

An Overview of Social Media Advertising and Effectiveness in India

Ahmed Wadi hnsheh

Research Scholar, School of Business Administration, Madurai Kamaraj university, Madurai - 625 021

Abstract-The study provides data on the efficacy of social media advertising in India. It includes advertising that appears on digital and electronic devices that are investigated through the display of desktop, tab, and smart mobile phones. The websites and apps are crammed with adverts for the numerous products and services available for purchase online. The websites and apps are crammed with adverts for the numerous products and services available for purchase online. The understandings of social media advertising in India are discussed in the study along with the various forms it takes, how it works, and related studies from the past. Let's examine the most popular social media sites in India, how many people there use them, and how they might help businesses.

Key words: social media, social media advertising, the effectiveness of social media advertising, social network users, and the most popular social media platforms Popular Messenger Apps, Market Share of Search Engines Popular Devices, Browsers, and Social Media Benefits

INTRODUCTION

In the past, people could communicate with each other without using a language. Today, the way we communicate has changed dramatically. Social media has become an easy way for people of all ages to connect. The way consumers and marketers communicate has changed because of the Internet and social media in particular. Powerful search engines, the ability to organize and disseminate data, the ability to act as a physical distribution medium as software, and comparatively low prices are just some of the qualities of the Internet. With the help of the Internet and the availability of numerous social media platforms, business people today can connect with customers worldwide with just a single click. Thanks to the internet technology, consumers can perform a web search for the goods and read reviews and ratings from previous customers before making a purchase. Today, customers are using technology way too much,

especially when so many of them are using computers and internet marketing. Social media influences consumer buying decisions through group communication.

SOCIAL MEDIA

DEFINITION OF SOCIAL MEDIA.

It is referred to as a collection of online communications with many contributions, including websites, interactions, intercommunication, sharing of material, community-based or individual contributions, and much more among various users. Considering how many social media experts describe the word "social media" and how they define it in different points: It's

- An online medium powered by the social communication network.
- A two-way communication medium.
- A medium that enables the creation and exchange of information.
- A medium that is supported by web technology services.
- Are platforms like Twitter, Facebook, social gaming, blogs, social bookmarking, etc.

SOCIAL MEDIA ADVERTISING:

Social media advertising is a tool business can use to enhance brand awareness, create a centre of attention for new customers, and grow their customer base. In this quick article, you'll learn the effectiveness of social media advertising. Social media advertising is a form of internet advertising that helps you reach prospects and customers on social media. It can include ads on your favorite social media site, like Facebook or Twitter, or it can consist of advertisements in the form of a sponsored post from an influence with a Facebook, TikTok, Instagram, or Twitter account. Social media advertising has more

potential to increase your company's revenue than convention advertising. Social media advertising is a rapidly growing field.

EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING:

In January 2022, 4.55 billion people use social media internationally; +9.9 % increase in social media users from last year (400 million new social media users). The United States had over 334 million population in February 2022, of which 84 % were social media users. Still, many people claim that social media ads are ineffective because they cannot precisely target their audience with a personalized ad. For prospects to convert to customers, they need to engage with your ad. So, without personalizing your ad for the ideal audience, it's likely that they will not engage with your ad.

SOCIAL NETWORK USERS IN INDIA:

The number of social media users in India stood at 518 million in 2020. Furthermore, the country's social network user base is expected to reach nearly 1.5 billion by 2040. As of 2020, Facebook remained the popular choice among the social media platforms. Facebook had the most traffic in July 2022, accounting for approximately 58 percent of all social media platforms in India. Since March 2019, when it was around 90%, the social media company has consistently maintained a high page traffic share in India. Instagram and YouTube trailed far behind, with traffic shares of around 5% and 3.2 percent, respectively, during that time period.

MOST USED SOCIAL MEDIA PLATFORMS IN INDIA 2022:

Around every individual having access to at least one social media platform, it's easy to see why social media marketing is an attractive option for businesses big and small the same. But not all platforms are alike, and India has its own unique set of social media trends that can help you connect with your audience or potential customers. Having 76.50% of internet users in India using Instagram, it will be the most widely used social media network in 2022. In India, there are 503.37 million active Instagram users. Young people, particularly teens, make up a sizable portion of Instagram's user base. The parent company of Instagram was purchased for \$1 billion by Meta. It has

developed into a means of support for creators and a fantastic sales channel for companies. Facebook is the second most popular site in India, with 74.70 percent of internet users having profiles there. There are 491.53 million active users on Facebook. Facebook is the most popular and will continue to be a major force for many years among businesses, the political class, and the general public in India. Facebook has been used by many top brands to engage with their fans.

