be increased, there could be an increment in the sales and overall basic advertisements strategy could be enhance. To conduct information searches about a product and to make purchasing decisions customers are attracting to several types of social media on internet [3,4]. A study by Shandana Zafar [5] has revealed that young consumers in Pakistan shows positive behavior towards ads shown in social media. This study concluded that to target young consumers social media can be used as an effective medium of advertising. According to Mehta [6] positive attitude of consumers toward social network advertisements can help consumers to recall the products or brands and influence their behavior. Wang and Sun [7] has studied Romanian population and concluded that Americans like to buy online but Romanians only like to click ads. which indicates Romanians attitude towards online ads. This study focuses that users positive attitude towards advertisements in social media has positive effect on their behavior change. According to a research conducted by Lukka and James [8] at university of Bangkok, male users of age 2534 years old spend more time on facebook, dont get bothered by ads, and have a positive attitude towards facebook ads. Lukka and James [8] in a study revealed that products can be advertised through Facebook in a personalized manner. Advertisers while placing their ads on Facebook can customize their information to their specific

audience. They can target individuals on basis of mutual interests and demographic information. Facebook has given them opportunity to reach their target audience through interesting and cost cutting way than traditional advertising medium. Different techniques are used by Facebook advertisers to effectively disseminate commercial information to influence buying decisions. Advertisers are offered smart advertising by Facebook which enable them to show all the information for their audience [9]. A study by Madden [10] suggested that the university students are an ideal sample population as they have mixture of opinion, which results from factors such as cultural background, different interests and the constant exposure to the internet due to the nature of todays education system. In his study Rubin has suggested that the main aim of the Uses and Gratification is to know the psychological needs which shape users reason for using the media and to find out the reasons which motivate users to engage in certain media use behaviors for gratifications that satisfy their important needs, identify the effects of users media use. Preceding researchers have tried to explore the psychological and behavior aspect of Internet users to understand the motivations for Internet usage. According to Kaye and Johnson, users of the Web are more actively involved and engaged in using the Internet because of its interactivity. According to Elaboration likelihood model motivation and processing ability determine attitude change.Petty and Cacioppo discovered, in contrast to social judgmentinvolvement theory, that high levels of involvement do not invariably decrease persuasion. ELM is mostly used in Advertising and psychological research. This theory integrates a range of variables into an explanation of persuasion. It deals with the elements that explains why and when messages are more or less likely to lead to attitude shaping. Lukka and James suggested that the Facebook users will have more positive attitude and advertisements will became more attractive to them

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if they are recommended by a friend personally. Again if the user is following a company, the central route will be depicted, it means that the user has used careful conditions with this brand\product. When he came to interaction with the advertisements it would also lead to more positive attitude. In proposed research work the researcher has selected Facebook as ultimate social network because Facebook is most popular social networking site among Pakistani users. The research is basically on pattern of AIDA Model of advertising and KAP survey. After WiFi revolution in Pakistan the quantity of social media users through new media technologies like android phones, iPad, tablets has increased. Samra Muslim has revealed that the most social media users use Facebook in Pakistan. In Dec 2011, Pakistan had 5.5million users on Facebook (largest social media network in Pakistan) by Jan 2013 Facebook users have grown to over 8 million users. The university level students are more vibrant users of Facebook. They have an age range from 18 to 35 (younger people to people entering in adulthood). They are the perfect population sample for analysis of social media advertisements impact on users. In this research users attitude and behavior was identified and composed in a conceptual framework. Research hypotheses were developed and, a survey among Facebook users was carried to formalize the framework.

Statement of Problem

This study aims to investigate the behavior of social media users towards targeted advertising on their homepage. It will measure the behavioral adaptations and changes in users attitude towards these advertisements. There is a rise in advertisements of online social networks, and perception of users regarding targeted messages on popular network like Facebook is not known to greater extent. Marketers should be enabled to reach users with relevant advertisements and personalized messages. Such targeting will increase the value of advertising for both advertisers and social network users.

Research Objectives

Objectives of the study are:

To evaluate the impact of social media ads on its users.

To investigate the attitude of users of online social networks towards advertisements.

To explore and find out the behavioral changes in users of social media adds.

Research Questions

RQ1: What is the attitude of users of social media towards advertisements?

RQ2: To which extent users feel change in their behavior after encountering ads on their home page?

Hypotheses

H1: Exposure to social media advertisements leads to users attitude.

H1A: Male users have more impact on their attitude than female users while exposure to social media advertisements.

H1B: Adults have more impact on their attitude as compared to young adults while exposure to social media advertisements.

H2: Exposure to social media advertisements leads to users behavior.

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H2A: Male users have more impact on their behavior than female users while exposure to social media advertisements.

H2B: Adults have more impact on their behavior as compared to young adults while exposure to social media advertisements.

Significance of the Study

This study will help academic and commercial researchers to conduct their research on this new media advertising and its new dimension. The focus of the empirical study is to provide insights into user perception of Facebook advertising that may serve as a guideline for network operators and advertisers as well as a basis for further studies in this important area of research. The study will investigate the influence of advertisements on users behavior and attitude formation.

Research Design

In this article, the researcher has applied the survey method to gather the quantitative data from a large representative but assorted population.

Research Method

Survey

In this research, the researcher has applied the survey method to gather the quantitative data from a large representative but assorted population. The survey method has helped researcher in collecting information directly from the university students that are using social media and affecting their shopping behavior in any way. The effects on the attitude and behavior of university students have hence sorted out through the information given on a quantitative scale. In this article, researcher has used questionnaire technique.

Population, sample and sampling technique

This study consists of a sample size of 300 respondents and stratified random sampling technique is used. Due to the budget and time limitations, only few universities (Kinnaird College For Women University, Lahore College For Women University, Government College University, Lahore Garrison University, Punjab University, University of Management and Technology, University Of Lahore, Lahore School of Economics, University of Central Punjab ) of Lahore city were covered in this the study. Total population of this research study comprises of all the University students aged 18 to 35 years, who have access to internet and residing in Lahore. It was not feasible for the researcher to approach the total population; therefore, sampling technique was applied. The rationale behind this selection is the variety among the participants studying in these universities and the researcher was able to study the impact of Facebook advertisements on the behavior of university students including young adults (1825 y) and adult students (2635 y) as well as male and female students.

Variables of the Study

Exposure to social media is independent variable and attitude and behavior variables are dependent variables. As the study based on KAP survey model, statements used as items to evaluate variables. To evaluate:

Uncomfortable on ad information), for Behavior (Trigger to purchase, Exposure making Eshopper, attitude change after reading comments, Feedback affect purchase, Feel encouraged to voice out opinion),

Demographic Variables are Gender and Age.

Data Collection and Statistics Used

In this research, a questionnaire was selected as a tool for data collection. In this study exposure to social media advertisements and its impact on attitude and behavior of university students relationship was evaluated by correlation analysis. Correlation analysis measures the relationship between two items. When comparing the correlation between two items, one item is called the dependent item and the other the independent item. The goal is to see if a change in the independent item will result in a change in the dependent item In this article, the researcher has used Univariate and Bivariate analysis. The descriptive analysis section records the demography of the respondents and focuses on gender and age. Internet and especially social networking sites are widely used by young generation in Lahore and other urban areas due to easy internet access to internet at homes, offices and educational institutions.