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Understanding views of users regarding social media advertisement in Sikkim

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Keywords

Social Media Advertisement, Sikkim

Abstract

The study is being carried out in Sikkim with the objective of identifying various factors that are associated with social media advertisement and to understand the views of users with respect to those factors. Sikkim is being considered because it has a unique customer base, geographic conditions, taste and preference etc. and also the entrepreneur's and businesses' do not have sufficient and reliable information to promote their products in digital platforms. The value of advertisement was measured with various constructs. These factors were analysed with IBM SPSS Statistics 20 to explore the factor structure and to check the construct validity of the relationship measures. Also, linear regression and Descriptive analysis has been applied. The findings of the paper will help businesses to better understand their customers and in building appropriate strategies.

1. Introduction

Social media, a term describing a wide range of a new generation of Internet applications, has been the subject of intense debate and commercial interest. Central themes in this debate are the effects of social media on human behaviour (Barker, 2009; Kolbitsch & Maurer, 2006).

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK.

Social media advertising is a category of digital advertising that places ads on social networking sites (Scott S. Bateman, 2015).Research provides evidence that an increasing number of organizations are already engaging with social media as part of their marketing strategy (Barnes & Mattson, 2009a, 2009b). Organizations eager to integrate a social media programintotheirmarketingstrategyneedtorealizethatth esocialmediaischangingthe decision-making process in the purchasing behaviour of customers by adding a new factor that is beyond their control (Constantinides & Fountain, 2008). Marketers have also become increasingly aware that the adoption of social media has increased market transparency and reduced their traditional market power and control over both the media and the communication process. Marketers are forced to find new ways to reach potential customers and communicate with them (Parise&Guinan, 2008). Yet social media marketing is not likely to render other forms of marketing obsolete and must be viewed for the time being as an extension of online marketing. This form of marketing is successful only if it is based on solid foundations: innovative and high-quality products, market-oriented organizations and well-designed websites (Constantinides,2010).

The goal of any advertisement is to convince or persuade someone to use your service or buy your product. To achieve this, the advertisement should first reach your prospective customer. There are many ways of advertising, however, constraints such as time, money, target customer has to be kept in mind. In today's world the best way to advertise is through digital media, to be more precise it is through social media. With an estimated 3.84 billion social media users today, the opportunity to tap in is huge. It will only grow further. Currently, the rate of increase is 9% year on year. Social media provides an ideal platform for businesses to advertise their products with users of all age group, gender, region, ethnicity etc. The benefits of using social media to promote products or services include wider reach of prospective customers, less time to reach the customer base, cost effective etc. SNSs provide digital infrastructures, allowing users to present their beliefs, interests and points of view, while connecting with other people who share similar interests. Users can therefore be considered as social instruments of communication, as they interact with others who have also shared their personal information. These interactions can be highly complex and the digital platforms used to facilitate this social interaction can be considered as "multi-sided platforms". The importance of SNSs for young consumers is considerable as they are the main users of social media and are becoming increasingly dependent on it for entertainment, socializing and information seeking. In order to respond to this challenge, marketers reconsidered the marketing mix and traditional media strategies by reassessing the influence media has on the consumer decision-making process. In order to more effectively communicate with consumers in the new digital age, changes had to be made.

2. Scope of the study

During the past ten years, social networking sites (SNSs) have become increasingly important and now form a key area of academic research (Constantinides et al., 2013; Kaplan and Haenlein, 2010). The study is being carried out in Sikkim because it has a unique customer base, geographic conditions, taste and preference etc. and also the entrepreneur's and businesses' do not have sufficient and reliable information to promote their products in digital platforms. It is evident through studies that youths are most dominating when it comes to social media usage. But in our study, we are considering people of all ages. There are no such barriers as qualification requirement, age etc. The respondents were considered if they have some social media usage experience. The study is being carriedout considering various factors that influence user's view of social media advertisement. These factors involve information, entertaining value, irritation etc. These factors can have a positive as well as negative impact on the advertisement. In our study we are only concerned about finding the factors that influence the advertisement value. The purpose of writing this research project is to identify various factors that are associated with social media advertisement and to understand the views of users with respect to those factors. The information that we would obtain after completing the research would help businesses better understand their customer.

