Analyze the Factors That Influence the Users With Respect To Advertisements of Post Graduate Courses on Various Social Media Platforms

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Abstract:

The goal of the article was to assess the scope of social media advertising and the strategies utilized by brands to sway millennial consumers' preferences. A close-ended questionnaire was utilized to gather primary data from social media users for the paper, which was based on a descriptive and inferential research approach. As they frequently read blogs, used social media platforms to compare various products, sought advice from experts before making a purchase, and considered how many likes and dislikes a product had, the paper revealed the respondents' preferences for using social media websites. Additionally, the connections between various demographic characteristics and social media advertising were investigated, which might help marketers shape their advertising strategy.

Keywords: Advertisements, Post Graduate, Social Media

1. Introduction:

According to statistics, India will have over 500 million Internet users by 2018 (making it the country with the second-largest Internet user population in the world), which would bring a variety of opportunities and challenges for Indian enterprises (Chandel, Sethi, & Mishra, 2017). The growth of internet media has significantly contributed to providing consumers with quick, practical, trustworthy, and convenient information about goods and services. The success of these media has paved the way for a variety of industries, including tourism, automobiles, and consumer electronics, where user generated content (UGC), or customer reviews and feedback, has replaced traditional media as a key factor in final purchase decisions (Venkataraman & Raman, 2016). Web-based applications and Internet technologies are being used more and more frequently. The use of social media has increased recently, which has changed how businesses and customers interact with one another (Yadav, 2017). Our lives have undergone a revolutionary upheaval as a result of social media. Through the use of gadgets like computers, tablets, and mobile phones, among others, it has changed the way we interact with one another, exchange private images and videos, view and analyse many themes of everyday life, politics, sports, markets, and much more online. Social media's influence has spread further across generations, affecting all of them in ways that have altered their way of life. One of the most successful technological advancements, it offers a variety of advantages. Companies are compelled to utilise social media as one of their major advertising methods, from appealing the consumer to converting him or her into a customer, due to the growing interest and curiosity in the minds of the consumer for using social media.

2. Basic Forms of Social Media

- **Social Networks :Networks:** These permit people to form their personal web pages and get connected with friendsindividually or in groups to share content and for communication.
- **Blogs :Blogs:** Blogs are online journals, which is the best form of social media.
- **Wikis :Wikis:** These are online encyclopedias which permit people to write

content or to edit information onthemselves or through databases.

- **Podcasts :** These provide audio and video files for subscriptions.
- **Forums :** These platforms provide for online discussion on specific interests or topics which are open to allmembers.
- **Microblogging :** Social networking provides small size of contents which are dispersed online and through the mobile network.
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3. Significance of the Study

These days, companies are spending a huge amount of their budget on advertisements on different social networking sites. This research aims to find out the factors that are affected by social media advertisements, which in turn influences the preferences of consumers. It will highlight the millennials's social media usage, their most preferred social media websites, and their reasons for using SNSs. It will also reveal the most influential factors impacting the consumers' preferences and what are the differences among the consumers' preferences on the basis of some different demographic factors.

4. Objectives:

To analyze the factors that influence the users with respect to advertisements of post graduate Courses on various Social Media platforms

5. Methodology

- **Sample of the study:** Approx. 250 graduate students and working professionals from Navi Mumbai region.
- **METHODS:** The research questions to be addressed or the inferences to be evaluated essentially decide the data analysis methods (which also determine the format of the instrument and how the data was gathered) the means, standard deviation, frequency counts, and percentages are among the most often used descriptive statistics.
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6. Results and Data Analysis

Reliability Test: - Cronbach's alpha : Alpha, which is stated as a number between 0 and 1, was created by Lee Cronbach in 1951 to provide a measure of the internal consistency of a test or scale. Internal consistency is a required but not sufficient requirement for determining if a sample of test items is homogeneous since it describes the amount to which each item in a test measures the same notion or construct. By calculating the percentage of systematic fluctuation in scale, reliability is the degree to which a list of scale items would yield a consistent result if the data collection were repeated. The most popular method for determining a scale's internal consistency is to calculate its Cronbach alpha coefficient.

PERCENTAGE ANALYSIS OF DEMOGRAPHIC VARIABLES

Table 1: Age of the Participants

Age	Frequency	Percent
18-20	115	46.0
21-23	95	38.0
24-26	10	4.0
27 and above	30	12.0
Total	**250**	**100.0**

It is observed from the above analysis that about 46 percent of the respondents fall into the age groupof 18-20, 38 percent fall into the age group of 21-23, and 4 percent falls into the age group

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of 24-26, and 12 percent falls into the age group of >27.The observation highlights that, among the given four group of students, the age group 18-20 is havingthe digital usage of more time duration and frequency.

