Content Mixes used in Advertisement on Social Media for Particular Categories of Product & Services: A Brief Study

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Abstract

Innovativeness is requirement for a long ran we can?t overlook the significance of either. This research work talks about that which where the major categories of products and services being advertised on social media during the period of this study. This further suggests with regards to the identification of the content which has been used to advertise the selected categories of products/services identified for the study on the selected social media website. Further the sixteen 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 products and services selected for the research study has been studied in detail

Index terms—

1 Introduction

ontent visualizes one of the imperative ways to commune with an audience is by expressing the thoughtful memos to the masses by putting the pictures in use which are sufficiently adequate for it. The content in the form of the pictures proves quite working in terms of the communication. They are being employed upon in the every type of the communication platform be it TV, outdoor, internet or print. The pictures are responded upon instantly as it is the right brain in the humans which processes the pictures, while the left brain engrosses speaking and reading (Krugman 2000). The left brain and the right brain read and visualize the message respectively. Feminity and the masculinity differences also have a key segregation on the use of pictures in ads. Women lean to be more focused on the left hemisphere of the brain which designates more dependence on the verbal component of the advertisement while it is the men who are more focused on the pictures due to more right brain engrossing which in turn inclines the men towards the interpreting of the pictures present all over the ads (Meyers-Levy 1994). Thus the ads focused on women must be more rich in imagery while those of the women should much made of the verbal genre of the ads. The ads which are broadcasted over to the users in the peculiar media environment is transformed due to the change in the media set up. The black and white pictures have evolved with time to vibrant and colourful. If truth be told, the whole media scenario has witnessed revolution in terms of the ads which are now more cheerful, highspirited, and enthusiastic, unsurpassed and paramount (Geller 2001).

The music is one of the key things in today's time for the ads. Rather the background music acts as the corner stone in the building of promotions through the ads. By fairing the decibels, pitch, and other dimensions of music, an advertiser can suspiciously concentrate on a little but chief facets of the spoken communication. The music was used in the first radio network broadcast for the first time in the 1923 (Hettinger 1933). But it is also a fact that many of the researchers are critics to usage of music in the ads and have not been in accordance with working of music in getting through the minds of the people. This criticism is there from the times when Gorn (1982) had conducted a study on the on the presence of pleasant and the unpleasant music. He concluded on a note that the pleasant music affected and assisted the customers in buying a colour pen of their own choice. It

was after a lot of time that the researchers took music as the tool in building up of the purchase intents (Allen and Madden 1985). Music is believed to boast the power to hit the nervous system like a key in the lock, by this means acting upon the brain to fabricate preferred and pet poignant rejoinder (Clynes 1975(Clynes , 1977)) (Clynes and Nettheim 1982). The emotions of the audiences are to some extent governed upon by the musical advertisements (Wintle 1978).

The colours are polar contents that must be utilized to create a sensory and the visual effect over people. (Childers & Houston 1984). The ads leave a great influence and the colourfulness of the ads makes them more attractive. Colours make available individuality to tone in a picture which or else would not be perceptible in a black-and-white portrait (Suzuki and Takahashi 1997). The ads which focus on the minority of the selective features make much more use of the colours. The scope of the differentiation in the colour, music and the pictures in the orthodox brick-and-mortar stores have been researched upon by many of the researchers (Turley and Milliman 2000) but the infliction of attention in these companies remains unseen yet. One more question that is ought to be answered is that the choosing of the colours, should it be the bright or dull colour usage to draw the audience or should be an ad which is minimally coloured which prove to be more credible and swaying for a punter?

The relevant verbal content enhanced by the picture and musical rhythms with the colours redefines the advertising. The punch lines within an ad help consumers to recall and remember the advertisement the retention and remembrance of the contents in then ads easy. The piercing of the media with every part of the world has made the masses as the modernized villagers of the global village (De Mooij 1998). The linguistic link bridges the gap between audience and the advertisers. It helps to create a powerful punch line. With English being secondly more spoken common lingo all over the world (Di Mooji 2005), it makes it choosy among other languages for the ones who create the ads with a punch line. In non-English speaking countries, the tagline is English while the rest of other is printed in the local language ??Nelson and Paek 2007). In addition to this a consequential union between the words that are being sworn in as a tagline in an advertisement as it smoothens the progress of swift salvage and response (Bower 1970(Bower , 1972)).Confluence theory is the theory that represents the ingenuity and originality. It is the flowing together of the hexagon of creativity which involves: intelligence, knowledge, environment, motivation, personality, and the thinking process. This theory is imperative because it aids in adding a sense to the shattered clusters of the data (Sternberg and Lubart 1996) at times the use of the slang that is not quite conducive for the use among the people makes the ad more retainable in the minds of the people.

