

Engineering Students Perception Towards Social Media Advertising for Social Causes, Vijayawada: An Empirical Study

B. Kishore Babu, P. Pavani

Abstract: *The advent of social media has been instrumental in providing consumers with quick, relevant and convenient information for social causes. Social media subject is vast which connects an individual to entire world. This media is more popular among the individuals to address social cause. This study concentrates on engineering student's perception towards social cause advertisements in social media. This research mainly aims to know different types of social media advertisements for social causes, engineering student's perception towards social media advertising for social causes, impact of demographical profile on perception towards social media advertising for social causes*
Materials and methods: *A study was conducted at different engineering colleges and universities in around Vijayawada of Andhra Pradesh. A questionnaire was used to interview 150 engineering students. is used nowadays is social media. Social media subject is vast which connects an individual to entire world. This media is more popular among the individuals to address social cause. Repetitive exposure for the social cause advertisement is necessary to make an individual act. It is also same in case of engineering students where knowing the popular platform and promoting vigorously can create an impact among them.*

Keywords: *Social media, social cause, perception, engineering students.*

I. INTRODUCTION

SOCIAL MEDIA

Social networks are a form of Internet-based communication. Social media platforms permit users to have dialogues, share information and create web content. There are many forms of social media, together with blogs, micro blogs, wikis, social networking sites, photo sharing sites, instant messaging, video sharing sites, podcasts, widgets, implicit worlds and more. Billions of people around the world use social networks to share information and create connections. On a personal level, social networks allow you to communicate with friends and family, learn new things, develop your interests and have fun. At a professional level, you can use social networks to expand your knowledge in a specific field and create your professional network by connecting with other professionals in your field.

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At the corporate level, social media allows you to converse with your audience, get feedback from customers and increase your brand. The variety of platforms allows a wide range of uses and attracts users in different ways. Face book is popular because users can make friends and follow other people they know or love, and keep up with the events that happen in their lives. Twitter is the home of hash tag and is a great place to follow people and read events in a short and sweet way, as tweets are limited to 140 characters. Instagram is a platform where all publications include an image or a video followed by a legend. Snapchat allows users to communicate with each other through images and videos that are seen once or twice and then disappear forever. Each platform has its own unique interface, but all are similar in the public online space to allow users to connect and stay in touch.

II. SOCIAL MEIA TODAY

After the invention of blogs, social networks began to explode in popularity. Sites like MySpace and LinkedIn have gained importance in the early 2000s and sites like Photo bucket and Flickr have facilitated the exchange of photos online. YouTube came out in 2005, creating a completely new way for people to communicate and share over long distances.

III. SOCIAL CAUSES

A social problem is a problem that affects a considerable number of people within a society. Frequently, it is the consequence of factors that extend beyond the control of an individual and is the source of a conflicting opinion based on what is perceived as a personal life or a morally correct social order. However, some problems have social and economic aspects. There are also problems that are not included in any category, such as war. There may be disagreements about which social problems are worth solving or which ones should be prioritized. Different individuals and different societies have different perceptions. A problem becomes social when it is communicated to others and a person's activity leads to a similar activity of other people. Thus, a social problem is different from an individual problem. The single problem is felt only by a person or a small group of people. It does not affect the general public. Their resolutions are in the power and immediate environment of the individual or group.

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However, a public problem requires a collective approach to its solutions. No individual or few individuals are responsible for the appearance of a socially problematic situation and the control of this situation is also beyond the capacity of a person or few people. "The social problem is a generic term applied to a series of aberrant conditions and behaviors that are manifestations of social disorganization. This empirical study mainly focuses on engineering students perception towards social media advertisements for social causes, in Vijayawada. These social networking sites not only pave a way for communicating across the globe but they have played a major role in promoting the advertisement which create social awareness.

1.2 Need for study

Social media is the most popular platform for advertising a cause or a product. It communicates with the entire world which can result in recognition. This study here is helpful in stating how social media is the correct platform in spreading awareness for social causes. This study is useful in identifying whether the perception of students is positive or negative.

1.3 Objectives of the study:

- To study the different types of social media advertisements for social causes.
- To study the engineering students perception towards social media advertising for social causes.
- To study the impact of demographical profile on perception towards social media advertising for social causes.
- To suggest various means to promote social cause advertisements in social media among engineering students.

1.4 Hypothesis of the study:

- Ho: The engineering students does not have any perception towards social media advertisement for social causes.
- H1: The engineering students have perception towards social media advertisement for social causes.
- H10: There is an association between gender and the social cause advertisement.
- H11: There is no association between gender and the social cause advertisement.
- H20: The content shown in the advertisement is relevant to the social cause which is helpful in spreading awareness.
- H21: The content in the advertisement which is relevant to the social cause is not helpful in spreading awareness.

