CHAPTER – V

FINDINGS, SUGGESTION AND CONCLUSION

5.1 Findings

- The social network site users’ of five different age groups show significant difference through the variables such as informative, attention, credibility, entertainment and relevant news. It is noted that one way ANOVA result moderately influence the variables informative, attention, credibility, entertainment and relevant news with respect to age of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of four different education groups show significant difference through the variables such as informative, attention, entertainment and relevant news and credibility shows do not differ significantly. It is noted that one way ANOVA result moderately influence the variables informative, attention, credibility, entertainment and relevant news with respect to educational of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of four different occupation groups show significant difference through the variables such as informative, attention, credibility and relevant news, and entertainment shows do
not differ significantly. It is noted that one way ANOVA result moderately influence the variables informative, attention, credibility, entertainment and relevant news with respect to occupation of the social network site users’ towards effectiveness of advertisements in social media. The study highlighted that government employee have highly influenced informative towards effectiveness of advertisements in social media.

- The social network site users’ of five different income groups show significant difference through the variables such as informative, attention, credibility, entertainment and relevant news. It is noted that one way ANOVA result moderately influence the variables informative, attention, credibility, entertainment and relevant news with respect to income of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different Using SNS groups show do not differ through the variables such as informative, attention, credibility and relevant news and entertainment shows do not differ significantly. It is noted that one way ANOVA result moderately influence the variables informative, attention, credibility, entertainment and relevant news with respect to Using SNS of the social network site users’ towards effectiveness of advertisements in social media. The study highlighted that up to 6 months of Using
SNS have strongly disagreed with respect to credibility towards
effectiveness of advertisements in social media.

- The social network site users’ of five different spending time groups
  show do not differ through the variables such as informative,
  attention, credibility and relevant news and entertainment shows do
  not differ significantly. It is noted that one way ANOVA result
  moderately influence the variables informative, attention, credibility,
  entertainment and relevant news with respect to Spending time of the
  social network site users’ towards effectiveness of advertisements in
  social media.

- The social network site users’ of two different gender groups show
  significant difference through the variables such as credibility and
  entertainment, and informative, attention and relevant news shows do
  not differ significantly. It is noted that independent sample ‘t’ test
  result moderately influence the variables informative, attention,
  credibility, entertainment and relevant news with respect to gender of
  the social network site users’ towards effectiveness of advertisements
  in social media. The study highlighted those male SNS users’ highly
  influenced when compared female SNS users’ towards effectiveness
  of advertisements in social media.

- The social network site users’ of two different marital status groups
  show significant difference through the variables such as attention,
entertainment and relevant news; informative and credibility shows
do not differ significantly. It is noted that independent sample ‘t’ test
result moderately influence the variables informative, attention,
credibility, entertainment and relevant news with respect to marital
status of the social network site users’ towards effectiveness of
advertisements in social media. The study highlighted those
unmarried SNS users’ highly influenced when compared married
SNS users’ towards effectiveness of advertisements in social media.

The social network site users’ of two different watching
advertisement groups show do not differ towards informative,
attention, credibility, entertainment and relevant news. It is noted that
independent sample ‘t’ test result moderately influence the variables
informative, attention, credibility, entertainment and relevant news
with respect to watching advertisement groups of the social network
site users’ towards effectiveness of advertisements in social media.
The study highlighted those watching advertisement SNS users’
highly influenced when compared does not watching SNS users’
towards effectiveness of advertisements in social media.