The animation is one of the innovative skills that employed by the advertisers mostly over the online advertisement. The online advertisement is put into the use because of its advancement in the intermingling of conversations. This intermingling of the consumers is the scope to which the audience can communicate with each other and also edit the content that is put up in the ad (Steuer 1992). The peculiar features that exist in the interactivity include animation, colour, graphics, audio, and video (Macias 2003). Moving images, or animation, are having the ability to redefine the advertising message (Ellsworth and Ellsworth 1995). In the orthodox manner, the animated advertisements are considered feasible for the online advertisement. Dynamism or motion is measured an essential module of banner advertisement (Rieber 1991). The fact that attracts the advertisers towards the animated ads is that it has the attention grabbing power than that of the ones which don't lack the motion pictures (Reeves and Nass 1996). Now what the question stands is that, what is the stretch till which the animated ads can be put into the use so that it does not turn to be source of exasperation and monotonous sequence of the same thing for the consumers. The question also stands that should these ads be fast or slow paced?

Various researchers consider the emotions of utter importance as well for gaining the purchase intents, as emotions engender purchase resolutions ??Gardner 1985;Hill and Gardner 1987). The neuroscientists tell of the significance of emotions on deciding about any issue and the behavior of people (Ambler and Burne 1999;Du Plessis 2005;Hall 2002). The advertisements are categorized into the two components as (1) thinking advertisement, where the key stress is laid on the information plus the benefits of the item for consumption; and (2) feeling advertisement, where the main focus is lead on the emotions associated with the handling and utilization of the product. Also what remains unanswered is that should ads be highly sentimental or not? Or what kind of the emotion should reach out to the people and where it should aim at their nervous system as it is these emotions that form the key of the life in the form of happiness or the sadness, which are processed upon by the nervous system so as to get some upshot ??LeDoux 1996; ??amasio 1994) The advertisers and managers can thus get the tips and the insights about the gamut of the content, that the orthodox or novel media should be equipped with in the today's era. The utilization of this research can be effortlessly determined for both of the media channels be it orthodox or novel as the idea of promotions has appeared in the abundance that is from media-motivated. To multi-media motivated (Clynes 1980);. The ads this can be made extra ordinarily more tempting and likable by adopting these tactics. But still the gamut of content which is to be employed still remains in ambiguity.

2 II.

3 Literature Review

To create creative strategies that too accordingly to the customers are a bit hard but it will certain show positively results in present and future as well. It will help in building brand image and will retain large customer portfolio Creative strategy helps a brand to get recognized in the market and achieves certain place. The company's total revenue/profit depends upon the strategy used to advertisement to promote its products **??**Rehman, Vaish & Roseman1991). There are many ways to write creative strategy. You can't assume anything but to think and write the strategy that works your way.

4 a) Key components while designing an ad

The content should be precise & accurate and to the point which consumers could understand easily and get attracted towards the product or brand. Besides it needs a proper strategic plan to develop such attractive content which attracts consumers. Company should highlight the positive sides of its brand and publish such content that will influence ad persuade customers to get attracted towards the products **??**Moorman, Deshpande, & Zaltman 1993). In order to do so a company needs an advertising company to advertise its products, agency or some strong source to create attractive advertisements, identical platform to demonstrate or publish the ads and researchers that finally reach out to the customers. The content published actually decides the future of the brand and the feedback received from potential customers helps advertisers to make positive changes and update the content with its new products and services (Gountas & Ewing, 2003).

There are many creative strategies to get to know how ads will create an impact on the target market and potential customers (Phillips & Lee. 2005 Ads that will make customers feel cherished and excited are much appreciated in the market. Marketers should not create an advertisement that is dull in nature. People get influenced by such kind of advertisement and will pass on to their near ones as well. This is the best way of promoting one's brand. iii. Compelling Images refers to the visual advertisement which is one of the most influential ad. Almost everybody observe and perceives things as they are shown. We get easily attracted to things that are goods in looks be it or for or automobiles or even clothes. According to HubSpot creating visuals behind your ads can have a great impact on your brand. Images or visual content attract customers more often. We have a live example of Face book, as the engagement of its customers increase drastically after it introduces Timeline. iv. Well-Written copy the master piece work content that can be framed creatively with a certain aptitude and knowledge is persuasive and inspiring. Here you get an opportunity to edit the content and update the customers about your new products and additional features to the existing products any time.