3. Advertising value model

There are numerous ways to determine the value of an advertisement. Traditional practices include message recall, purchase decisions conversion etc. whereas this model is developed based on the consumers experience with advertising. Ducoffe (1995) proposed a model with three antecedents: informativeness, entertainment and irritation to measure the advertising value and attitude towards advertisement. Advertising value is defined by Ducoffe (1995) as a "subjective evaluation of the relative worth or utility of advertising to consumers". In this model Ducoffe talks about the distinction between Ad value and attitude towards advertisement. For example, a user may like the advertisement but it is not providing him with necessary information.

3.1. Modifications to ducoffe's model

Ducoffe proposed this model in the year 1995 which was an era that lacked extensive internet usage also the amount of available data was limited. Times have changed now, with so much data available at a click of a button it becomes important that this information has to be filtered, meaning focus should also give to the relevance of any information. Hence, in this model we have added a new antecedent that would improve this model in better understanding the advertisement value. Also, we are only emphasising on understanding the advertisement value leaving the attitude towards advertisement behind for our current study. The various antecedents of this model is shown below.

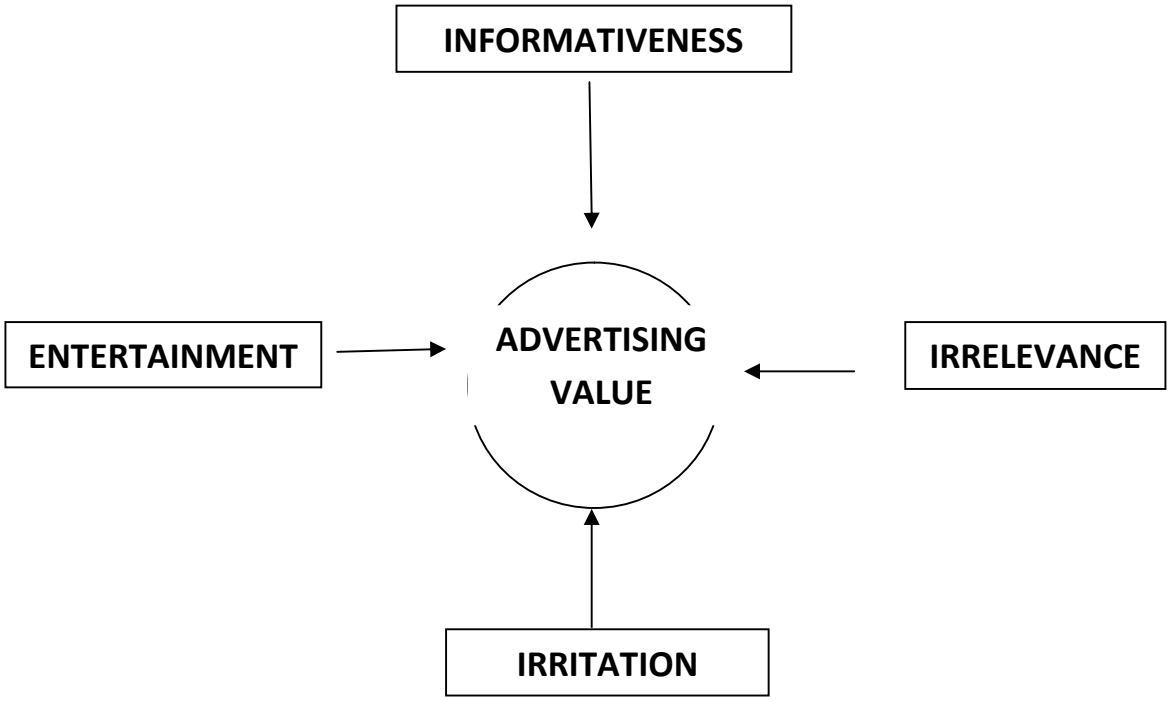

Fig :1 Conceptual Framework

4. Literature review

Sam H. Dekay (2012). How large companies react to negative facebook comments Corporate communications. The study reveals that good organisations do not respond to negative comments or they censor these comments. Generally, people who tend to make these comments are not interested in finding a solution to a specific problem. They are called Haters or Trolls. So, responding to such comments serves no useful purpose.