RESEARCH Methodology:

- Research method: Descriptive research method
- Data collection techniques: Both primary and secondary data.
- Instrument: Structured questionnaire
- Sampling technique: convenient cum judgemental sampling
- Sample size: 150

- Respondents: B.TECH pursuing students in and around Vijayawada.

1.6 Scope of the study:

- The research is confined to only engineering students in and around Vijayawada region.
- This study is based on social media advertisement for social causes where different types of social media are taken and analyzed.
- The activities involved in this study know the perception of the students and impact of demographic profile towards these advertisements.

1.7 Limitations of the study

- The main limitation in this study is considering only five types of social media platforms.
- The second limitation is this study is confined to in and around Vijayawada region.
- There is limited sample size and limited time in research.

2.0. Literature review

(Roesler). In research article Do Social Media Posts from Brands About Social Issues Affect Consumers? states that in an era of social media, there are times when brands can take advantage of the position on social problems. According to Sprout data, 66% say it is important for brands to take public positions on social and political issues. 66% of respondents said that brand posts rarely or never influence their opinions on social issues. The data shows that consumers are concerned about social issues and that sometimes brands have to take a position. This study states that marketers can use social problems to their benefit, but they should be realistic about the effect it has. Being a socially responsible company can help increase brand awareness and loyalty, but increasing sales is not easy. The most important thing to remember about social problems is that a company must look inward before beginning any social campaign

(Isa, 2018)². The article A Social Networks Approach to Online Social Movement: Social Mediators and Mediated Content in #FreeAJStaff Twitter Network states that movement to free the journalists of Al Jazeera (#FreeAJStaff), imprisoned by the Egyptian authorities, by using social networks for almost 2 years between 2013 and 2015. The #FreeAJStaff movement emerged as a unique combination of social movement and the media communication, mainly on Twitter. This study applied a social network approach to examine information flow patterns within the #FreeAJStaff Twitter movement: the emergence of information silos and social mediators linking them. The data collected which led to 71,326 social networks created by users included

(schradi, 2018)³. article Moral Monday Is More Than a Hashtag: The Strong Ties of Social Movement Emergence in the Digital Era presents the enigma of origin of the moral protests on Monday, 2013 in North Carolina. Social networks were marginal to the emergence of this movement of civil disobedience, but one common opinion is that the weak links of digital technology are an integral part of large-scale collective action in the digital age. In contrast, strong offline links with structured organizations were essential to their appearance.

IV. HYPOTHESIS TESTING

- H_{10} : There is no association between gender and the social cause advertisement.

- H_{11} : There is an association between gender and the social cause advertisement.

Table 3.1

Gender * Perception of students:						Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Male	0	6	23	32	21	82
Female	2	3	20	23	20	68
Total	2	9	43	55	41	150

Source: field survey

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.430 ^a	4	.489
Likelihood Ratio	4.197	4	.380
Linear-by-Linear Association	.001	1	.971
N of Valid Cases	150		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .91.

The p value is less than 0.5. Hence the null hypothesis is rejected.

The content shown in the advertisements are relevant to the social cause * Social cause advertisements in social media are helpful in spreading awareness:

- H_{20} :The content shown in the advertisement is relevant to the social cause which is not helpful in spreading awareness.
- H_{21} :The content in the advertisement which is relevant to the social cause is helpful in spreading awareness.

Table 3.2

						Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	
SM C P S SC Strongly disagree	0	0	1	0	0	1

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Disagree	0	5	0	2	1	8
Neutral	2	2	16	27	2	49
Agree	0	2	5	29	13	49
Strongly agree	0	3	3	18	19	43
		2	12	25	76	35

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.250 ^a	16	.000
Likelihood Ratio	57.027	16	.000
Linear-by-Linear Association	25.032	1	.000
N of Valid Cases	150		

The null hypothesis is rejected as the significance is < 0.05. From the above table it clearly states that if the content of the advertisement is relevant to the social cause then it is helpful in spreading the awareness

Social cause advertisements in social media is helpful in changing the perception of students * Sharing any social cause advertisements in the social media is useful:

- H₃₀: Sharing any social cause advertisements in the social media is not helpful in changing the perception of students.
- H₃₁: Sharing any social cause advertisements in the social media is helpful in changing the perception of students.

Table 3.3

							Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
SC ADS H C P S	Strongly disagree	0	1	0	0	1	2
	Disagree	1	7	0	1	0	9

Neutral	0	1	20	20	2	43
Agree	0	0	5	36	14	55
Strongly agree	1	1	1	15	23	41
Total	2	10	26	72	40	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	150.581 ^a	16	.000
Likelihood Ratio	106.039	16	.000
Linear-by-Linear Association	46.922	1	.000
N of Valid Cases	150		

. The null hypothesis is rejected because the significance is < 0.05. The above table depicts that sharing the social cause advertisements in social media can change the perception of the students

Social cause advertisements in social media will present genuine information * Social media is correct platform to share social causes:

- H₄₀: Engineering graduates don't believe that social media will present genuine information and social media is the correct platform to share social causes.
- H₄₁: Engineering graduates believe that social media will present genuine information and social media is the correct platform to share social causes.

