

A

SYNOPSIS ON

**“EFFECTIVENESS OF SOCIAL NETWORKING SITES
AS A TOOL OF ADVERTISING”**

UNDER SUPERVISION OF:

SUBMITTED BY

NAME :

ENROLLMENT NO. :

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Ghaziabad

**“EFFECTIVENESS OF SOCIAL NETWORKING SITES
AS A TOOL OF ADVERTISING”**

Submitted By:

Name :

Enrollment No. :

Name :

Area of Specialization : MBA

Title of the Project : “Effectiveness of the social networking sites as a
Tool of advertising”

Study Centre Code :

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1. TITLE OF THE PROJECT

**“EFFECTIVENESS OF SOCIAL NETWORKING
SITES AS A TOOL OF ADVERTISING”**

2. STATEMENT OF THE PROBLEM

The main purpose of this research is to determine the important drivers of social networking sites as a tool of advertising. A social networking service focuses on building online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services. Social networking has encouraged new ways to communicate and share information. Social networking websites are being used regularly by millions of people.

We all are surrounded by so much of advertising that we do not realize its presence and the fact that it has become part and parcel of our lives. Today one can hardly think of world without banners, hoarding and posters etc. Advertisement is the activity without which no product can become huge success. Internet is worldwide means of exchanging information through a series of interconnected computers. As is known by almost everyone today internet represents e-mails, e-commerce, information and entertainment. Internet is now accessible to anyone with computer, a modem, a cellular phone and internet account. In India, till some time back, Videsh Sanchar Nigam Limited (VSNL) was the only provider of internet facilities. With changes in government policies private internet providers have also jumped into fray

It has become very apparent today that social networking sites are increasingly being noticed and are now gaining a lot of traction as to their overall popularity. Internet surfers as well as the advertising industry as a whole are now taking notes, and many are

expecting this could have some important changes in the way Internet advertising will unfold in the near term and what to expect next.

Social networks, such as Facebook, Orkut and Myspace have witnessed a rapid growth in their membership. They have been adopting advertising-based model by offering advertisement placement on their websites. Social networking sites are one of the hot favourite spots of youngsters, middle aged people and professionals. The companies have been placing advertisements on these sites. It is imperative to note that internet advertisement is much cheaper than any other media of advertisement. People hang on these sites for the couple of hours daily so companies find it attractive place for the promotion of their products. The behaviour of consumers to the social networking site based advertisement is very important to study. It can enhance the brand visibility. The companies spend millions of rupees to advertise products so it is important to study the effectiveness of advertisement else the huge marketing efforts got wasted if ads got unnoticed

3. OBJECTIVES OF THE STUDY

Fixing the objective is like identifying the star. The objective decides where we want to go, what we want to achieve and what is our goal or destination.

1. To evaluate the effectiveness of display advertisement on social networking sites.
2. To understand user reaction towards social networking sites based advertisement.
3. To study advertisement recall status of users of social networking sites.
4. To study various social networking sites.

4. RESEARCH METHODOLOGY

The project being undertaken is exploratory research. Where in all these approaches of exploratory research like:

It is a way to systematically solve the research problem. The research methodology includes the various methods and techniques for conducting a research. Research is the systematic design, collection and analysis and reporting of data and finding a solution to a specific situation or problem. D.Slesinger and M.Stephenson in the encyclopedia of social sciences defines Research as, “ **The manipulation of things, concepts or symbols for the purpose of generalizing to extend , correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art.**” Research is, thus, an original contribution to the existing stock of knowledge making for its advancement.

DATA COLLECTION METHOD:

The data with respect to the study was collected in both ways, i.e.

- (i) Primary Data
- (ii) Secondary Data

Primary data mean original data that have been collected specially for the purpose in mind. As far as Primary Data is concerned, The Research was more of a sample survey; making the respondents fill the Questionnaire has collected the data. The respondents have personally filled the questionnaires and their attributes regarding the study were collected. For the purpose of Secondary Data, the researcher has reviewed the literature like books by famous authors, internet searching and different articles published in academics journals and magazines, newspapers, data from book etc.

SAMPLE DESIGN:

Sampling is that part of statistical practice concerned with the selection of individual observations intended to yield some knowledge about a population of concern, especially for the purposes of statistical inference. Each observation measures one or more properties of an observable entity enumerated to distinguish objects or individuals. Survey weights often need to be applied to the data to adjust for the sample design.

- a) **Universe:** The universe of the study consists of all the users of social networking sites.
- b) **Population:** The population consists of all Delhi users of social networking sites.
- c) **Sample Unit:** It refers to the smallest possible individual eligible user of social networking sites. In the current study the sampling unit is user of social networking sites.
- d) **Sample Size:** 100 users of social networking sites constitute the sampling size.
- e) **Sampling Technique:** The selection of the respondents will do on the basis of convenience sampling.