Ana Margarida Barreto (2013) Do users look at banner Ads on Facebook?. Findings show that Banner Ads attract fewer users as compared to friend's recommendation. The reason for it being Face book Ads are outside the T-Shaped visual pattern range which results in banner blindness.

Bernadett Koler& Peter Nagy (2012).Facebook usage pattern and school attitudes. The reason for participant's presence online varied as a function of age and gender. It was found that more extensive usage was associated with more negative school and peer attitudes and mostly for female students. These students mainly relied on online presence for emotional and social support.

Kelty Logan, Laura F. Bright &Harsha Gangadhar Batla (2012). Facebook vs television: Advertisement value perceptions among females. For television, the Ad value was higher if the advertisement was informative whereas Ad value for Facebook was higher if the advertisement was entertaining. These were found on the basis of Ducoffe's Model and the third component i.e, irritation has very less significance in advertisements on social networking sites.

Linnea Hansoon, Anton Weangmo & Klaus Solberg Soiten (2014). Optimal ways for companies to use facebook as a marketing channel. There were two groups of users: one believed that facebook should not be used as a marketing tool while other believed that limited marketing with meaningful posts are welcomed. Also, both the groups feared being bombarded with unnecessary messages and alerts.

Johanna Gummerus, et.al. (2012). Customer engagement in a Facebook brand community. Customer engagement was broadly divided as community engagement behaviour (CEB) and transactional engagement behaviour (TEB). The benefits of doing so resulted in social, entertainment and economic benefits. CEB was only partially mediated by social and entertainment benefits while TEB was fully mediated.

Rodney Graeme Duffet (2015). Facebook advertising's influence on intention to purchase and purchase among millennial. The results conclude that facebook advertisement has a positive impact on the users in South Africa. The usage pattern, the demographic profile etc, all is inclined towards favourable perceptions of facebook advertising.

Elisa Backer (2010). Using smart phones and facebook in a major assessment: the student experience.11 out of 12 students reported that the use of smart phones and facebook increased their motivation, independent learning and sense of responsibility. The implications from this paper was that integrating new technologies into assessment was beneficial to students who had experience with new technology.

Ferran Sabate, et.al (2014). Factors influencing popularity of branded contents in facebook fan pages. Results suggest that the richness of the content resist the impact of the post in terms of likes. On the other hand, using images and proper publication time are significantly influencing the number of comments, whereas the use of links may decrease this metric.

Z. David Xia (2009). Marketing library services through facebook. It finds that the success of facebook groups can be controlled by the active organization of librarians and by using more general topics to keep discussions alive. it also finds that facebook group should target not only students but also faculty and staff in support of their research and teachings.

5. Objectives of the study

1. To identify the influencing factors of social media advertisement.
2. To measure the effect of identified factors on advertising value.
3. To identify the most used social media platforms in this region.

6. Hypotheses

H1: There is a significant influence of Informativeness on advertisement value.
H2: There is a significant influence of Irrelevance on advertisement value.
H3: There is a significant influence of Entertainment on advertisement value.
H4: There is a significant influence of Irritation on advertisement value.

7. Research technique

This research was conducted out of curiosity that was ignited by the experience the researcher had using social networking sites. Social networks these days are flooded with advertisements all around. It is important for the businesses to know the effectiveness of these Ads. This research is Empirical, exploratory and descriptive in nature.