Table 3.4

							Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
SC ADS SM	Strongly disagree	0	1	2	0	2	5
P G I	Disagree	0	3	4	1	0	8

Neutral	1	2	15	10	5	33
Agree	0	0	21	23	11	55
Strongly agree	0	2	7	15	25	49
Total	1	8	49	49	43	150

Table 4.3.8

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.004 ^a	16	.000
Likelihood Ratio	47.764	16	.000
Linear-by-Linear Association	21.811	1	.000
N of Valid Cases	150		

The above table states that social media is considered as correct platform because the advertisements presents genuine information regarding the social causes. The null hypothesis is rejected because significance is < 0.05 .

IV. FINDING

- The analysis depicts that 28.7% students are from Vijayawada rural while remaining 71.3% are from Vijayawada urban.
- The analysis depicts that 54.7% respondents are males while 45.3% are females.
- It is found that 22.0% are using Facebook, 20.7% are using Youtube, 28.7% are using Instagram, 9.3% are using Twitter and 19.3% are using What's app.
- Most of them that is 42.7% have noticed all the mentioned social causes that are advertised in social media.
- In this study area 36.7% respondents agree that social cause advertisements in social media are helpful in changing the perception of the students.
- Among female respondents 78.6% respondents noticed women issues social advertisements.
- 51.2% male respondents strongly agree that social cause advertisements in social media are helpful in changing the perception of the students.
- 48.8% female respondents strongly agree that social cause advertisements in social media are helpful in changing the perception of the students.
- The perception of students has moderate relationship with genuine information present in social media and

strongly depicts that sharing social cause advertisement is useful.

- It is found that if the content of the advertisement is relevant to the social cause then it is helpful in spreading the awareness and the correlation is weak between these two factors.
- The above analysis depicts that sharing the social cause advertisements in social media can change the perception of the students and the correlation among the factors is strong.
- The above analysis states that social media is considered as correct platform because the advertisements presents genuine information regarding the social cause and the analysis suggests that it is moderately correlated.

VI. SUGGESTIONS

- Nowadays every individual is interacting through social media. So for engineering students to notice and take respective action can be done by analyzing the different social media platforms and selecting a popular platform among students. This makes the students to notice more about the social cause advertisements as they frequently visit that platform.
- From above findings it is found that only 42.7% have noticed all social cause advertisements which is less than half percentage. This can be improved by promoting genuine information on the social cause.

This genuine information and relevant content can create a trust among the students that the information is not fake.

- The perception of the students can be changed by vigorously promoting the social cause in all platforms so there would be repetitive exposure for that advertisement.
- Social slogans and videos play a very prominent role in changing the perception of students.
- The content of social cause advertisement should be emotionally touched so that it positions quickly in the mind of an individual.

V. RESULTS

Results: 48.8% female respondents strongly agree that social cause advertisements in social media are helpful in changing the perception of the students. 2. The perception of students has moderate relationship with genuine information present in social media and strongly depicts that sharing social cause advertisement is useful. 3. It is found that if the content of the advertisement is relevant to the social cause then it is helpful in spreading the awareness and the correlation is weak between these two factors. 4. The social cause advertisements in social media can change the perception of the students and the correlation among the factors is strong. Conclusion: An individual living in the society should have a considerate responsibility towards it. Society includes social issues which every individual strives to overcome to lead a peaceful and respectful life. There are many social issues which include health, women issues, environment and others. Addressing these issues is important and the main source which

VII. CONCLUSION

An individual living in the society should have a considerate responsibility towards it. Society includes social issues which every individual strives to overcome to lead a peaceful and respectful life. There are many social issues which include health, women issues, environment and others. Addressing these issues is important and the main source which is used nowadays is social media. Social media subject is vast which connects an individual to entire world. This media is more popular among the individuals to address social cause. This study desires to study about the engineering students perception about the social cause advertisements in social media. Repetitive exposure for the social cause advertisement is necessary to make an individual act. It is also same in case of engineering students where knowing the popular platform and promoting vigorously can create an impact among them. The content plays a important role because as it is always said that "Content is a king". For the advertisement to make a generous impact on the individual the relevant and genuine information plays a vital role. The relevant content is helpful in spreading awareness as every individual believes that it is genuine. Likes, share and comment play important role as discussing and sharing the social issue can lead to wider reach and repetitive exposure.

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