The social network site users’ of two different purchased product
groups show significant difference through the variables such as
informative, attention and credibility, entertainment and relevant
news shows do not differ significantly. It is noted that independent
sample ‘t’ test result moderately influence the variables informative, attention, credibility, entertainment and relevant news with respect to purchased product of the social network site users’ towards effectiveness of advertisements in social media. The study highlighted those not purchased product group SNS users’ highly influenced when compared purchased product group SNS users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different age groups show significant difference through the text advertisement of face book factors such as attitude towards advertisement, likes and friends like and sharing and comment posting and do not differ towards attitude towards brand. It is noted that one way ANOVA result moderately influence the text advertisement of face book factors with respect to age of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of four different education groups show significant difference through the text advertisement of face book factor attitude towards advertisement and do not differ towards attitude towards brand, likes and friends like and sharing and comment posting. It is noted that one way ANOVA result moderately influence text advertisement of face book with respect to educational
of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different occupation groups show significant difference through the factors attitude towards advertisement and attitude towards brand and do not differ towards likes and friends like and sharing and comment posting. It is noted that one way ANOVA result moderately influence text advertisement of face book with respect to occupation of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different income groups show significant difference through the factors attitude towards advertisement, attitude towards brand and sharing and comment posting and do not differ towards likes and friends like. It is noted that one way ANOVA result moderately influence text advertisement of face book with respect to income of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different using SNS groups show do not differ through the text advertisement of face book factors. It is noted that one way ANOVA result moderately influence text advertisement of face book with respect to using SNS of the social network site users’ towards effectiveness of advertisements in social media.
The social network site users’ of five different spending time groups show do not differ through the text advertisement of face book factors. It is noted that one way ANOVA result moderately influence text advertisement of face book with respect to spending time of the social network site users’ towards effectiveness of advertisements in social media.

The social network site users’ of two different gender groups show do not differ through the text advertisement of face book factors attitude towards advertisement and sharing and comment posting; significantly differ towards attitude towards brand and likes and friends like. It is noted that independent sample ‘t’ test shows moderately influence text advertisement of face book with respect to gender of the social network site users’ towards effectiveness of advertisements in social media. The study highlighted that male respondents highly contributed towards text advertisement of face book factors when compared female users’ towards effectiveness of advertisements in social media.

The social network site users’ of two different marital status groups show do not differ through the text advertisement of face book factors likes and friends like obtained and sharing and comment posting; significantly differ towards attitude towards advertisements and attitude towards brand. It is noted that independent sample ‘t’ test
shows moderately influence text advertisement of face book with respect to marital status of the social network site users’ towards effectiveness of advertisements in social media. The study highlighted that married respondents highly contributed towards text advertisement of face book factors when compared unmarried users’ towards effectiveness of advertisements in social media.

- The social network site users’ of two different watching advertisement groups show do not differ through the text advertisement of face book factors. It is noted that independent sample ‘t’ test shows moderately influence text advertisement of face book with respect to watching advertisement of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of two different purchased product groups show do not differ through the text advertisement of face book factors. It is noted that independent sample ‘t’ test shows moderately influence text advertisement of face book with respect to purchased product of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different age groups show significant difference through the photo advertisement of face book factors such as attitude towards advertisement, attitude towards brand, likes and friends like and sharing and comment posting. It is
noted that one way ANOVA result shows that highly influences the photo advertisement of face book factors with respect to age of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of four different education groups show significant difference through the photo advertisement of face book factors such as attitude towards advertisement, attitude towards brand, likes and friends like and do not differ towards sharing and comment posting. It is noted that one way ANOVA result shows that highly influences the photo advertisement of face book factors with respect to education of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different occupation groups show significant difference through the photo advertisement of face book factors such as attitude towards advertisement, attitude towards brand, likes and friends like and sharing and comment posting. It is noted that one way ANOVA result shows that highly influences the photo advertisement of face book factors with respect to occupation of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different income groups show significant difference through the photo advertisement of face book
factors such as attitude towards advertisement, attitude towards brand, likes and friends like and sharing and comment posting. It is noted that one way ANOVA result shows that highly influences the photo advertisement of face book factors with respect to income of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different using SNS groups show do not differ through the photo advertisement of face book factors. It is noted that one way ANOVA result highly influence photo advertisement of face book with respect to using SNS of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different spending time groups show do not differ through the photo advertisement of face book factors. It is noted that one way ANOVA result shows that highly influence photo advertisement of face book with respect to spending time of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of two different gender groups show do not differ through the photo advertisement of face book factor attitude towards advertisement and significantly differ towards attitude towards brand, likes and friends like and sharing and comment
posting. It is noted that independent sample ‘t’ test shows highly influence photo advertisement of face book with respect to gender of the social network site users’ towards effectiveness of advertisements in social media. The study highlighted that female respondents highly contributed towards photo advertisement of face book factors when compared male users’ towards effectiveness of advertisements in social media.