7.1. Sample and instruments

The population under study includes all the people of Sikkim that have social networking sites experience. It is impossible to collect huge data due to time and expenses constraints. The sample consists of people of all age group because it is important to segment the target market for better understanding the consumer base. In order to identify the impact on advertisement value due to various constructs, data were collected with the help of 32 structured questions using cluster sampling technique followed by judgemental technique. The questions were divided into 6 parts: demographic profile, informativeness, entertainment, irritation, irrelevance and advertisement value. An effort was made to select such samples that would not lead to biasness of the study and its findings. A total of 278 responses were received in a span of about 1 months' time with proportionate amount of responses from 4 different clusters that are the different districts of the state. The Likert scales were treated as interval scales because these were needed for the variables to serve as input for the cluster and factor analysis. The study is being carried out entirely with the help of primary data sources. The reason for only using primary data was due to lack of secondary information with respect to this region and also, the user's perception had to be known at this moment in time.

7.2. Tools and techniques used

The value of advertisement was measured with various constructs. These factors had both positive as well as negative impact on the Ad value. The constructs were factor analysed with IBM SPSS Statistics 20to explore the factor structure and to check the construct validity of the relationship measures. Also, linear regression was carried out between the dependent and independent variables. Descriptive analysis was done to especially analyse the data with respect to the Demographic profile.