Plus on the basis on customer feedback the company can upgrade their products and make it effective for the customers. Newspapers, television and radio are few of the sources of written advertisements. This kind of strategy can be also used where marketers needs to publish lot of content but the content should be attractive and easily understandable and it should highlight the benefits, achievements and show positivity about a product. v. The right size for the right message the last and the important strategy is how to place your brand ahead of your competitors in the minds of customers. While creating advertising content the company's must describe their product cleverly. They must differentiate their product from competitors and high light the strengths. They should publish their ads consistently to keep their customers up-to-date regarding the products and their features. So marketers need to understand their target market first before creating any content so that it can boosts its revenue.

5 b) Innovative focus on content used in advertisement to increase the customer engagement

The Significant of online networking advertising is thinking imaginatively, apply innovativeness to each crusade and program, and don't depend on single method for achievement. The new developments that have been taken place in this shift of advertisements are referred to as the content marketing. Content Marketing refers to the marketing technique of creation and sharing of valuable information about the products and services on company's websites or through other ways of advertisements in order to reach out to the large masses and attract them towards your product (El-Murad & West 2004). Content means anything that is written, displayed or shown. So content marketing is an art of displaying and distributing information of the products & services and create the brand image in the minds of customers. As today almost every organization is using social media websites to promote their products. Marketers can write or portray detailed information about their brands, company profile, products & services on social website to update their customers about the new products & services and make it easy for them to have access. (Rehman and Vaish 2013) had been the motivation of the study that encompasses almost all the ways that are employed by an advertiser for making prevalence among the audience. This including the content that are utilized for advertisements. The heightening media networks consumed for ads have changed the scenario. The connectivity in between the tremendous number of people has provided this technology with a different vision. However the traditional media has a different advantage with regard to the beneficial plusses which cannot be ignored **??**Rehman and Vaish 2013). Each of these media networks has their very own content variants covering the audiences' attention, but the content dimensions of one channel cannot be

used by the other; they require some modifications and improvements. The article demonstrates a theory which can help to understand the content formulation, its utilization and mix for every extensive media agency (e.g., radio, TV, print, outdoor, and Internet). The content present over the traditional media is improvised to be put onto the ads in the newer forms of the media. The theoretical perceptions and the applicable models are the same for both advertising agencies. The improvisation invokes more intent due to its animated sculptures, colourful designs and music. The traditional media channels have static content (Evans 2009), but the altering advertising ideologies, the broadened and innovative media channels have put the reservations towards the advertisers to go for the amending the content, for these amendments may include the of animation, graphics, and multimedia. However, that does not exclude them from opting for other content variants (e.g., picture, music, colour, words), the modifications that are positive should be added to them only.

6   c) Three categories of digital marketing: paid content, owned content, and earned content

The paid content lays the stones of the things like pay-per-click, the use of OTA's (online travel agencies). The owned content comprises of hotel's website and social media pages. Earned content is the most obscure and subtle part which includes the user reviews and media coverage. The paid and the owned content metamorphosed into a liability and an obligation as the digital marketing solidified. The consumers have however elevated in giving and taking opinions. The earned content hugely affects the repo of a hotel, for the reviews are the one of the main judging factors. (Bagley & Lanz, 2014). It has been marked that 92 percent of the guests go through the online reviews before booking up a hotel. The requisitions of the earned content are counted all along. The reviews are considered of utmost importance. These might be textual or visual. The hotels too must be check with this opinion maintenance and their response should be immediate According to a report by Bain & Company, guests who are attached to a company by social media, spend the 20-40 percent of the money with them only because of the caring system due to which these companies reached out to them. Trip advisor, one of the acknowledged primary user content website has about 3 million customers and 75 million increasing reviews. It is a proven source of monitoring the benefits of earned content. Its trip barometer shows a substantial data that explains the usefulness of the earned content its stipulation for utilization and maintenance of a positive reputation is must thing (Singhal, Cody, Rogers, et, al 2003). Trip Barometer's 2013 survey says that 92 percent of the booking decisions are affected by the reviews and identifies the reviews as one of the top three booking factors along with price and location. Similarly the travel reviews suggest that 96 percent of travel reviews impact the booking and are crucial for reservations. This study by Trip Advisor was reinforced by a Cornell University Center for Hospitality Research study in late 2012. The results have given industries a substantial and concrete rationalization for targeting earned content, an obliging part of digital marketing which can survive the uplifting of revenue (Bagley & Lanz, 2014).