- The social network site users’ of two different marital status groups show significantly differ through the photo advertisement of face book factor attitude towards advertisement and do not differ towards attitude towards brand, likes and friends like and sharing and comment posting. It is noted that independent sample ‘t’ test shows highly influence photo advertisement of face book with respect to marital status of the social network site users’ towards effectiveness of advertisements in social media. The study highlighted that married respondents highly contributed towards photo advertisement of face book factors when compared unmarried users’ towards effectiveness of advertisements in social media.

- The social network site users’ of two different watching advertisement groups show do not differ through the photo advertisement of face book factors. It is noted that independent sample ‘t’ test shows highly influence photo advertisement of face
book with respect to watching advertisement of the social network site users’ towards effectiveness of advertisements in social media.

The social network site users’ of two different purchased product groups show do not differ through the photo advertisement of face book factors. It is noted that independent sample ‘t’ test shows highly influence photo advertisement of face book with respect to purchased product of the social network site users’ towards effectiveness of advertisements in social media.

The social network site users’ of five different age groups show significant difference through the video advertisement of face book factors such as attitude towards advertisement, attitude towards brand and likes and friends like and do not differ towards sharing and comment posting. It is noted that one way ANOVA result shows that highly influences the video advertisement of face book factors with respect to age of the social network site users’ towards effectiveness of advertisements in social media.

The social network site users’ of four different education groups show significant difference through the video advertisement of face book factors such as attitude towards advertisement, attitude towards brand, likes and friends like and sharing and comment posting. It is noted that one way ANOVA result shows that highly influences the video advertisement of face book factors with respect to education of
the social network site users’ towards effectiveness of advertisements in social media. The study highlighted that education group HSC group reported highest mean and post graduate users’ reported lowest mean video advertisement of face book factors towards effectiveness of advertisements in social media.

The social network site users’ of five different occupation groups show significant difference through the video advertisement of face book factors such as attitude towards advertisement, attitude towards brand and do not differ with the factors likes and friends like and sharing and comment posting. It is noted that one way ANOVA result shows that highly influences the video advertisement of face book factors with respect to occupation of the social network site users’ towards effectiveness of advertisements in social media.

The social network site users’ of five different income groups show significant difference through the video advertisement of face book factors such as attitude towards advertisement, attitude towards brand ,likes and friends like and sharing and comment posting. It is noted that one way ANOVA result shows that highly influences the video advertisement of face book factors with respect to income of the social network site users’ towards effectiveness of advertisements in social media.
The social network site users’ of five different usage of social network users show non-significant difference through the video advertisement of face book factors such as attitude towards advertisement, attitude towards brand, likes and friends like and sharing and comment posting. It is noted that one way ANOVA result shows that highly influences the video advertisement of face book factors with respect to income of the social network site users’ towards effectiveness of advertisements in social media.

The social network site users’ of five different time spend on SNS show non-significant difference through the video advertisement of face book factors such as attitude towards advertisement, attitude towards brand, likes and friends like and sharing and comment posting. It is noted that one way ANOVA result shows that highly influences the video advertisement of face book factors with respect to time spend of the social network site users’ towards effectiveness of advertisements in social media.

The gender of social network site users’ show significant difference through the video advertisement of face book factors such as attitude towards brand and do not differ with the factors attitude towards advertisement, likes and friends like and sharing and comment posting. It is noted that one way ANOVA result shows that highly influences the video advertisement of face book factors with respect
to gender of the social network site users’ towards effectiveness of advertisements in social media.

- The marital status of social network site users’ show significant difference through the video advertisement of face book factors such as likes and friends like and do not differ with the factors attitude towards advertisement, and sharing and comment posting. It is noted that one way ANOVA result shows that highly influences the video advertisement of face book factors with respect to marital status of the social network site users’ towards effectiveness of advertisements in social media.

- Watching advertisement of social network site users’ show non-significant difference through the video advertisement of face book factors such as attitude towards advertisement, likes and friends like and sharing and comment posting. It is noted that one way ANOVA result shows that highly influences the video advertisement of face book factors with respect to watching advertisement of the social network site users’ towards effectiveness of advertisements in social media.