8. Data analysis and Interpretation

8.1 Analysis of demographic profile

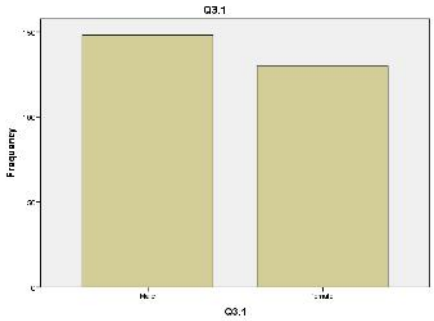

Fig: 1 Genders

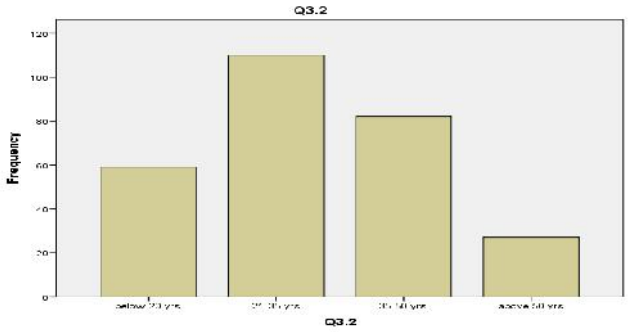

Fig: 2 Age segregation

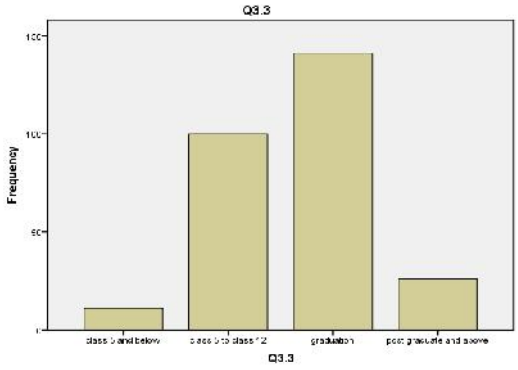

Fig:3 Educational Qualifications

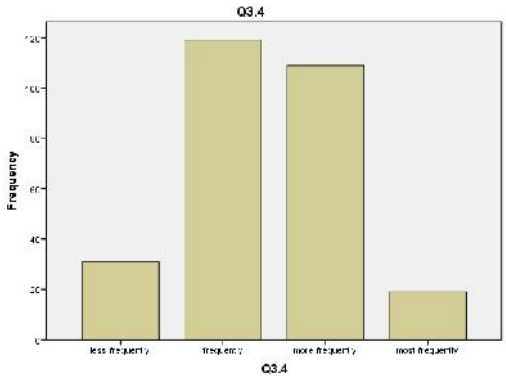

Fig:4Frequency of Social Media Usage

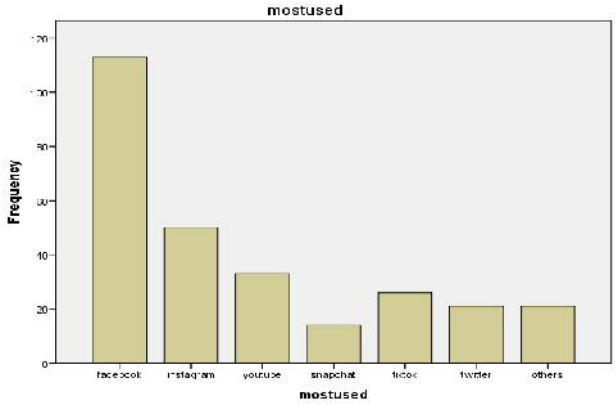

Fig:5 Most used Social Media in the Region

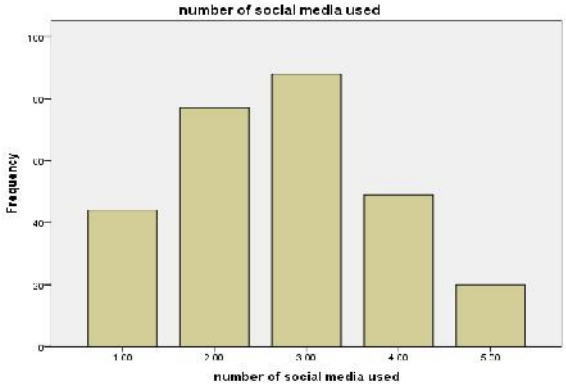

Fig:6 Number of Social Media used

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Interpretation of the Demographic Profile

We have only considered the most significant demographic characteristics while there are many more which can be linked with the concept due to various constraints

The population of the study could not be found out but the respondent's gender proportion matches the population gender ratio of this region. Since the number of males and females are comparable, it provides equal opportunities for targeting both genders to promote one's business.

A majority of the social media users are young adults and adults which is also true as per the literature. Few senior people also use social media mostly facebook. This provides a huge opportunity for companies who produce goods and services for youths to promote their products in various social media.

Most of the users are well educated, only few of them have not completed their high school education. People tend to spend significant amount of time in social media, which would suggest social media to be an ideal platform to advertise specially through facebook which is most widely used followed by instagram or even a blend of both of this can be used. Information collected through interaction with the respondents during data collection suggests that youths have the most diverse choice but seniors mostly use Facebook only. Also, most of the people use more than one social media.

8.2 Reliability and validity analysis

Cronbach's Alpha is a measure of internal consistency, i.e. how closely related a set of items are as a group. It is considered to be a measure of scale reliability.

Table1: Reliability Test

	Cronbach's Alpha	N of Items
.Reliability Informativeness	.930	8
Reliability for Irrelevance	.946	4
Reliabilityfor Entertainment	.935	4
Reliability for Irritation	.942	3
Reliability of Ad value	.862	6

Table 2: Range of Cronbach's Alpha values:

No.	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.80-0.89	Good
3	0.70-0.79	Acceptable
4	0.60-0.69	Questionable
5	0.50-0.59	Poor
6	Less than 0.50	Unacceptable

In the tables above, we can see that Cronbach's alpha value is above .9 meaning the groups that have been segregated with the help of component matrix show excellent internal consistency. Thus, the reliability of the study is good and we can proceed further.

8.3 Factor Analysis

8.3.1 Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO): This can be calculated for individual and multiple variables and represent the ratio of the squared correlations between variables to the squared partial correlations between variables. Itvaries between 0 and 1: a value of 0 indicates that sum of partial correlations is large relative to the sum of correlations; indicating factor analysis is likely to be inappropriate. A value close to 1indicates that patterns of correlations is relatively compact; indicating factor analysis should yield distinct and reliable factors. Values between 0.5-0.7 are mediocre, 0.7-0.8 good, and values between 0.8-0.9 are great.