Table 2: Gender of the Participants

	Frequency	Percent
Male	130	52.0
Female	120	48.0
Total	250	100.0

It is observed from the above analysis that 52 percent of the respondents were maleand the 48 percent were female.

Analysis of the responses

The following section will emphasize the objectives and the relevant responses received from the data collection.

In order to achieve the first objective, the market segment of the youngster was identified on the basis of their social media usage pattern. The social media usage pattern is discussed as under:

Social Media Usage Pattern

Table 3: Social Media Usage Pattern

Social Media	Percentage
All	20.67
Facebook	3.49
Instagram	37.57
LinkedIn	0.70
None	0.42
Quora	0.56
Snapchat	0.84
Telegram	0.28
Twitter	1.12
WhatsApp	27.51
YouTube	6.84
Total	100.00

It can be seen from Table that around 37.6% of the respondents were using Instagram followed by WhatsApp. Some emerging Media platforms are Quora, Snapchat, and Telegram. 20.7 % of the respondents were using all the social media platform.

RELIABILITY TESTING OF THE MODEL: Reliability of a scale alludes to the degree to which the scale is repeatable and gives similar outcomes when it is utilized to quantify under several conditions to such an extent that it gives similar outcomes. Latterly, if the scale is controlled after certain timeframe it will produce predictable outcomes. Cronbach's alpha coefficient is utilized to evaluate the unwavering quality of each build. As per standard guidelines: Cronbach's alpha value more than 0.9 considered to be fantastic; value more than 0.8 considered to be great; value more than 0.7 considered to be worthy; value more than 0.6 considered to be problematic, value more than 0.5 considered to be poor, and value less than than 0.5 considered to be unsuitable.

Table 4: Results of reliability test

S. No.	Factors and variables	Value of Cronbach Alpha Coefficient
1	Social media marketing	0.848
2	Brand equity	0.863

	Brand loyalty	0.943
	Brand awareness	0.749
	Perceived quality	0.836
	Brand association	0.768
3	E-learning	0.732
	Remote access	0.765
	Easy to use	0.876
	Secure	0.943
	Convenient	0.921
	Well organized	0.798
	Always online	0.787
	Response	0.845
4	Relationship management	0.793
	Communication	0.765
	Feedback	0.839
5	Data mining	0.975
	Extraction	0.794
	Storage	0.832
	Access	0.783
	Analysis	0.941
	Presentation	0.853
6	Market research	0.949
	Trend	0.712
	Targeting	0.876
	Segmentation	0.845
	Data analysis	0.856
	Consumer behaviour	0.943
	Competition	0.863
	Positioning	0.869

Table presents the outcomes of reliability investigation of factors and its measurements relating to the exploration study. Cronbach alpha coefficient estimation of the relative multitude of factors and its measurements relating to the examination concentrate in the above table are over the satisfactory estimation of 0.700 as proposed by George and Mallery (2003). Cronbach alpha worth relating to measurements of factors of the exploration study are also given in the above table; as in this research study measurements of social media marketing is measurably dissected by utilizing it for multiple usages.

VALIDITY TESTING OF MODEL:

The extent to which scale estimations apply to the construct (latent variable) under investigation is known as content validity. By using pre-existing estimates that have lately been used by many researchers, the content validity of the builds used in this exploratory study was achieved. Individuals from PG Courses were chosen for the pre-test with 100 RPD chosen at random in Navi Mumbai.

Content validity of the elements used in the examination study was created by searching for the endorsement from the exploration administrator. The scales used in relation to the elements of the examination research received the RPD' support.

They believed that the scales used in the explanations for the variables of the examination study evaluated identical amounts. The results of the pilot study with RPD, which demonstrated that a majority of the RPD felt that the descriptions in the scales linked to the research's variables were acceptable and detailed, supported it.