- Purchased product of social network site users’ show non-significant difference through the video advertisement of face book factors such as attitude towards advertisement, likes and friends like and sharing and comment posting. It is noted that one way ANOVA result shows
that highly influences the video advertisement of face book factors with respect to purchased product of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different age groups show significant difference through the promoted tweet advertisement factors such as attitude towards advertisement, likes and friends like and sharing and comment posting and do not differ towards attitude towards brand. It is noted that one way ANOVA result moderately influence the promoted tweet advertisement factors with respect to age of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of four different education groups show significant difference through the promoted tweet advertisement factors such as attitude towards advertisement, attitude towards brand and likes and friends like do not differ towards and sharing and comment posting. It is noted that one way ANOVA result moderately influence promoted tweet advertisement with respect to educational of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different occupation groups show significant difference through the factors attitude towards advertisement and attitude towards brand, likes and friends like and
sharing and comment posting. It is noted that one way ANOVA result moderately influence promoted tweet advertisement with respect to occupation of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different income groups show significant difference through the factors attitude towards advertisement, attitude towards brand, likes and friends like and sharing & comment posting. It is noted that one way ANOVA result moderately influence promoted tweet advertisement with respect to income of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different using of SNS groups show not significant difference through the promoted tweet advertisement factors. It is noted that one way ANOVA result moderately influence promoted tweet advertisement with respect to using SNS of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different spending time groups show not significant differ through the promoted tweet advertisement. It is noted that one way ANOVA result moderately influence promoted tweet advertisement with respect to spending time of the
social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of two different gender groups show not significant differ through the promoted tweet advertisement factors attitude towards brand, likes and friends like and sharing and comment posting; significantly differ towards attitude towards advertisement. It is noted that independent sample ‘t’ test shows moderately influence promoted tweet advertisement with respect to gender of the social network site users’ towards effectiveness of advertisements in social media. The study highlighted that male respondents highly contributed towards promoted tweet advertisement factors when compared female users’ towards effectiveness of advertisements in social media.

- The social network site users’ of two different marital status groups show do not differ through the promoted tweet advertisement factors likes attitude towards advertisement and sharing & comment posting; significantly differ towards attitude towards brand and likes and friends likes. It is noted that independent sample ‘t’ test shows moderately influence promoted tweet advertisement with respect to marital status of the social network site users’ towards effectiveness of advertisements in social media. The study highlighted that unmarried respondents are highly contributed towards promoted
tweet advertisement when compared with married users’ towards effectiveness of advertisements in social media.

- The social network site users’ of two different watching advertisement groups show do not differ through promoted tweet advertisement factors. It is noted that independent sample ‘t’ test shows moderately influence promoted tweet advertisement with respect to watching advertisement of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of two different purchased product groups show do not differ through promoted tweet advertisement factors. It is noted that independent sample ‘t’ test shows moderately influence promoted tweet advertisement with respect to purchased product of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of five different age groups show significant difference through the promoted account advertisement factors such as attitude towards advertisement, likes and friends like and sharing and comment posting. It is noted that one way ANOVA result moderately influence the promoted account advertisement factors with respect to age of the social network site users’ towards effectiveness of advertisements in social media.
The social network site users’ of four different education groups show significant difference through the promoted account advertisement factors such as attitude towards advertisement and attitude towards brand likes do not differ towards friends like and sharing & comment posting. It is noted that one way ANOVA result moderately influence, do not differ towards advertisement with respect to educational of the social network site users’ towards effectiveness of advertisements in social media.

The social network site users’ of five different occupation groups show significant difference through the factors attitude towards advertisement, attitude towards brand, likes and friends like and sharing and comment posting. It is noted that one way ANOVA result moderately influence promoted account advertisement with respect to occupation of the social network site users’ towards effectiveness of advertisements in social media.

The social network site users’ of five different income groups show significant difference through the factors attitude towards advertisement, attitude towards brand, likes and friends like and sharing & comment posting. It is noted that one way ANOVA result moderately influence promoted account advertisement with respect to income of the social network site users’ towards effectiveness of advertisements in social media.
The social network site users’ of five different using of SNS groups show not significant difference through the promoted account advertisement factors. It is noted that one way ANOVA result moderately influence promoted account advertisement with respect to using SNS of the social network site users’ towards effectiveness of advertisements in social media.

The social network site users’ of five different spending time groups show not significant differ through the promoted account advertisement factors like attitude towards brand, likes and friends likes, sharing & comment. It is noted that one way ANOVA result moderately influence promoted account advertisement with respect to spending time of the social network site users’ towards effectiveness of advertisements in social media.