***8.3.2 Bartlett's Test of Sphericity*:** This is a test of sphericity. The test examineswhether a variance-covariance matrix is proportional to an identity matrix. Therefore, it effectively tests whether the diagonal elements of the variance-covariance matrix equal and that the off-diagonal elements are approximately zero (dependent variables are not correlated).

8.3.3 Factor analysis values: "The Kaiser-Meyer-Olkin measure of sampling adequacy tests whether the partial correlations among variables are small, whereas Bartlett's test of sphericity tests whether the correlation matrix is an identity matrix, which would indicate that the factor model is inappropriate" (from the SPSS on-line help).

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.808
Bartlett's Test of Sphericity	Approx. Chi-Square	5480.756
	Df	171
	Sig.	.000

Looking into the usefulness of Factor analysis, KMO & Bartlett's test was also applied, and resulted in a value of 0.808, hence a great result indicating that factor analysis should yield distinct and reliable factors.

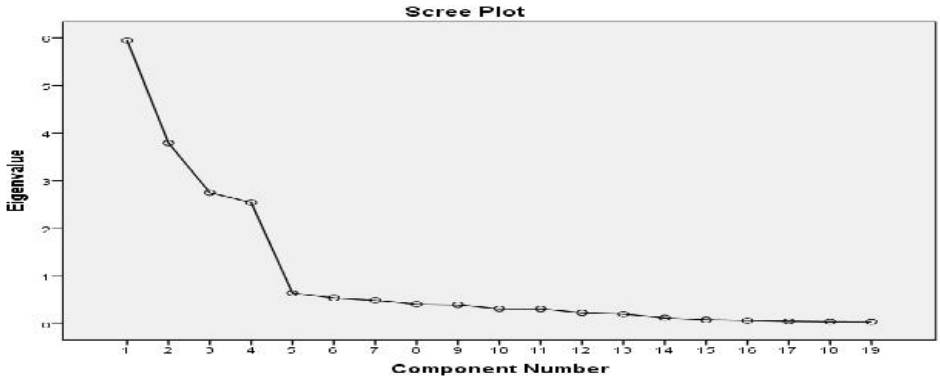

Fig 7: Scree Plot

Scree plot as shown in Fig 7, is a graphical representation of Eigen values along y-axis and various components across x-axis. In the above figure we can see that there are four dots above Eigen value 1. We are interested in these points or the number of dots. The number of points indicate the conversion of all the components into these many factors. Considering our case, 19 components is very hard to analyze individually for that reason we are doing this conversion. The 19 components can be well represented by 4 factors alone. Doing so simplifies our analysis and interpretation in further chapters.

Table 4, rotated Component Matrix, stresses on 4 grouped factors, whereby the values mostly lie in between 0.8 and 0.9. The coefficient for 2^{nd}, 3^{rd}, 4^{th}factors is very good. The coefficient for Factor 1is quite varying from0.6 to 0.9. Factor 4has the best values as compared to others. All of the above 19 variables can be represented with the help of 4 factors. It is very difficult to individually analyze all these variables, for that reason it is converted and represented by only 4 factors. We are carrying out data reduction only to the independent variables and not on advertisement value because advertisement value has much less items associated with it.

Table 4: Rotated Component Matrix

	Component			
	1	2	3	4
Q1.1	.681			
Q1.2	.740			
Q1.3	.951			
Q1.4	.763			
Q1.5	.737			
Q1.6	.819			
Q1.7	.920			
Q1.8	.919			
Q1.9		.932		
Q1.10		.943		
Q1.11		.903		
Q1.12		.912		
Q1.13			.938	
Q1.14			.942	
Q1.15			.840	
Q1.16			.893	
Q1.17				.928
Q1.18				.933
Q1.19				.971

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 4 iterations.

Factor analysis explained 79.127% of the total changes in variations as shown in table 8, and the attitudes toward advertisement value are grouped into four headings: informativeness, entertainment, irritation and irrelevance.

