Chapter 5

Finding & Conclusion

This chapter discusses the finding and conclusion of the statistical analysis done on the collected data in the research study as per the objectives framed. This chapter is divided into five sections. Sec 5.1 discusses the major goods being advertised on social media. Section 5.2 discusses the content mixes used in advertisement on social media websites for particular categories of goods& services. Similarly section 5.3 showcases the impact of content mix used in an advertisement on consumer buying behavior viz a viz social media. Section 5.4 propose an appropriate content mix for selected categories of goods & services in an advertisement and lastly section 5.5 derives the comparison of the content mix of an advertisement on social media with respect to other offline media (television/radio, outdoor and print)

5.1: Identification of the Major Products Being Advertised On Social Media

The results of the 1st objective has been derived by secondary data collection& pilot study which proves that the development and growth of business or the goods and services appearance can be expanded just by promoting through distinctive channels. So the advertiser needs to settle on decision of ad as per the need of the customer. As illustrated in the study there are two ways either traditional or internet advertisements to be utilized by the advertiser. In the event that we discuss online advertisement is the most ideal approach to advance the business (goods and services) in today's situation which likewise have its pros and cons, this strategy is helpful to all sort of commercial ventures. In 2013, time spent with digital media among adults surpassed time spent with TV, and this gap will likely continue to widen. People are estimated to spend 4 hours, 28 minutes per day in front of their TV. Combining online and mobile devices, however, adults are expected to spend 5 hours, 46 minutes with digital media daily in the year 2013, increasing digital's lead over television to well over one hour per day. This makes digital advertising important as people spent much of their spare time online which provides companies an ample opportunity to reach them out directly or indirectly where ever they are on the go. Digital advertising is proving its worth to brand

marketers every day by creating new desire and demand, increasing engagement and loyalty. Despite this, skeptics remain; digital advertising really does work for brand marketers. The industry is not resting on its laurels, however smart marketers, agencies, and publishers continue to create and study effectiveness of proof. This study also concludes that which where the major categories of goods and services being advertised on social media during the period of this study. This further leaves the scope of study with regards to the identification of the content which has been used to advertise these selected categories on the social media website.

In the research study the results indicate that the maximum advertisements are found for clothing, accessories and make up range. This may be due to the reason that the social media is popular among the youth and educated people. Hence most of the companies are focusing on these customers and most of the advertisements belong to fashion related goods. This is followed by online courses, as they recently gained an importance and the companies found social media as the most suitable media for the advertisement of online courses. Fallowed by electronics, online jobs & matrimonial respectively advertiser focusing on online media to promote these categories. Advertisers observed that most of the advertisements are focusing on the youth of the country who may be interested in online courses, Online Jobs, matrimonial and fashion related goods. Social media is used as a media for the advertisement of these categories of goods and services.

The result further indicates that Facebook is the most followed website by the youth which is then followed by Twitter, LinkedIn, YouTube& Google+ respectively. Most of the advertisements are found on the Facebook as it is one of the most popular social media site during the period of this study. Twitter & LinkedIn are mostly followed by the working professionals. The research study also shows the relationship between the efforts is being done to analyses the association between the type of selected categories of goods and services and social media websites used for advertisement. The result of analysis indicates that there exists a significant relationship between the selected social media websites and the selected categories of goods and services. Hence It can be concluded that specific categories of goods and services are advertised on specific social media websites e.g. clothing, accessories and makeup range is more advertised on Facebook & Twitter and less on Google + and LinkedIn. Online courses are more

available on Google+ while as electronics are more on Twitter and less on Google+. Online jobs are more on LinkedIn & Google+ and less on Twitter & Facebook while matrimonial are more on Facebook and less on Google+ & LinkedIn.

5.2: Result of Study the Content Mixes Used In Advertisement on Social Media for Particular Categories of Goods & Services.

5.2.1 Association between Selected Goods Categories & Use of Identified Content Variables in an Advertisement

This section describes the findings and conclusions of the statistical analysis done to achieve objective 2 of the research study.