The social network site users’ of two different gender groups show not significant differ through the promoted tweet advertisement factors attitude towards brand, likes and friends like and sharing and comment posting. It is noted that independent sample ‘t’ test shows moderately influence promoted account advertisement with respect to gender of the social network site users’ towards effectiveness of advertisements in social media. The study highlighted that male respondents highly contributed towards promoted account
advertisement factors when compared female users’ towards effectiveness of advertisements in social media.

- The social network site users’ of two different marital status groups show do not differ through the promoted account advertisement factors likes attitude towards brand, likes and friends likes and sharing & comment posting; significantly differ towards attitude towards advertisement. It is noted that independent sample ‘t’ test shows moderately influence promoted account advertisement with respect to marital status of the social network site users’ towards effectiveness of advertisements in social media. The study highlighted that unmarried respondents are highly contributed towards promoted tweet advertisement when compared with married users’ towards effectiveness of advertisements in social media.

- The social network site users’ of two different watching advertisement groups show do not differ through promoted tweet advertisement factors. It is noted that independent sample ‘t’ test shows moderately influence promoted tweet advertisement with respect to watching advertisement of the social network site users’ towards effectiveness of advertisements in social media.

- The social network site users’ of two different purchased product groups show do not differ through promoted tweet advertisement factors. It is noted that independent sample ‘t’ test shows moderately
influence promoted tweet advertisement with respect to purchased product of the social network site users’ towards effectiveness of advertisements in social media.

- The independent variable informative shows significant difference through the effectiveness of advertisement. It is noted that one way ANOVA result shows that photo and video ads are highly influence the independent variable informative. Text ad, promoted tweet ad and promoted account ad are moderately influence the independent variable informative with respect to effectiveness of advertisements in social media.

- The independent variable attention shows significant difference through video ad, promoted tweet ad and promoted account ad and do not differ through text ad and photo advertisement. It is noted that one way ANOVA result shows that photo and video ads are highly influence the independent variable attention. Text ad, promoted tweet ad and promoted account ad are moderately influence the independent variable attention with respect to effectiveness of advertisements in social media.

- The independent variable credibility shows significant difference through photo ad, video ad, promoted tweet ad and promoted account ad and do not differ through text advertisement. It is noted that one way ANOVA result shows that photo and video ads are highly influence the independent variable credibility. Text ad, promoted
tweet ad and promoted account ad are moderately influence the independent variable attention with respect to effectiveness of advertisements in social media.

- The independent variable entertainment shows significant difference through photo ad and video ad and do not differ through text ad, promoted tweet ad and promoted account advertisement. It is noted that one way ANOVA result shows that photo and video ads are highly influence the independent variable entertainment. Text ad, promoted tweet ad and promoted account ad are moderately influence the independent variable entertainment with respect to effectiveness of advertisements in social media.

- The independent variable relevant news shows significant difference through photo ad text ad, promoted tweet ad and promoted account ad, do not differ through video advertisement. It is noted that one way ANOVA result shows that photo and video ads are highly influence the independent variable entertainment. Text ad, promoted tweet ad and promoted account ad are moderately influence the independent variable entertainment with respect to effectiveness of advertisements in social media.

- It is found that there is association between psychographic and text advertisement in Facebook. It shows that psychology of the respondent is important factor towards the text ad in Facebook.
It is found that there is association between psychographic and photo advertisement in Facebook. It shows that psychology of the respondent is important factor towards the photo ad in Facebook.

It is found that there is association between psychographic and video advertisement in Facebook. It shows that psychology of the respondent is important factor towards the video ad in Facebook.

It is found that there is association between psychographic and promoted tweet advertisement in Facebook. It shows that psychology of the respondent is important factor towards the promoted tweet ad in tweeter.

It is found that there is association between psychographic and promoted account advertisement in Facebook. It shows that psychology of the respondent is important factor towards the promoted account ad in tweeter.

It is found that there is association between psychographic and Brand Image. It shows that psychology of the respondent is important factor to determine the Brand image.

It is found that there is association between psychographic and Purchase intention. It shows that psychology of the respondent is important factor to determine the Purchase intention.

