

# RESEARCH ARTICLE ON SOCIAL MEDIA ADVERTISING SERVICES TOWARDS CUSTOMER SATISFACTION

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**Abstract:** *In each industry, different sorts of capacities are being performed like assembling, research, storage, transportation, marketing, human asset and public relations. Marketing is one of the essential capacity through this the items and administrations reach to the end clients. This is the wellspring of come back to the association. An expansive number of exercises are being performed to accomplish the objectives in the market. In this article we would like to make analysis on advertising service on social media.*

**Key Words:** *Marketing, Social media, Consumer Satisfaction, Public relation.*

## 1. INTRODUCTION:

In present situation over the worldwide market, intense rivalry is being confronted. Notwithstanding for MNCs, it has turned out to be hard to survive, develop, balance out and exceed expectations in the business. It has turned out to be exceptionally imported to impart to target clients with respect to their items and administration include. Adverting is an apparatus of marketing correspondence or advancement. It makes mindfulness, reminds, influences and holds the current clients. It builds the new clients and holds the current clients.

- Contributes to build demand.
- Helps other advancement blend components.
- It makes fulfilled clients and they make publicity by expressions of month.
- By expanded deals creation cost and cost per unit descend.
- Provides focused edge over alternate rivals in business.
- Helps in building brand picture.
- It supports new item advancement, development and diminishes dangers.
- Overall, contributes being developed of the business.

## 2. RESEARCH METHODOLOGY:

- There are three strategies i.e. overview, perception and test.
- Primary data: 1045 respondent
- Study of Research : As a matter of first importance urban areas of Ahmadabad, Baroda, Surat, and Rajkot have been chosen on the premise of the presumption that the specimen chose from these urban communities would speak to the number of inhabitants in entire Gujarat state and India in general.
- Statistical Tools: ANOVA tests and combined T-test.

## 3. SCOPE OF STUDY:

- The study is linking to encouragement of trade in FMCG sector in India. It covers all the advertising as instrument of promotion. It will study the important relation of advertising and different media planning via social media and its impact on efficiency of promotion activities.

## 4. OBJECTIVES:

- To analysis the consumer satisfaction towards advertising services.
- To know the idea of marketing, advancement of business, advancement devices, advertising, sorts of advertising, significance of adverting and its effect on business advance social, lawful and moral issues in advertising.
- To understand significant choice zones like mission, message media, cash and measuring adequacy, media sort, media arranging process, viability of advertising and media arranging and its effect on advancement.

## 5. ANALYSIS:

**Table 4.1: Gender of social media user respondents**

Gender	Chart					N	%
Male						564	53.97
Female						481	46.03
<b>Total</b>	400	450	500	550	600	<b>1045</b>	<b>100</b>

Table 4.1 shows that out of the total number of survey respondents, 53.97 % were male and 46.03 % were female.

**Table 4.2: Age groups of social media user respondents**

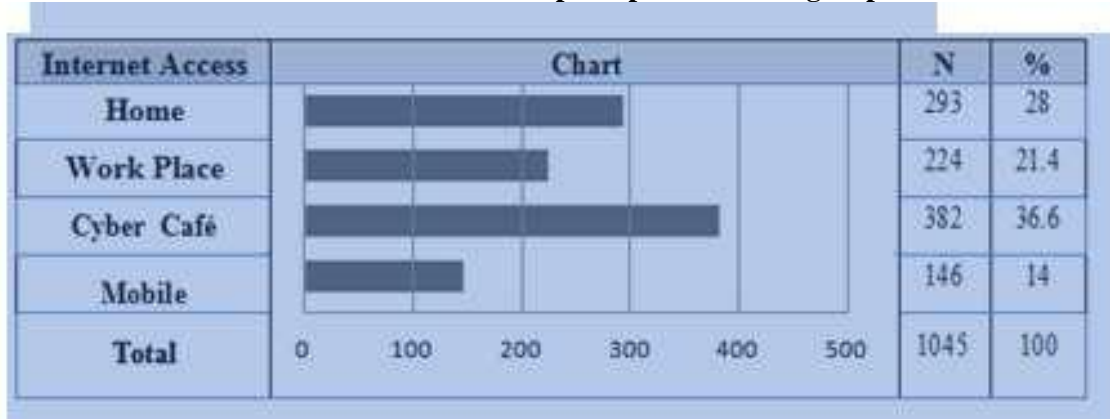
Age group	Chart					N	%
13 – 19						192	18.4
20 – 29						745	71.3
30 – 39						56	5.4
40 & above						52	4.9
<b>Total</b>	0	200	400	600	800	<b>1045</b>	<b>100</b>

As appeared in table 4.2, 71.3 % users have a place with 20 to 29 Age amass, trailed by 13 – 19, 30 – 39 and 40 above age bunches, separately at, 18.4 %, 5.4 % and 4.9 %.

**Table 4.3: Geographical distribution of social media user respondents**

Cities of Gujarat	Chart					N	%
Ahmedabad						215	20.6
Anand						153	14.6
Vadodara						118	11.3
Himmatnagar						114	10.9
Mehasana						101	9.7
Surat						92	8.8
Gandhinagar						78	7.5
Bhavnagar						60	5.7
Bharuch						45	4.3
Rajkot						18	1.7
Jamnagar						17	1.6
Palanpur						17	1.6
Porbandar						17	1.6
<b>Total</b>	0	50	100	150	200	<b>1045</b>	<b>100</b>

Table 4.4: Social media consumption practice among respondents



## 5. CONCLUSION:

### • For Consumers of FMCG Products

- All the clients reached have gone over advertisements with respect to FMCG products.
- Television and daily paper are principle media through which clients run over advertisements.
- Televisions, daily papers, magazines and diaries are beat rankers in media saw/read by clients.
- Medium of advertising are enjoyed by the clients because of high caliber of sound video, lucidity of message and cost included.

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