(Federal Trade Commission 2008), despite the fact that, the earned content's positive enhancement and maintenance is evident, the hotel commerce is consistently evolving making itself more intricate. We have interviewed many sources which encompass the industry experts of the field and tried to acquire their perspectives on how hotels should move on, the pathways for success and lapses and how is marketing, a channel of career building in this genre of hospitality. To gather the actual transformational change in substantiating the earned content in the lines of digital marketing, we analyze at various industry leaders who have had consumed the social media, earned content and user experiences to heighten their brands and firms. Starwood Hotels & Resorts is seen as a success full firm in utilizing the social media as a tool for their benefit. They have exploited the marketing sense modern by using millennial to invite young guests. Understanding the need for brand loyalty, earned content is supported in a brand-unique fashion in order to engage the specific demand segment that is most strongly attracted to each brand. An instagram account has been put into use that aims only to upload content that is magnetizing the travellers especially youngsters. They also have a mobile app that enables these preferred guests to review and book reservations. Kimpton hotels have been engaging the guests on personal note from a long ago. They have been putting interest with the guest experiences as a contrivance for the property motivation. They have also hired a manager for the social media for their corporeal use. Also regional marketing directors are supplemented nationwide by a "social squad" of operations staff that doubles as social media ambassadors for their properties. Each property is represented by one social media ambassador or more than one somewhere. The guest management teams at the office of Kempton have been tasked to maintain a positive earned content. (Gerbner, Gross, Morgan, et, al 2002) The directors of operations and the marketing directors are closely allied to this team which conveys the guest responses to the entire company. Kimpton has not witnessed any specific elevation in marketing budget as they have been giving preference to the user generated content. We do have another seeing approach on the benefits and flaws of the earned content that is conveyed to us by the specialist of this forum. As per (Oestreicher & Zalmanson 2013) marketing manager at reinvade, an Online Reputation Management (ORM) industry leader that provides services for over 23,000 hotels and restaurants in the industry. Reinvade is facilitating the orthodox marketing services which include the private surveys sent via email and also the high tech earned content services that are tomorrow's digital marketing efforts which include a social media dashboard, an alerting ticketing system for hotel's department heads for the review follow ups. It also involves a sentiment analysis milieu. They further illustrated the milieu compares a hotel's' overall sentiment, calculated

through reviews, to those of its competitive set. ORMs like Reinvade, Review Pro, and Digital Alchemy provide the alternatives and the way outs to hotels so as to get with their customers via social media and check into the reviews to improvise the services by monitoring the digital panorama in an effectual and fruitful trend. This digital marketing is an evolving and sprouting concept and the generations that are heading might witness it as an implemented lucrative model in use. In (Palumbo &Herbig 1998).defined content as king. But what does it exactly employ to? Does it mean that by creative and attractive ads, the buyers will throng to you along with their complete decisions inclusive of presales? By mailing the curtained ads randomly you cannot convert readers to action in actuality.

7 III.

8 Research Methodology

The frequency distribution of different products and service categories identified from the selective screen shots identified during the period of June 2014 to July 2015 as well as the social media used for the advertisement is estimated and shown in the table given below: The Result indicates 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 products. This is followed by online courses 29 percent of the advertisements for online courses. Online courses recently gained an importance and the companies found social media as the most suitable media for the advertisement of online courses. 17 percent of the advertisements are related to electronics while 12 percent of the advertisements are of online jobs and 10 percent are found of matrimonial. It is 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 Products. Social media is used as a media for the advertisement of these categories of products and services. The result of frequency distribution indicates that 26 percent of the advertisements are considered from Facebook followed by Twitter (21 percent), LinkedIn (20percent), You Tube (16percent) and Google+ (17percent). 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.

9 a) Association between social media and product category

In the research study the effort is being done to analyses the association is any exists between the type of selected products and services categories and social media websites used for advertisement. The Chi Square test is applied in order to identify the association between social media websites and categories of products and services selected whose advertisements are found on social media websites. The Null Hypothesis is Given Below: Null Hypothesis: There exists no significant association between the type of Social The result of Chi Square statistics indicates that the probability value of the person's chi square statics is found to be less than 5percent level of significance hence with 95% percent confidence level the null hypothesis of no significant association between the type of social media used for the advertisements of selected categories of product and services cannot be accepted.

Hence It can Be Concluded that specific categories of products 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. b) Association between selected categories of product/services with that of identified variable for an advertisement.