There is relationship between text ad with the factor informative, attention and relevant news. The factor informative is highly
correlated with text advertisement. Photo ad is related with entertainment & relevant news. The factor credibility is highly correlated with photo advertisement. Video advertisement has a relationship with the factor informative and attention. The factor attention is highly correlated with video advertisement. There is relationship between promoted tweet advertisements with all factors except relevant news. There is relationship between promoted account advertisements with all factors except entertainment.

- There is a relationship between text ad and brand image. In that, symbolic benefit and appearance enhance are highly correlated with text advertisement. There is a relationship between photo ad and brand image except the brand image factor symbolic benefit, experimental benefit is highly correlated with photo advertisement. There is a relationship between video ad and brand image. There is a relationship between promoted tweet ad and brand image except the factors symbolic benefit, social benefit and appearance enhance. There is a relationship between promoted account ad and brand image except the factors functional benefit, social benefit and appearance enhance.

- There is a relationship between text ad and purchase intention. In that, willingness and intent to buy are highly correlated with text advertisement. There is a relationship between photo ad and purchase intention except the purchase intention factor willingness.
Recommendation and intent to buy is highly correlated with photo advertisement. There is a relationship between video ad and purchase intention, except the Purchase intention factor “intent to buy”. There is a relationship between promoted tweet ad and purchase intention. In that, recommendation is highly correlated with promoted tweet advertisement. There is a relationship between promoted account ad and purchase intention.

- The analysis found that informative, credibility, and relevant news variables are influenced on text advertisement on face book and the variables attention and entertainment doesn’t impact the text advertisement on face book towards effectiveness of social media advertisement.

- The analysis found that entertainment and relevant news variables are influenced on text advertisement on face book and the variables informative, attention and credibility doesn’t impact the photo advertisement on face book towards effectiveness of social media advertisement.

- The analysis found that attention, entertainment and relevant news variables are influenced on video advertisement on face book and the variables informative and credibility doesn’t impact the video advertisement on face book towards effectiveness of social media advertisement.

- The analysis found that attention and credibility variables are influenced on promoted tweeter advertisement and the variables
informative, attention and relevant news doesn’t impact the promoted tweeter advertisement towards effectiveness of social media advertisement.

The analysis found that attention and relevant variables are influenced on promoted account tweeter advertisement and the variables informative, credibility and entertainment doesn’t impact the promoted account tweeter advertisement towards effectiveness of social media advertisement.

The analysis found that text advertisement of face book, photo advertisement of face book and video advertisement of face book variables are influenced on brand image and the variables promoted tweeter advertisement and promoted account tweeter advertisement doesn’t impact the brand image 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.
5.2 Suggestions

All age group of respondents having a moderate agree with this independent variable informative, attention, credibility, entertainment and relevant news.

The face book text ad has moderately agreed with informative, attention, credibility, entertainment and relevant news. In that, Attention and entertainment doesn’t impact the text advertisement in face book. Based on the findings, entertainment and attention is less impact for the text advertisement. The researcher suggests that the text content created for the face book text ad can have some unique and familiar words to get better attention to the users.

Entertainment and relevant news are influenced on face book photo advertisement and the informative, attention and credibility doesn’t impact the photo advertisement on face book. The researcher suggest that the photo advertisement can reach number users in an easy manner when compare with text advertisement. So that, when we creating photo advertisement for a product of service, better to insert some suitable graphical representation related to the particular product/service with colorful text. By adding these types of graphics and bright color may create an impact on social media users while seeing the Facebook photo advertisements.
Facebook video advertisements are influenced by attention, entertainment and relevant news. Informative and credibility doesn’t impact the video advertisement on face book towards effectiveness of social media advertisement. Video advertisement has high reach potential compared with text ad and photo advt. based on findings, the researcher suggests, by concentrate on highlighting product special features, compared data from competitor product and adding some testimonials from the old users. These ideas can increase the two less impact factors i.e., informative and credibility of the face book video advertisement.

Attention and credibility are influenced on promoted tweet advertisement and informative, attention and relevant news doesn’t impact the promoted tweeter advertisement. Based on these findings, the researcher recommends that the product related information is to be added in a right manner, inserting the suitable images, using of simple vocabulary text content and adding the product related site link with this advertisement. This can be useful to the users when they are seeing the promoted tweet advertisement on their timeline.