METHOD USE TO PRESENT DATA:

Data Analysis & Interpretation – Classification & tabulation transforms the raw data collected through questionnaire in to useful information by organizing and compiling the bits of data contained in each questionnaire i.e., observation and responses are converted in to understandable and orderly statistics are used to organize and analyze the data.

- ◆ Simple tabulation of data using tally marks.
- ◆ Calculating the percentage of the responses.
- ◆ Formula used = (name of responses / total responses) * 100

Graphical analysis by means of pie charts bar graphs etc.

5. QUESTIONNAIRE

Dear Respondents,

I am, a student of **MBA**, as a part of my curriculum; I am to take a research Project on **“EFFECTIVENESS OF SOCIAL NETWORKING AS A TOOL OF ADVERTISING.”** To enable to undertake above mentioned study, I request you to give your fair views. Your insights and perspective are important and valuable for my research.

Policy on Confidentiality: Please feel free to give your honest responses. The confidentiality of the information provided by the respondent is completely assured.

1. Do you use any social networking sites?

Yes

No

If yes, continue. Otherwise terminate.

2. Kindly name the Social networking sites that are currently used by you as per your frequency of usage. (No 1 –site you use most, No-4 site you use least)

1. _____

2. _____

3. _____

4. _____

3. On average how much time you spend on social networking site in a day?

Less than 30 mins

30-60 mins

More than 60 mins

Above 2 hrs

4. Do you feel that social networking site really a help for as an effective tool of advertising?

Yes

No

5. What do you use SNS site for? (Rank 1= Highest)

Particulars
Stay upto date with friends
Promote my business
To fetch new deals and discounts
Research product and services
To explore what Social networking site is all about

Rank

6. Where do you see ads or promotions of various companies the most on your social networking sites? Kindly rank (Rank 1 = Highest)

Particular
Profile Page
Photo albums
Events
Messages
Applications

Rank

7. What is your reaction on viewing the advertisement? (IF OPTION 1 THEN

MOVE TO QUESTION NO 14)

I never pay attention to the advertisement

On seeing ad I just take the overview of the information

If ad attracts me I visit the website and gather information about the information

I always pay attention to all ads and try to update my information

I pay attention to ad & take steps to purchase the product if it suits me.

8. If you pay attention to ad then what kind of ads do you generally click on? (You can choose multiple options)

Matrimonial

Tour and travel

Job Search

Finance

Event related (Eg IPL)

Product Related

Others Please specify _____

9. What position of ad catches you attention generally? Kindly rank (1= Highest Attention Catching)

Particulars	Rank
Horizontal band running on top of page	<input type="checkbox"/>
Horizontal band running on bottom	<input type="checkbox"/>
Ads display on right hand side of page	<input type="checkbox"/>
Ads displayed on left hand side of the profile	<input type="checkbox"/>

10. What type of ads attracts your attention the most? (Tick the appropriate option)

Particulars	Very attractive	Attractive	Neutral	Unattractive	Very unattractive
Animated ads	_____	_____	_____	_____	_____
Banner ads	_____	_____	_____	_____	_____
Special offers	_____	_____	_____	_____	_____

and discounts

Colours
scheme

11. What was the last advertisement you remember that you saw on your most visited site?

12. What was the most attractive feature according to you in that advertisement?

Product itself

Display

Brand ambassador

Punch line

Others please specify

13 Kindly refer the last information that or if have been made by you after viewing ad on social networking site

14. What are the possible reasons of not viewing ad on SNS?

I don't like advertisement on SNS as it is to promote social networks

Ads irritate me. They spoil the look of website.

I am here to spend my time with friends and I don't want to waste time on ads

My attention is distracted from my friends

*****Thank you*****

6. BIBLIOGRAPHY

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Books :

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- Kothari C.R., Research Methodology, Methods and Techniques, New Delhi , New Age International Publishers, 2007
- Chunawalla, Kumar, Sethia, Subramanian, Suchak, Advertising Theory & Practice, Mumbai, Himalaya Publishing House, 2006

7. CHAPTERISATION

Detailed/final Project Report will include the following chapters

Chapter –I Introduction

Chapter –II Objective and scope of study

Chapter –III Methodology

(Details of methodology used in studying and collecting the data and issue will be described)

Chapter –IV Descriptive work

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

Chapter –V Study report

(Study report of other researcher will be observed and analyzed)

Chapter –VI Conclusion

Chapter-VII Findings

Chapter –VIII Limitations

Chapter –IX Recommendation

Chapter –X Bibliography

Chapter –XI Appendix-1

(Questionnaire prepared for conducting study will be attached and other papers which have not been mentioned above will be included, if required)

8. PROFILE OF PROJECT GUIDE

Name :

Age :

Educational Qualification :

Professional Experience :

Organization :

Current Designation :

Brief Profile :

Address :

House No. :

Street :

City :

State :

Country :

Mobile Number (10 digits) :

Email :