Identified content Variables are the most important aspects used in an advertisement in order to attract the potential buyers. The use of Variables makes the advertisement more informative, attractive and appealing. In some categories of products and services variable are of high importance in an advertisement while as in some of the categories these variables are not of much importance in an advertisement. In this study the Chi square test is used in order to analyses the level of association if any between the selected categories of Product and services and the use of content variables for an advertisement. The Null Hypothesis of the chi Square is given below: Null Hypothesis: There Exists No significant association between the selected categories of product & services and the use of identified content variables in an advertisement.

Chi square test showing the impact of identified content variables in an advertisement of selected product/services categories

The result indicates that the p value (0.02) of Chi Square statistics ??11.64) is found to be less than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected product category and use of message in an advertisement can be rejected from the result. Therefore it can be concluded from the results that message are equally important for all the product categories. The result indicates that the p value (0.937) of Chi Square statistics (0.81) is found to be less than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected product category and use of Tagline in an advertisement can be) is found to be more than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no

9   A) ASSOCIATION BETWEEN SOCIAL MEDIA AND PRODUCT CATEGORY

significant association between the selected product category and use of customers review in an advertisement can be accepted from the result. Therefore it can be concluded from the results that customer reviews are equally important for all the product categories. The result indicates that the p value (0.673) of Chi Square statistics (2.304) is found to be more than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected product category and use of jingles in an advertisement can be accepted from the result. Therefore it can be concluded from the results that jingles are equally important for all the product categories. The result indicates that the p value (0.813) of Chi Square statistics (1.577) is found to be more than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected product category and use of audio in an advertisement can be accepted from the result. Therefore it can be concluded from the results that audios are equally important for all the product categories. The result indicates that the p value (0.150) of Chi Square statistics (6.738) is found to be more than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected product category and use of video in an advertisement can be rejected from the result. Therefore it can be concluded from the results that videos are equally important for all the product categories. The result indicates that the P Value (0.028) of Chi Square test (10.910) if found to be less than 5 percent level of significance. Hence with 95 percent of the confidence level of no significant association between the selected product category and use of Product information in an advertisement is rejected from the result. In case of Online Course and Online Jobs ads the observing frequencies are found more to that of expected frequencies However in case of Clothing, Accessories and Makeup Range & Matrimonial ads the observing frequencies are found less to that of expected frequencies. In case of electronics observing frequencies are found similar to that of expected frequencies. The result indicates that the P Value (0.771) of Chi Square test (1.810) if found to be less than 5 percent level of significance. Hence with 95 percent of the confidence level of no significant association between the selected product category and use of Product comparison in an advertisement is accepted from the result. In all the selected categories of product & the observing frequencies are found similar to that of expected frequencies. The result indicates that the p value (0.800) of Chi Square statistics (1.648) is found to be more than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected product category and use of Price Information in an advertisement can be accepted from the result. Therefore it can be concluded from the results that Price Information are equally important for all the product categories. The result indicates that the p value (0.183) of Chi Square statistics (6.222) is found to be more than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected product category and use of Call to Action in an advertisement can be rejected from the result. Therefore it can be concluded from the results that Call to Actions are equally important for all the product categories. The Cramer's V is found to be 0.318 which indicates the absence of a significant association between selected categories of product & Services and message in an Advertisement. The Cramer's V is found to be 0.084 which indicates the presence of a significant association between selected categories of product & Services and Tagline in an Advertisement. The Cramer's V is found to be 0.198 which indicates the absence of a significant association between selected categories of product & Services and Brand Logo in an Advertisement. The Cramer's V is found to be .371 which indicates the presence of media level of association between selected categories of product & Services and Images in an Advertisement. The Cramer's V is found to be .277 which indicates the very less presence of media level of association between selected categories of product & Services and Celebrity Endorsements in an Advertisement. The Cramers V is found to be (.134) which indicates the very less presence of media level of association between selected categories of product & Services and Offer/Discounts in an Advertisement. The Cramers V is found to be (.183) which indicates the very less presence of media level of association between selected categories of product & Services and Colours in an Advertisement. The Cramers V is found to be (.263) which indicates the very less presence of media level of association between selected categories of product & Services and Text in an Advertisement. The Cramer's V is found to be 0.165 which indicates the absence of any significant association between selected categories of product & Services and customers review in an Advertisement. The Cramer's V is found to be 0.143 which indicates the absence of any significant association between selected categories of product & Services and jingles in an Advertisement. The Cramer's V is found to be 0.117 which indicates the less presence of any significant association between selected categories of product & Services and audio in an Advertisement. The Cramer's V is found to be 0.242 which indicates the absence of any significant association between selected categories of product & Services and video in an Advertisement. The Cramers V is found to be (.308) which indicates the absence of media level of association between selected categories of product & Services and Product information in an Advertisement. The Cramers V is found to be (.125) which indicates the very less presence of media level of association between selected categories of product & Services and Product comparison in an Advertisement. The Cramer's V is found to be 0.120 which indicates the less presence of any significant association between selected categories of product & Services and Price Information in an Advertisement. The Cramer's V is found to be 0.233 which indicates the absence of any significant association between selected categories of product & Services and Call to Action in an Advertisement.