In the study the content mix that has been used in the advertisement on selected social media websites has been studies and 17 variables has been identified as a result which has then been related to the selected categories of goods and services. To achieve the results of this objective the technique of cross tabulation has been applied which has further proved that the seventeen identified variables which are message, tag line, brand logo, images, celebrity, offers/discounts, colour, text, customer reviews, jingles, audio, video, product information, product comparison, price information, call to action and there relation with the selected social media websites and categories of goods and services selected for the research study

The result of the research study indicates that there exists significant association between the selected categories of goods& services and use of message in an advertisement. It is found in the research study that the message is an important variable which is used in the advertisement of selected categories of goods and services. Hence it has been proved from the results that message is equally important for all the goods/services categories. Thus it can be further concluded that the message of an advertisement is a commercial attempts to convey what the advertiser intends through words and/or pictures. The message has a great impact in the mind of the consumer it can drive the consumer to go on to check the goods/services and drive the sales through it

The conclusion of the study also suggests that the variables which are tagline, brand logo, customer review, jingle, audio, video, color, pricing, product comparison and call to action are of utmost importance for an advertisement of selected categories of goods and services. The result indicates that the there exists a very strong association between the above mentioned variables and selected categories of goods& services. It is further concluded in the study that tagline, brand logo, customer review, jingle, color, audio,

video, pricing, product comparison and call to action are equally important as an advertisement variable for designing an ad on social media for these particular categories of goods and services.

Further the results also indicate that the images are used significantly high in case of electronics. However it is less used for the categories like online courses and online jobs. However in case of matrimonial ads the use of images are said to be significant. The conclusion of the study concludes that the celebrity endorsements are significantly less used for the categories like online courses, electronics and online Jobs. However in case of matrimonial ads the usage of the variable is said to be equal as expected. It has further been observed in the study that in some categories of goods and services offer/discounts are of high importance in an advertisement while as in some of the categories offer/ discounts are not of much importance in an advertisement. The result indicates that the online courses, clothing accessories and makeup range, electronics and online jobs ads uses the appropriate frequency as expected by the respondents. The result indicates that the in case of online course and online job ads the usages of text is found to be more than that of expected once while as in case of clothing, accessories and makeup range & electronics ads the usage of text is found to be less that than of expected once. The conclusion of the research study concludes that the product information is very essential in advertisement of the goods as customers are getting more inquisitives about the information of the goods promotion that educates the public on (1) what are the benefits and features of a goods, (2) what it does or can do, (3) how it compares with competing or similar goods in value and benefits, and (4) where it can be bought. The result indicates that in case of online course and online job ads the usages of product information is found to me more than what the consumer is expecting from an advertisement while in case of clothing, accessories and makeup range & matrimonial ads the usage of product information is found to be less than what customers was expecting to be in the advertisement. However in case of electronic goods the usage is found to be appropriate.

5.2.2 Association between Selected Social Media Websites & Use of Identified Content Variables in an Advertisement

The results of the study further concludes that the variable which are message, brand logo, celebrity endorsement, color, jingle video, product comparison and call to action

are the necessary part of advertisements irrespective of the type of social media websites. The result indicates that there exists a very strong association between the above mentioned variables and selected social media websites. It is further concluded in the study that message, brand logo, celebrity endorsement, color, jingle, video, product comparison and call to action are equally important as an advertisement variable for designing an ad on the selected social media websites for some specific categories of goods and services.

Whereas the study further concludes that the usage of the other selected variable in the study differs from one website to another which is further explained. In the case of variable like product information the usage is found to be more that what the respondent where expecting on YouTube & Google+ ads however in case of Facebook & Twitter ads the usage is found to be less. In case of LinkedIn the usage of this variable was appropriate. The results further conclude that the variable brand logo the usage on Facebook, Twitter, & LinkedIn ads are found to be more that what was expected by the respondents and on You Tube & Google+ the usage is found to be less. Offer/discount is found to have more used in case of Twitter, You tube & Google+ ads and is found to be less used on the advertisements which are advertised on Facebook & LinkedIn. In case of text the usage is found to be more frequent on Facebook & Google+ ads is found to be less used on the social media websites like LinkedIn, You tube & Twitter. The result further suggested that the usage of customer reviews in case Facebook & You Tube is found to be more than what was expected and is found to be less in case of LinkedIn ads. However in case of Google+ & Twitter the usage of customer reviews is appropriately used while designing an ad The result also proves that the audio used in an advertisement while designing an ad on Facebook, Twitter, & LinkedIn is used more than what was expected from it. However the same is used less in the website like YouTube & Google+. The results of the study further revealed that in case of You tube & Google+ ads the variable which is product information the usage is found to be more whereas in case of Facebook , Twitter & LinkedIn the usage is found to be less while designing an advertisement. The study further proves that on Twitter & LinkedIn ads the usage of pricing in an advertisement is found to be more that what is observed on Facebook, YouTube & Google+.