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Convergent Validity

Table 5: Cronbach Alpha, AVE and Composite Reliability

S. No.	Factors and variables	Cronbach Alpha	AVE	CR
1	SM AVS	0.848	0.765	0.754
2	Variety equity	0.863	0.770	0.745
	Variety loyalty	0.943	0.765	0.734
	BA	0.749	0.793	0.787
	Perceived quality	0.836	0.757	0.756
	Variety association	0.768	0.706	0.767
3	E-learning	0.732	0.754	0.754
	Remote access	0.765	0.762	0.778
	Easy to use	0.876	0.743	0.743
	Secure	0.943	0.727	0.734
	Convenient	0.921	0.734	0.776
	Well organized	0.798	0.770	0.776
	Always online	0.787	0.753	0.776
	Response	0.845	0.744	0.736
4	RLS management	0.743	0.743	0.754
	CC	0.765	0.745	0.767
	Feedback	0.834	0.741	0.754
5	Data mining	0.475	0.732	0.746
	Extraction	0.744	0.712	0.767
	Storage	0.832	0.754	0.775
	Access	0.783	0.745	0.744
	Analysis	0.441	0.754	0.765
	Presentation	0.853	0.706	0.732
6	Market research	0.444	0.748	0.765
	Trend	0.712	0.747	0.776
	Targeting	0.876	0.742	0.754
	Segmentation	0.845	0.764	0.765
	DA	0.856	0.721	0.766
	CM behaviour	0.443	0.776	0.777
	Competition	0.863	0.736	0.724
	Positioning	0.864	0.756	0.776

Analyzing the Impact of Social Media Advertising on Millennials's Preferences on the Basis of Different Demographic Factors : Consumer preference (dependent variable) is measured by using 16 statements in this paper (Table 5). Each statement is tested on a significant value of 0.05 and the Kruskal-Wallis H test was conducted on the basis of gender, age, education, occupation, and income of the respondents (independent variables). It has also been used to test the hypotheses. As in the paper, we have analyzed Likert statements which are ordinal in nature, so the most appropriate test when the dependent variable is rank based, that is, ordinal in nature, is Kruskal Wallis H test. The significance value of either higher or lower than 0.05 is used as either to accept or reject the hypothesis. The results of the Kruskal-Wallis H test are given in the Table 9 and Table 10. The statements which show a statistical difference, that is, the significant value is less than 0.05 on the basis of different demographic factors, their values have been marked in bold, which implies that in lieu of the statement, we fail to accept the null

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hypothesis and there are significant differences among the different groups of independent variables (gender, age, education, occupation, and income).

Table 6. Demographic Analysis of the Respondents

Demographic Variables	Subcategory	Frequency	%
Gender	Male	86	43
	Female	114	57
Age Group	18-24	159	79.5
	25-30	33	16.5
	31-35	5	2.5
	35+	3	1.5
Educational Qualifications	Undergraduate	112	56
	Graduate	45	22.5
	Postgraduate	36	18
	Ph.D.	7	3.5
Occupation	Student	136	68
	Service	58	29
	Self Employed	6	3

Table 7: Descriptive Statistics: Attitude towards the Social Media Advertisement

Particulars	Minimum	Maximum	Mean	Std. Deviation
When I see a social media advertisement related to course, I click on the advertisement to find more information	1.00	5.00	3.6564	1.10021
Social media advertisement is a valuable source of information	1.00	5.00	3.5517	.98456
Social media advertisement are informative source for courses selection	1.00	5.00	3.5070	1.00833
Social media advertisement are exaggerating	1.00	5.00	3.5000	.99720
When I see a social advertisement of colleges and courses on my device I pay closer attention to it	1.00	5.00	3.4316	1.16574
When I see a social media advertisement related to course, I trust on it	1.00	5.00	3.0740	1.11886

It is revealed from Table that most of the students are not strongly agreed but almost agreed that they click on the advertisement of the colleges and considered them as valuable source of information and pay close attention on the advertisements however they also considered them as exaggerating.

The model predicting the relationship between factors influencing the choice of Programme and social media use.

In order to test these and the impact of social media on the choice of the colleges, regression

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analysis was employed. Programme Choice was taken as the dependent variable while the ATSM, IS, EWOM, SE were considered as independent variables.