Relevant news and attention are influenced on promoted account tweet advertisement and the informative, credibility and entertainment doesn’t impact the promoted account tweet advertisement. The researcher recommends that the informative, credibility and entertainment towards the promoted account tweet advertisement can be increased by maintaining
brand awareness and brand image of the product or service. And by updating their official tweet pages with proper information and daily updates to the followers.

The face book text advertisement, photo advertisement and video advertisement are influenced on brand image and promoted tweet advertisement and promoted account tweet advertisement doesn’t impact the brand image. The researcher suggests, the three types of face book advertisement have positive impact on brand image. So advertiser can concentrate a little bit on creating text ad among the three face book advertisements. The promoted tweet advertisement and promoted account advertisement have less impact when compare with face book advertisement on brand image. Regular tweet on their official pages and publish different types of advertisements for the same products with eye catching designs and easy understandable contents. By following these suggestions advertiser can increase the brand image in social media.

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.

5.3 Conclusion

Now, the field of advertising management is highly focused on the analysis, planning and controlling of the advertiser. Everyone in this world is influenced to some extent by advertising and other forms of promotion. The organizations have learned that the ability to communicate the product or services with their target audiences is critical to their success. It is not only sell the product, as well promote causes, candidates of politics, and even deal with some social problems.

Yeaster year it has been through different conventional Medias such as print, radio and visuals. The effectiveness and cause benefit have been successfully studied estimated, analyzed with many critical research. Now all we know the trends changes. Social media emerges in the field of advertising with its mighty power. The speed, cost and width effectiveness have been successfully utilized for promotional activities. In future, it goes up with different angles even to replace the conventional platforms of advertising. As the studies on the effectiveness of social media advertising is
less and least, this study may comprehensively discuss various critical parts on social media advertisements. Definitely this will lead further analysis and slowly on this subject which will have no limitation and global length.

5.4 Managerial Implications

The result of this study provides corporates with a well understanding about the Effectiveness of Advertisements in social media. This study helps advertisers to understand the level of influence of various elements, which means the ranking of importance of elements and the weight it holds. Further, the advertisers and corporates can understand the influence of elements on brand image. Therefore advertisers can create a good image in the minds of consumer by creating the advertisements based on the study elements properly and through that they can influence consumer’s purchase intention. The study provides a clear insight to advertisers about the pros and cons of face book text, photo & video advertisements and promoted tweet advt. and promoted account advt. from twitter. This information helps the advertisers and advertising agency to create and publish a successful social media advertisement.

In recent days, the usage and access of social media sites are high among the users because of its various salient features. The need and want of social media sites for a new development product/brand/organization is a necessary one to promote and communicate with public audience. The
proper creation of advertisement for a product/service with full content information and eye catching graphical designs may have high reach among the social media users.

Facebook, they may provide an option to the advertisers regarding the reach of target and segmented consumer. The selected geographical coverage area to the advertisements is a useful option to advertisers. But still its need to be improves the exact reach of advertisement through the geographical and demographic profile. Twitter, the promoted tweet and promoted account advertisements may display on the users timeline and it’s to be highlighted a little bit to create an attention on users.

In this competitive world, taking a product and sustaining in to market is not an easy one. For this, 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. Corporates are fixing a high budget for the advertising from their total investment and profit. But, for new product developers and entry level corporates, it is difficult to spend more for advertising. For them, social media advertising may be a right choice to promote and creating a brand image on consumer’s mind about their product and service.
5.5 Limitations

This research focused on the effectiveness of advertisements in social media sites. There are limitations to the generalizability of the study. So, few types of advertisements from two social media sites were tested. The study focused on only two social media namely, Facebook and twitter.

The present study has been conducted from only one city of India (Chennai). The respondents are few residents, corporate employees and students. This research deals only with user’s response on effectiveness of social media advertisements. This study has been restricted by duration which misses the close observation and in-depth study. Data’s are collected through offline and online from the users. So, there is no any measure to check out whether the respondent’s information is correct or not.

Considering the product we have used in the displayed advertisement may be a well-known brand in the consumer minds. So, the impact of brand image may not be true from the user’s opinion; if we used unknown or new brands/product in the advertisement, may be the response from the users may vary from this result. However, for a status shake they will provide a socially acceptable response. Essentially, rather than appear selfish and indifferent, respondents project an image of altruism.