5.3: To Describe the Impact of Content Mix Used In an Advertisement on Consumer Buying Behavior Viz a Viz Social Media

This section describes the findings and conclusions of the statistical analysis done to achieve objective 3 of the research study.

In the study the content mix is measured with the help of 17 variables which are further divided into two categories content mix with rational appeal and content mix with emotional appeal. SEM approach is applied in order to study rational appeal and emotional appeal on consumer response. It is found that there exists a significant impact of ad media, content mix with emotional appeal, content mix with rational appeal on consumer buying behavior. It is also observed in the study that there exists a significant positive correlation between the content mix items in emotional and rational appeal. It is concluded that the content mix with emotional and rational appeal has significant impact on consumer buying behavior.

5.3.1 Customer Response

The customer response consists of five different statements in the questionnaire. The customer response is measured with the help of the response towards the increase in the awareness level about the goods and services, the level of interest, desire to buy that goods& service, final decision to buy that goods or service and finally to refer the same to your friends and colleagues. It is concluded that most of the respondents agree that when they come across the advertisement on social media it has increased the level of their awareness and the level of interest about the goods or service. However the final decision to buy that goods and services has been effected by the right choice of content mix used in an advertisement. The results also indicate that the most of the respondents believed that the right choice of the content mix also increases the level of intention to buy. In total it can be concluded that the customer responded significantly as a result of content mix in advertisement about the goods or service. The result also indicates from most of the respondents responses has been found to be highest in case of the variable (brought the goods and service) which indicates that the max reflection of the customer response is observed in the fact that they buy the goods or service with the effect of content mix present in an advertisement.

5.3.2 Rational Appeal

The conclusion of the research study proves that the advertisement given on the social media websites the consumer comes across the content mix of an advertisement and comes across different variable which may appeal emotionally or rationally to the consumer. In the rational appeal the consumer sees the content and gets excited what appeals to him/her rationally and helps the consumer in the decision making process. The consumer sees the rational elements in an advertisement on social media about the goods and services and if the same is related to the existing item then the customer starts getting information about the goods and service. The rational elements in an advertisement of goods and service on social media websites appeals more to the customer and helps in taking the decision of knowing the goods and service more. In this case the brand manager of the company designs the advertisement of the goods using the elements of rational appeal in the content mix in such a way that it appeals rationally more to the consumer and motivates the consumer to buy that goods and service. The customer response is measured with the help of the response towards the rational elements which are call to action, price information, product comparison, product information, customer review, message, likes/follow/star ratings/retweets. The result of the study concluded that most of the respondents agree that when they come across the advertisement on social media the elements of rational appeal like product comparison, price information and customer review has appealed more to the respondents. Whereas the variables which are call to action and product information is found to have the relatively less importance in the content mix while designing the rational advertisement for social media. The study further proves that the most of the respondents believed that the right choice of the rational variables used in a content mix of an advertisement influences the consumer buying behavior. In total it can be concluded that the rational elements present in an ads plays a very important role in influencing the consumer's decision of buying that goods or service. Further the result also indicates that the variable (price information) which indicates that the max reflection of the rational appeal is observed in the fact that the price information plays a very significant role in effecting the consumer buying process.