10 c) Association between selected social media websites with that of identified variable for an advertisement

Identified content Variables are the most important aspects used in an advertisement in order to attract the potential buyers. The use of Variables makes the advertisement more informative, attractive and appealing. In some social media websites variable are of high importance in an advertisement while as in some of the websites these variables are not of much importance in an advertisement. In this study the Chi square test is used in order to analyses the level of association if any between the selected social media websites and the use of content variables for an advertisement. The Null Hypothesis of the chi Square is given below: Null Hypothesis: There Exists No significant association between the selected social media websites and the use of identified content variables in an advertisement.

Chi square test showing the impact of identified content variables in an advertisement with that of selected social media websites

The result indicates that the p value (0.148) of Chi Square statistics (6.783) is found to be more than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected social media websites and use of message in an advertisement can be rejected from the result. Therefore it can be concluded from the results that message are the necessary part of advertisements irrespective of the type of social media websites. The result indicates that the P Value (0.001) of Chi Square test (18.653) if found to be less than 5 percent level of significance. Hence with 95 percent of the confidence level of no significant association between the selected social media websites and use of tagline in an advertisement is rejected from the result. In case of YouTube & Google+ ads the observing frequencies are found more to that of expected frequencies However in case Facebook & twitter ads the observing frequencies are found less to that of expected frequencies. In case of LinkedIn observing frequencies are found similar to that of expected frequencies. The result indicates that the p value (0.196) of Chi Square statistics (6.038) is found to be more than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected social media websites and use of brand logo in an advertisement can be accepted from the result. Therefore it can be concluded from the results that brand logo are the necessary part of advertisements irrespective of the type of social media websites. The result indicates that the P Value (0.001) of Chi Square test (19.968) if found to be less than 5 percent level of significance. Hence with 95 percent of the confidence level of no significant association between the selected social media websites and use of images in an advertisement is rejected from the result. In case of Facebook, Twitter, & LinkedIn ads the observing frequencies are found more to that of expected frequencies However in case You Tube & Google+ the observing frequencies are found less to that of expected frequencies. The result indicates that the p value (0.002) of Chi Square statistics (16.856) is found to be more than 5 percent level of significance.

Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected social media websites and use of celebrity endorsement in an advertisement can be rejected from the result. Therefore it can be concluded from the results that celebrity endorsement are the necessary part of advertisements irrespective of the type of social media websites. The result indicates that the P Value (0.282) of Chi Square test (5.057) if found to be less than 5 percent level of significance. Hence with 95 percent of the confidence level of no significant association between the selected social media websites and use of offer/discounts in an advertisement is rejected from the result. In case of Twitter, You tube & Google+ ads the observing frequencies are found more to that of expected frequencies However in case of Facebook & LinkedIn the observing frequencies are found less to that of expected frequencies. The result indicates that the p value (0.039) of Chi Square statistics (10.073) is found to be more than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected social media websites and use of colour in an advertisement can be rejected from the result. Therefore it can be concluded from the results that colour are the necessary part of advertisements irrespective of the type of social media websites. The result indicates that the P Value (0.401) of Chi Square test (4.039) if found to be less than 5 percent level of significance. Hence with 95 percent of the confidence level of no significant association between the selected social media websites and use of text in an advertisement is rejected from the result. In case of Facebook & Google+ ads the observing frequencies are found more to that of expected frequencies However in case of LinkedIn, You tube & Twitter the observing frequencies are found less to that of expected frequencies. The result indicates that the P Value (0.317) of Chi Square test (4.719) if found to be less than 5 percent level of significance. Hence with 95 percent of the confidence level of no significant association between the selected social media websites and use of customer review in an advertisement is rejected from the result. In case of Facebook & You Tube ads the observing frequencies are found more to that of expected frequencies However in case of LinkedIn ads the observing frequencies are found less to that of expected frequencies. In case of Google+ & twitter electronics observing frequencies are found similar to that of expected frequencies. The result indicates that the p value (0.000) of Chi Square statistics **??**27.628) is found to be more than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected social media websites and use of jingle in an advertisement can be rejected from the result. Therefore it can be concluded from the results that jingle are the necessary part of advertisements irrespective of the type of social media websites. The result indicates that the P Value (0.594) of Chi Square test (2.790) if found to be less than 5 percent level