The content of the questions under each factor helped measure different aspects in Advertisement Value. The first factor, informativeness tries to analyze information that is passed through advertisement. The set of questions measuring “informativeness” value all loaded onto Factor 1.

Factor 2, entertainment, focuses on pleasantness, enjoybility, relaxation etc. that an advertisement provides to its user. Incorporating entertainment value into a commercial increase’s audience engagement. However, this strategy can often be hit or miss because it takes focus away from the actual product or service being promoted. The set of questions measuring “entertainment” value all loaded onto Factor 2.

Table 5: Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.944	31.285	31.285	5.944	31.285	31.285	5.466	28.766	28.766
2	3.794	19.968	51.253	3.794	19.968	51.253	3.483	18.330	47.096
3	2.750	14.476	65.729	2.750	14.476	65.729	3.377	17.776	64.872
4	2.546	13.398	79.127	2.546	13.398	79.127	2.709	14.255	79.127
5	.642	3.378	82.506						
6	.542	2.851	85.357						
7	.494	2.600	87.957						
8	.411	2.163	90.120						
9	.399	2.100	92.220						
10	.315	1.657	93.876						
11	.312	1.642	95.518						
12	.229	1.207	96.725						
13	.202	1.065	97.790						
14	.126	.662	98.451						
15	.084	.442	98.894						
16	.069	.363	99.257						
17	.055	.288	99.545						
18	.044	.232	99.777						
19	.042	.223	100.000						

Extraction Method: Principal Component Analysis.

"Irritation", this third factor is more related to negative aspects of an advertisement. Elements such as annoying, irritating, displeasing etc. are analyzed here. The set of questions measuring "irritation" value all loaded onto Factor 3.

The last factor, "Irrelevance", talks about the relevance of a social media advertisement to a user. People have different tastes and preferences, and these also reflects in case of advertisements. Some users may like more of entertaining Ads while other may like Ads that give information. Based on the user the relevance of an Advertisement can be determined. The set of questions measuring "irrelevance" value all loaded onto Factor 1.

In order to extract the variations in values, again, the application of factor analysis with varimax rotation was necessary. Data were compressed into smaller size and certain factors were omitted and 19 questions were selected. As shown in the table 8 factors provide a cumulative variance of 79.197%

8.4 Linear regression

Linear regression is a linear approach to modeling the relationship between a scalar response (or dependent variable) and one or more explanatory variables (or independent variables). The case of one explanatory variable is called simple linear regression (Wikipedia).

Multiple linear Regression is an extension of simple linear regression. It is used when we want to predict the value of a variable based on the value of two or more variable. Multiple regression allows you to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained.

SPSS Statics will generate quite a few tables of output for linear regression. In this section, we show you only the three main tables required to understand your results from the linear regression procedure. The first table of interest is the model summary table, as shown below

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.253[a]	.064	.061	.59903

a. Predictors: (Constant), OVERALIND
b. Dependent Variable: DEP

Table 7: ANNOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.780	1	6.780	18.895	.000[b]
	Residual	99.039	276	.359		
	Total	105.819	277			

a. Dependent Variable: DEP
b. Predictors: (Constant), OVERALIND

The table above provides the R and R^2 values. The R value represents the simple correlation and is 0.253 which indicate a medium degree of correlation. The R^2 value indicates how much of the total variation in the dependent variable, can be explained by the independent variable. The next table is the ANOVA table, which reports how well the regression equation fits the data as shown in the table 13:

Table 8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.347[a]	.120	.107	.58394

a. Predictors: (Constant), FAC4IND, FAC2IND, FAC1IND, FAC3IND
b. Dependent Variable: DEP

Table 9: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12.729	4	3.182	9.333	.000[b]
	Residual	93.090	273	.341		
	Total	105.819	277			

a. Dependent Variable: DEP
b. Predictors: (Constant), FAC4IND, FAC2IND, FAC1IND, FAC3IND

The table above indicates that the regression model predicts the dependent variable significantly well. The significance column indicates the statistical significance of the regression that was run. Here $p<0.05$, indicates that overall, the regression model statistically significantly predicts the outcome variable (i.e. it is a good fit for the data).