5.3.3 Emotional Appeal

Results of the study further concludes that in an advertisement given on the social media websites the consumer comes across the content mix of an advertisement and comes across different variable which may appeal emotionally to the consumer. In the emotional appeal the consumer sees the content and gets excited what appeals to him/her emotionally and helps the consumer in the decision making process. The consumer sees the emotional elements in an advertisement on social media about the goods and services and if the same is related to the existing item then the customer starts getting information about the goods and service. The emotional elements in an advertisement of goods and service on social media websites appeals more to the customer and helps in taking the decision of knowing the goods and service more. In this case the advertising agencies of the company designs the advertisement of the goods using the elements of emotional appeal in the content mix in such a way that it appeals emotionally more to the consumer and motivates the consumer to buy that goods and service. The customer response for emotional appeal in an advertisements are measured with the help of the response towards the emotional elements which are color, offer/discounts, celebrity endorsement, images, brand logo, text, audio, video, jingles and taglines. Hence it can be concluded that most of the respondents agree that when they come across the advertisement on social media that the emotional variables like celebrity endorsement, images, offer/discounts and brand logo has appealed more to the respondents. And the consumers showcase the less inclination towards the variable like text, jingle and audio respectively. Hence it has been proved in the study that the most of the respondents believed that the right choice of the emotional variables used in a content mix of an advertisement influences the consumer buying behavior. Further the result also indicates that the variables such as images and brand logo play a very important role in influencing the decision emotionally of consumer to buy that goods or service.

5.3.4 Ad Media

The study further concludes that the ad media plays very important role in influencing the customer's decision to buy that goods or service and if the same is channelized from the right medium that allows customer to reach more conveniently than the customer starts getting information about the goods and service. The marketing agencies of the

company selects the ad media channel and designs the advertisement of the goods keeping in mind the max reach that the selected ad media can acquire and the use of the right content mix in such a way that it has the maximum reach and increases the awareness level of the goods and motivates the consumer to buy that goods and service. In the research study the data is collected from the respondents in order to study the response towards the ad media that has been selected to channelize the advertisement to the consumers. The customer response is measured with the help of the response towards the social media, television, radio, print, and outdoor & digital. The result also indicates that the variable (print) which indicates that the max reflection of the customer response is observed in the fact that the customers gets more influenced by the advertisement on print and find in more reliable in taking the decision of buying that goods and services.

5.4: Proposing an Appropriate Content Mix for Different Categories of Product & Services in an Advertisement

In the research study the conclusion has to be derived for the most effected content mix used for selected set of goods and services in an advertisement and finally prepare ideal set of content mix for particular category of goods and services selected in the study. The results of the objective have been derived by using the technique "Analytical hierarchical Process (AHP)".In this process the major identified choices of content mix are collected on the basis of literature review as well as discussions with working advertisement managers of different companies which has resulted in giving us the appropriate content mix for designing the ads for selected categories of goods& services on selected social media websites. On the basis of received responses of the advertisement experts the process of AHP is applied. It has been proved in the study that the main aim of the content marketing is to target potential customers and attract them to use the goods& services. But companies need to be very careful in displaying the information about their goods& services as one wrong move can lead to a negative impact on the customers and will spoil the brand image. They should do a survey and should know their target market. The company's should share relevant information about their goods& services to the right customers at the right time.

In case of electronic goods the results indicates that for electronic goods the most important content mix is found to be brand loge, followed by price information, call to action and customer reviews. It is because these variable constitute the 70 percent of the importance and rest of the variable only contain 30 percent importance as far the response from the experts are concerned. Thus is can be concluded that for an advertisement of an electronic goods on selected social media websites variable like brand logo which creates a sense of authenticity in the minds of consumer fallowed by the price information which gives a customer a sense of rational thinking and other variables like call to action and customer reviews which gives the customer an idea of the ratings of the goods. As far as the category of clothing, accessories & make up range is concerned the results based on the responses of the experts concludes that the variables like price information, followed by offers and discounts, customer reviews, celebrity and videos. The conclusion is derived basis these selected variables are of 70 percent of importance as far as the technique is concerned and the rest covers only 30

percent of the importance. Price and discounts/offers play a very important aspect in the advertisement of this goods category as this attracts the customers instantly.

In the category of online jobs and online courses it has been concluded from the respondents response that the variable like call to action, followed by product information, brand logo and customer reviews while as variables like product information, followed by call to action, price information and customer reviews in the advertisement of online courses on the selected social media websites plays a very important role in attracting the customer towards the ad on these selected social media websites and helps customers in increasing the level of awareness of the customer and latter inspires him/her to take the final decision of buying that goods and services. In case of matrimonial ads present on the selected social media websites the response of the respondents conclude that the content variables like product information, product comparison, price information and videos has proved to be of greater advantage than that of other variable. The variables chosen to be the impactful as a content mix of matrimonial ads on selected social media sites has both the rational as well as emotional appeal. Thus it is proven in the study that variable which is product information, product comparison, price information and videos proves to be the most impactful content mix while designing the matrimonial ads on selected social media websites.