UNIVARIATE ANALYSIS

Table 8: Table depicting univariate analysis of the factors

S. No.	Factors and variables	Mean	Std. Deviation	Skewness	Kurtosis
1	Social media marketing	3.45	0.94	0.5163973	-1.4059114
2	Brand equity	2.19	1.21	0.4319878	-1.5341848
	Brand loyalty	3.23	0.57	0.3004480	-1.6286583
	Brand awareness	2.45	0.72	1.2773849	0.374031
	Perceived quality	1.34	0.83	1.0041360	-0.5808235
	Brand association	2.34	0.36	1.2668192	0.291518
3	E-learning	3.54	0.92	1.0098814	-0.4315693
	Remote access	2.34	0.87	1.0545506	-0.0544143
	Easy to use	1.98	0.79	2.5980581	1.0645592
	Secure	2,45	0.19	0.6638017	-1.1742650
	Convenient	2,32	0.34	1.2139107	0.0906895
	Well organized	2.94	0.62	1.6455954	1.8276837
	Always online	3.18	0.43	-0.0416839	-1.6707497
	Response	3.56	0.61	0.5641120	-1.2559521
4	Relationship management	3.13	0.62	0.9974832	-0.9416926
	Communication	2.76	0.89	2.5980581	-0.4315693
	Feedback	2.98	0.91	0.6638017	-0.0544143
5	Data mining	3.45	0.91	1.2139107	5.0645592
	Extraction	2.73	0.84	1.6455954	-1.1742650
	Storage	3.56	0.67	-0.0416839	-1.1742650
	Access	2.59	0.76	-0.0416839	5.0645592
	Analysis	2.18	0.59	0.5641120	-1.1742650
	Presentation	2.08	0.89	0.612482	0.3740315
6	Market research	2.68	1.02	0.865367	-0.4315693
	Trend	3.56	0.68	0.526251	-0.0544143
	Targeting	2.57	0.87	0.675272	0.0645592
	Segmentation	2.91	0.94	0.782262	-1.1742650
	Data analysis	2.13	1.42	0.526271	0.0906895
	Consumer behaviour	2.83	0.98	0.056424	1.8276837
	Competition	2.57	0.59	-0.927267	-1.6707497
	Positioning	2.46	0.73	0.879283	-1.2559521

Table explains the univariate analysis of the identified variables which were employed for statistical analysis.

ANOVA TEST

ANOVA test is utilized in this exploration study to test if there is any significant disparity in mean of chosen segment factors regarding free factor and its measurements among the respondents of the examination study. The hypothesis for each measurement is following:

Table 9: Table showing ANOVA results

S. No.	Factors and variables	Mean	Std. Deviation	F value	p value
1	Brand equity	2.19	1.21	6.273	<0.001

2	Brand loyalty	3.23	0.57	6.987	<0.001
3	Satisfaction	2.12	0.48	9.332	<0.001
4	Trust	3.45	0.98	5.725	<0.001
5	Re-purchase	1.34	0.34	3.213	0.032
6	Brand knowledge	2,98	0.38	7.372	<0.001
7	Brand awareness	2.45	0.72	8.233	<0.001
8	Brand recall	2.49	0.35	5.876	<0.001
9	Brand recognition	2.58	0.32	6.976	<0.001
10	Brand updates	1.02	0.45	6.124	<0.001
11	Perceived quality	1.34	0.83	1.289	0.218
12	Intrinsic attributes	1.29	0.43	2.213	0.102
13	Extrinsic attributes	1.34	0.32	1.322	0.281
14	Brand association	2.34	0.36	7.39	<0.001
15	Types of association	1.44	079	2.45	0.363
16	Brand value	2.93	0.93	5.89	<0.001
17	Benefits	2.67	0.99	7.54	<0.001

Table presents the results of one-way analysis of variance test for brand equity and its variables pertaining to respondents of the research study with respect to perception of social media marketing for B schools. The F value for brand equity of the respondents with respect to social media marketing 6.273 and it is significant (p=<0.001). It indicates that the social media marketing can be used for creating brand equity.

7. Conclusions:

"Traditional marketing is not dying - it's dead!" (Zyman, Leonard-Barton, & Sway, 1999, p.6). After conducting the data analysis and testing the hypotheses, the major findings of this study are : Most respondents who purchased online were indeed young, between 18-24 years, with a percentage of 79.5%. There was an extensive usage of social networking sites, which came out be to be more than 10 hours a week by 35.5% of the respondents followed by 7-9 hours with a percentage of 32.5% of the respondents. The most preferred social media platform among the millennials was Facebook (30.3 %), followed by YouTube (26.6%), Instagram (26.5%), and the least preferred were LinkedIn (10.6%) and Twitter (6%). Millennials used social media platforms for several reasons, but the most prominent ones are to connect with new people (24.6%), to get information about latest products (23.3%), and to catch the latest news (19.5%) ; 84.5% of the millennials followed brands on social media, which yields a great challenge for the marketers to use social media platforms as a major communication and advertising tool. We observed that a high percentage of respondents followed brands on social media, but there was a purchase gap as less percentage of people bought products after seeing them on social media (33%), which is a vital point on which the marketers need to lay stress and try to minimize this purchase gap. Social media acts as a catalyst for shaping consumer preferences. Frequency analysis shows that the respondents liked to read blogs on the Internet regularly and also liked viewing online advertisements. They preferred sharing their feedback, reviews, and opinions on social media about the products/services they planned to buy or were already using. Some of the respondents used social media for keeping themselves updated with the new products/services. Social media has revolutionized the arena of commercials and has moved far away from conventional advertising. Social media helps in building the reputation of a company. These findings are in line with the study results of a study conducted to find the impact of social media advertisements on Indian consumers.

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