The coefficients table 14, provides us with the necessary information to determine the independent variables (informativeness, irrelevance, entertainment and irritation) contribute statistically significantly to the model. Furthermore, we can use the values of Beta to more accurately determine the significance level.

Table 10: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	*(constant)*	2.363	.337		.000
	INFORMATIVENESS	.302	.055	.320	.000
	IRRELEVANCE	.137	.042	.251	.002
	ENTERTAINMENT	.050	.020	.165	.000
	IRRITATION	.054	.036	.086	.132

In the above table, we can see that the significance levels of the first three factors are well under the acceptable range. However, the fourth variable (irritation) is insignificant in the context. Informativeness and entertainment have the same significance level. If this happens, we look at the beta value. Since, informativeness has higher beta value (.320) than entertainment (.165), it is more significant.

Table 11: Coefficients

Model		*Unstandardized Coefficients*		*Standardized Coefficients*	Sig.
		B	*Std. Error*	*Beta*	
1	**(Constant)**	2.570	.329		.000
	Overall independent	.360	.083	.253	.000

The table above shows the significance level of all the independent variables combined. Looking at the significance column, we can see that, the value of significance is below 0.05. Although one of the factors in the above table is outside the acceptable range but the overall significance is good.

There are numerous other tools and techniques that can be applied to the above case; we chose the most important ones due to various constraints.

9. Results and Findings

9.1 Results

There are numerous variables and methods that account for its influence to social media advertisements. With the help of literature, we were able to filter it. To move forward Ducoffe's Ad value model was modified by adding one more factor. Based on this model and our new addition of a factor, we determined the Advertisement value considering Informativeness, Irrelevance, entertainment and irritation as four factors.

Table 12:Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Informativeness	278	2.00	5.00	4.1425	.65473
Irrelevance	278	2.00	5.00	3.7338	.84956
Entertainment	278	2.00	5.00	4.1655	.63092
Irritation	278	2.00	5.00	3.7674	.98415
Valid N (listwise)	278				

Table 12: Hypothesis results

HYPOTHESIS	STATEMENTS	SIG./p Value	RESULT
H1	There is a significant influence of Informativeness on advertisement value.	.000	**Accept**
H2	There is a significant influence of Irrelevance on advertisement value.	.002	**Accept**
H3	There is a significant influence of Entertainment on advertisement value.	.000	**Accept**
H4	There is a no significant influence of Irritation on advertisement value.	.132	**Reject**

9.2. Findings

1. Majority of users belong to age group of 20 to 40 years. Also, the people of this region like to use social media and they spend a significant amount of time going through it.

2. Facebook was the most used social media followed by Instagram and YouTube

3. Out of the four factors i.e.informativenss, Irrelevance, Entertainment and Irritation, Entertainment was found to be the most influential followed by Informativeness. Irrelevance is having least influential significance were as Irritation was not influential at all.

4. People want something concrete that they can rely on apart from other aspects of advertisements. If businesses want to promote their Ads on social media, they should provide information about the product/service they are displaying.

10. Conclusion

Social media is arguably one of the most influential platforms to change people's perception about something or to share information. The rate at which social media users are increasing year on year is an indicator to the scope social media provides for businesses to share information and for customers to access information. Advertising in social media is cheaper than advertising a commercial on Television and in some instances, it is free to advertise on social media sites. Social media sites are becoming more and more popular everyday with new people joining sites creating a wide variety of people for companies to advertise their products, with many companies seeing an increase in popularity amongst customers. We also tried examining the negative aspects of advertisements, but people were more concerned about the content of the Ads. It is a safe assumption to say that advertising is very effective in social media. There are no downsides to advertising on social media sites as it is cost efficient, works and provides many different opportunities for companies even in the tiny states like Sikkim.

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