5.5: Comparison of the Content Mix of an Advertisement on Social Media With Respect To Other Offline Media (Television and Print)

In the research study the conclusion of the comparison of content mix of advertisement on social media with respect to other offline media e.g. TV/radio, outdoor and print has been derived with the help of TOPSIS Model. It has been proved that there exists a significant difference in the way the experts perceive these advertising medias. This section discusses the use content mix of an advertisement on social media and compared it to that of use of other offline Medias e.g. TV/radio, outdoor and print. It has been proved in the research study that the best approach of using content mix in the different available alternatives of ad media are different. In the study the four ad media are selected for comparison. These are social media, TV/radio, print and outdoor. It has been proved that the most important content mix suggested on the basis of expert responses are brand logo, video and price information. The least effective content mix is found to be text, celebrity and message in the advertisement. After all the analysis that has been performed to proves that the most effective media is found to be social media followed by outdoor, TV/radio and the least effective is found to be print media. The study of social media and its role in marketing promotion clearly indicated that the social media have become one of the integral parts of marketing by people. With information technology revolution internet has become an integral part of people's lives and social media has changed the traditional method of marketing. Experts have further concluded that the social media sites is no more just a medium of personal bonding and being social instead it can be the most effective place for promotions of the goods and services as compared to other traditional offline media where the reach is less and is more time consuming. Having the right mix of creativity and frequency ads on social media sites can act as the most effective and efficient medium that any business can actually have as compared to other medium these are cost effective and advertisers can very well target his customers.

The study further concludes that for social media the appropriate content variable which are to be used are message, offer/discount, customer review & call to action while as in TV/radio variable like message, jingle, audio, video are considered to be of utmost importance. Similarly in print media brand logo, images, price information, call to

action and in outdoor media brand logo, images, video, call to action are considered to be very important respectively.

Limitations of the Study

Even though study is extensive, innovative, pioneering and unique, it is expected to suffer from certain limitations:

- The study is confined to limited number of website with the limited number of categories of goods and services selected to study. Hence the findings may not hold well for the other goods and services which are being advertised on social media.

- The secondary data based information collected for this study may suffer from the limitations such as fabrication or modification of data.

- The data of screen shots collected from the social media websites is of 2 years only since the innovation and technology is emerging on the daily basis thus the data can suffer some restrictions.

Regardless of above mentioned limitations, useful and dependable information and suggestion based are provided which will be useful for future planning and successful implementation of the program.

Scope of the Future Research

Let me begin with the saying that the way the society at large consumes its information is changing drastically. One of the first and prominent ways content was actually delivered was through the written word and it is still one of the best and the most effective means of communication today. In the past over a decade we have seen a sea change in content marketing. The evolution still continues though, and there are few changes that will only grow more prominent as content marches into a new age of technological advancement. The question arises about the future of the content marketing that how people are changing the way they interact, engage or read content. As Twitter, Facebook and other social networking sites start to dominate the world with content, marketers need to ensure that there is a sufficient, engaging and relevant content on these social networks. Likewise, the technology stack must support mobile responsiveness for mobile browsers that find your content directly as mobile advertising has become the future for digital marketing. People go online to consume content, their options are endless and marketers need to stay relevant to these consumers by producing engaging and relevant content for them. For content marketers, knowing that what type of content generates the most attention among the consumers has always been important.

I have tried to touch every aspect of content used in an advertisement for social media websites. But I still believe that there is a lot more that can be done further, since technology is evolving on daily basis and engagement of people associated with social media changes on the hourly basis. My research is confined to only five most frequently used social media websites (during the period of study) making it one of the area where the scope can be increased by simply increasing the number of websites for the study. Since advertising is a vast field and social media being one of the streams thus the research can be done on print, outdoor and digital platforms. The research is again confined to only five categories of goods and services that can also be one of the areas where the future researchers can focus by simply increasing the advertisement categories of goods & services.