of significance. Hence with 95 percent of the confidence level of no significant association between the selected social media websites and use of Audio in an advertisement is accepted from the result. In case of Facebook, Twitter, & LinkedIn ads the observing frequencies are found more to that of expected frequencies However in case of YouTube & Google+ observing frequencies are found less to that of expected frequencies. The result indicates that the p value (0.000) of Chi Square statistics (57.239) is found to be more than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected social media websites and use of video in an advertisement can be rejected from the result. Therefore it can be concluded from the results that video are the necessary part of advertisements irrespective of the type of social media websites. The result indicates that the P Value (0.005) of Chi Square test (14.651) if found to be less than 5percent level of significance. Hence with 95 percent of the confidence level of no significant association between the selected social media websites and use of Product information in an advertisement is rejected from the result. In case of You tube & Google+ ads the observing frequencies are found more to that of expected frequencies However in case of Facebook, Twitter & LinkedIn the observing frequencies are found less to that of expected frequencies. The result indicates that the p value (0.187) of Chi Square statistics (6.166) is found to be more than 5 percent level of significance.

Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected social media websites and use of product comparison in an advertisement can be rejected from the result. Therefore it can be concluded from the results that product comparison are the necessary part of advertisements irrespective of the type of social media websites. The result indicates that the P Value (0.899) of Chi Square test (1.067) if found to be less than 5 percent level of significance. Hence with 95 percent of the confidence level of no significant association between the selected social media websites and use of pricing in an advertisement is accepted from the result. In case of Twitter & LinkedIn ads the observing frequencies are found more to that of expected frequencies However in case of Facebook, YouTube & Google+ the observing frequencies are found less to that of expected frequencies. The result indicates that the p value (0.228) of Chi Square statistics (5.636) is found to be more than 5 percent level of significance. Hence with 95 percent of the confidence level the null hypothesis of no significant association between the selected social media websites and use of call to action in an advertisement can be rejected from the result. Therefore it can be concluded from the results that call to action are the necessary part of advertisements irrespective of the type of social media websites. The Cramer's V is found to be 0.245 which indicates the absence of any significant association between selected social media websites and use of message in an advertisement. The Cramers V is found to be (.406) which indicates the absence of media level of association between selected social media website and Tagline in an Advertisement. The Cramer's V is found to be 0.231 which indicates the absence of any significant association between selected social media websites and use of brand logo in an advertisement. The Cramers V is found to be (.420) which indicates the absence of media level of association between selected social media website and Images in an Advertisement. The Cramer's V is found to be 0.368 which indicates the absence of any significant association between selected social media websites and use of Celebrity Endorsement in an advertisement. The Cramers V is found to be (.212) which indicates the absence of media level of association between selected social media website and Offer/Discounts in an Advertisement. The Cramer's V is found to be 0.299 which indicates the absence of any significant association between selected social media websites and use of colour in an advertisement. The Cramers V is found to be (.189) which indicates the absence of media level of association between selected social media website and Text in an Advertisement. The Cramers V is found to be (.308) which indicates the absence of media level of association between selected social media website and customer reviews in an Advertisement. The Cramer's V is found to be 0.494 which indicates the absence of any significant association between selected social media websites and use of Jingle in an advertisement. The Cramers V is found to be (.157) which indicates the absence of media level of association between selected social media website and audio in an Advertisement. The Cramer's V is found to be 0.712 which indicates the absence of any significant association between selected social media websites and use of Video in an advertisement. The Cramers V is found to be (.360) which indicates the absence of media level of association between selected social media website and Product Information in an Advertisement. The Cramer's V is found to be 0.234 which indicates the absence of any significant association between selected social media websites and use of product Comparison in an advertisement. The Cramers V is found to be (.097) which indicates the absence of media level of association between selected social media website and Pricing in an Advertisement. The Cramer's V is found to be 0.223 which indicates the absence of any significant association between selected social media websites and use of call to Action in an advertisement.

IV.

11   Conclusion

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 products. This is followed by online courses. As Online courses 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 this category. 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 Products. Social media is used as a media for the advertisement of these categories of products and services. The result further indicates that Facebook is the most followed website by the youth which is then followed by Twitter, LinkedIn, and 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 products and services categories 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 products and services. Hence It can Be Concluded that specific categories of products 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.