A few other social media platforms that are popular in India are Twitter (44.90% penetration), LinkedIn (37.2% penetration), Pinterest (34.9% penetration). There are few new entrants like MX TakaTak (23.40% penetration), a short video community, made locally and specially by MX Media & Entertainment followed by Moj (23.00% penetration), another short video app and Skype (23.00% penetration).

POPULAR MESSENGER APPS IN INDIA 2022:

With 534.30 active users, WhatsApp is the most widely used messaging platform in India. 81.20% of the nation's internet users use WhatsApp, which is owned by Meta. Telegram (374.40 million users), which has a 56.90% penetration rate, is the second most used app on the list. The third app is Facebook Messenger (324.39 million users), which has 49.30% of the user base and is extremely well-liked by youngsters. Snapchat, which has 42.90% of users, is ranked fourth among social media conversation apps for 2022. Other popular communication services in India are Sharechat (20.90% penetration) and Discord (18.20% penetration).

TOP 3 DEVICES IN INDIA:

In 2022, the most dominant device in India will be the mobile phone, with a share of 75.91%. Falling smartphone costs are one of the reasons for this boom. The next device on the list is laptops and desktops with 23.67%, followed by tablets with 0.42%.

SEARCH ENGINE MARKET SHARE IN INDIA 2022:

In 2022, Google will be the most popular search engine in India. The share of Google is 98.75%, which means it is clearly ruling the market. Bing is the second most popular with 0.91%. Other search engines used in India are

Yahoo (0.25%), DuckDuckGo (0.05%), Ecosia (0.01%), Yandex (0.01%), and others (0.02%).

POPULAR BROWSER IN INDIA:

Predictably, Chrome is the most popular browser in India with a share percentage of 86.81. Opera is the distant second with 3.22% market share, followed by Safari (2.61%), UC Browser (2.50%), Firefox (1.70%), and Samsung Internet (1.51%), Microsoft Edge (0.94%).

ADVANTAGES OF SOCIAL MEDIA

INCREASED BRAND RECOGNITION:

A new channel for brand advertising is social media. Social media allows companies to quickly reach existing customers and attract new ones. When a particular brand is well-known and present on multiple social media platforms, it improves customer identification with the brand and attracts new customers. The company's brand image will improve if it is regularly tweeted on social media, which in turn will help the company grow.

IMPROVED BRAND LOYALTY:

According to a study conducted and published in the U.S., people are more likely to trust a company if it has greater social media engagement. In addition, companies can benefit from engaging with their customers through social media. The report adds that it is necessary to use social media strategically to influence customers. According to another survey, fifty-three out of 100 Americans follow their brands on social media, and they also have a proven loyalty to those companies.

CHANCES TO CONVERT:

There is a possibility that every comment, post, share and like on social media can lead to a sale and attract customers. Every tweet, video, comment and post encourages visitors to visit the page and review the product, increasing the likelihood of a sale. Even if not every comment has the chance to lead to a sale, every positive comment about the product has the chance to lead to a sale.

CONVERSION RATIO:

Social media discussions often lead to sales with a high conversion rate. In the eyes of modern business

people, this is the crucial component. On social media platforms, businesses and product reviews now appear like individual salespeople. As a result, business people prefer to develop and deepen their relationships with various social media users than with companies.

REVIEW OF LITERATURE:

The author has pointed out that the findings and concluded aspects of previous studies related to social media advertising. These are enumerated in the following.

SisiraNeti 2011 social media gives businesses on small budgets the ability to find out what people are saying about them in their industry, without paying large sums on market research. Companies are diverting resources and rethinking their traditional outreach strategies. And as the social media wave dissipates into the vast ocean of connected experiences, the term itself will become an entry in dictionaries and encyclopedias and we will embark on a new era of knowledge, accessibility and experiences unbound by distance, time or physical walls. It is high time that every business adopts social media and takes it seriously!