In the study the content mix that has been used in the advertisement on selected social media websites has been studies and 16 variables has been identified as a result which has then been related to the selected categories of products and services. To achieve the results f 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 products and services selected for the research study. The result of the research study indicates that there exists significant association between the selected categories of product& 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 the advertisement of selected categories of products and services. Hence it has been proved from the results that message is equally important for all the product categories. Thus it can be further concluded that the message of an advertising or 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 product and drive the sales through it. The conclusion of the study suggested that the variables which are Tagline, Brand Logo, Customer Review, Jingle, Audio, and Video, colour, Pricing, Product comparison and call to action are of utmost importance for an advertisement of selected categories of product and services. The result indicates that the there exists a very strong association between the above mentioned variables and selected categories of product & services. It is further concluded in the study that Tagline, Brand Logo, Customer Review, Jingle, colour, 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 products 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 products 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 Jobs ads the usages of text is found to be more than that of expected once while as in 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 product as customers are getting more inquisitives about the information of the products Promotion that educates the public on (1) what are the benefits and features of a product, (2) what it does or can do, (3) how it compares with competing or similar products in value and benefits, and (4) where it can be bought. The result indicates that In case of Online Course and Online Jobs 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 products the usage is found to be appropriate.

The results of the study further concludes that the variable which are message, brand logo, celebrity endorsement, colour, 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 the 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, colour, 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 products 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 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 electronics 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 Facebook, YouTube & Google+. [1] [2] [3]

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Product/Services categories	Frequency	Percent
Online Course	34	29.06%
Clothing, accessories and Makeup range	36	30.77%
Electronics	20	17.09%
Online Jobs	14	11.97%
Matrimonial	11	9.40%

Figure 1: Table 4 . 1 :

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Social Media Websites	Frequency	Percent
Facebook	24.8	26%
Twitter	20.5	21%
LinkedIn	19.7	20%
You Tube	15.4	16%
Google+	16.2	17%

Figure 2: Table 4 . 2 :

Association between social media websites and product category

			Product Category Name						Pearson Chi Square Statistic (p value)	Cramer's Statistic (p value)
			Online Course	Clothing, accessories and Makeup range	Electronics	Online Jobs	Matrimonial	Total		
Website	Facebook	Count (Expected Count)	6 -8.7	10 8.7	6 5.1	3 3.6	4 2.8	29 29		
	Twitter	Count	4	10	7	3	0	24		
		Expected Count	7.2	7.2	4.2	3	2.3	24		
	LinkedIn	Count	6	7	5	0	5	23		
		Expected Count	6.9	6.9	4.1	2.8	2.2	23	.304	41.893
	You Tube	Count	5	7	2	2	2	18	(.000)	(.000)
		Expected Count	5.4	5.4	3.2	2.2	1.8	18		
	Google+	Count	13	0	0	6	0	19		
		Expected Count	5.7	5.7	3.4	2.4	1.8	19		
Total		Count	34	34	20	14	11	113		
		Expected Count	34	34	20	14	11	113		

Figure 3:

11 CONCLUSION

frequencies are found more to that of expected frequencies However in case of Clothing, Acce and Makeup Range & electronics ads the obse frequencies are found less to that of expected frequencies. The result indicates that the p va of Chi Square statistics (3.148

Products & Services categories Variables Of Content Mix	Pearson Chi-Square Statistic
Message	11.64 (-0.02)
Tagline	0.81 (.937)
Brand Logo	4.527 (-0.339)
Images	15.812 (003)
Celebrity endorsement	8.818 (.066)

2.062 (.724) Celebrity Endorsements in an advertisement cannot be Offer Discounts accepted from the result

3.866 (.425) significantly less used for the categories like online Colour Courses, electronics and Online Jobs.

7.948 (0.093) of Matrimonial ads the observing frequencies are found Text similar to that of expected freque

Customer Review indicates that the P Value (0.724) of Chi Square test (.533) 3.148 (2.026) if found to be le

Jingle significance. Hence with 95 percent of the confidence (.673) 2.340 level of no significant association be

Audio product category and use of Offer/Discounts in an (.813) 1.577 advertisement is accepted from the re

Call To Action Online Courses, Clothing, Accessories and Makeup (.183) 6.222 Range electronics and Online

frequencies are found similar to that of expected
frequencies. The result indicates that the P Value (0.093)

[Note: accepted of Chi Square test(7.942) if found to be less than 5 percent level of significance. Hence with 95 percent of the confidence level of no significant association between the selected product category and use of Texts in an advertisement is rejected from the result. In case of Online Course and Online Jobs ads the observing]

Figure 4:

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