- Iamai 2012 Indian market was INR 1,623 crores as of March 2010 – comprising display, search and classifieds. The industry size has increased to INR 2,277 crores by March 2011 and to INR 2,851 crores as of March 2012. Larger advertising formats might provide advertisers better value for their money and could improve the overall returns on the advertisements.
- Vivek Bajpai, et al. 2012 Social platforms each have an ecosystem of their own. Creating a basic social media presence is easy enough; getting recipients community to actually do something is more difficult. Customizing messages across sites help the message spread but it keeps users from receiving multiple identical communications.
- Sita Mishra and Archana Tyagi 2015 Personal fit with brands has a positive effect on marketing through social network sites but it was not significant. The ultimate buying in of customer loyalty will be through personalized, skilful and sensitive experience created by the online marketing. Maintenance and change of attitude should be mulled over as a complementary tool to

techniques that can be used to develop user acceptance of new technologies.

- Anushka, et al. 2016 Advertising plays a very important role in the growth of the industry. But the report shows that India spends very less in an advertisement which turned as a challenge for the media and entertainment industry. The growth in the digital plays an important role to make India the developed nation. Mining the customer's sentiment by social media analytics helps improving media and entertainment industry. Media and entertainment industry helps in developing the Indian economy. It is growing at very faster rate. There is a bright future for all the media and entertainment segments.
- Shabnoor Siddiqui and Tajinder Singh 2016 Many of the social media sites are most popular on the web. Some social media sites have transformed the way where people communicate and socialize on the web. Social networking sites render the opportunity for people to reconnect with their old friends, colleagues and mates. It also helps people to make new friends, share content, pictures, audios, videos amongst them. Social media also changes the life style of a society.
- Social media has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted.
- Tina P. Singh, and Ratna Sinha 2017 Companies can also build their brand image via social media. Social media is an effective tool in doing business today and brings out innovative strategies out of companies that used to be very monotonous. Social media has a positive impact on business and its growth and performance. Companies that are at maturity stage in the product lifecycle can adopt social media to extend their business survival, if they fail to do so; they are undoubtedly going downhill in the coming years.

From the above reviews the author has understand that social media has successfully played in advertising and its cost of spending for the advertisement. It is increased by many folds because of permanent technology up-gradation, more affluent audience commitment, and programmatic advertising.

CONCLUSION

Social media has provided positive crash on business and it grows and performance is improved by the way of advanced up-gradation in the telecom and software technologies in India. Social media are customizing messages across sites to help the message spread but it keeps users from acceptance manifold indistinguishable communications. generously proportioned advertising formats might provide advertisers better value for their money and could improve the overall return on the advertisements. The WhatsApp is the most widely used messaging platform in India. The use of social media is beneficial but should be used in a limited way without getting addicted. The researcher concluded 76.50% of internet users in India using Instagram, it will be the most widely used social media network in 2022. The future of digital advertising lies in increased mobile usage coupled with continuous technology up-gradation, richer audience engagement, and programmatic advertising.

REFERENCE

- [1] Kietzmann, Jan H., & Kristopher Hermkens (2011). *Social media? Get serious! understanding the functional building blocks of social media*. *Business Horizons*, 54 (3), 241–251.
- [2] Natarajan, C., & Shenbagam, K. (2017). An analysis of impact of social media sites on e-consumers purchasing. *International Journal of Scientific Research*, 6 (3), 568-570.
- [3] Natarajan, C., & Shenbagam, K. (2017). Effectiveness of advertisements on women cosmetics in social media – With special reference to A.E.T. College for Women. *Global Journal for Research Analysis*, 6 (2), 523-525.
- [4] Shabnoor Siddiqui., & Tajinder Singh (2016). Social media and its impact with positive and negative aspects. *International Journal of*

Computer Applications Technology and Research,5 (2), 71-75.

- [5] SisiraNeti (2011). Social media and its role in marketing.*International Journal of Enterprise Computing and Business Systems*,1 (2), 1-15.
- [6] <https://www.statista.com/outlook/dmo/digital-advertising/social-media-advertising/india#ad-spending>
- [7] N. kesavan, (2020) Understanding the effectiveness of social media advertising in India ISSN: 0474-9030 Vol-68-Issue-54, (689-695)