

A Study of the Effectiveness of Sponsored Ads on Social Media Platforms

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Abstract: *Surviving in the cut-throat marketing strategies is a challenging task for the marketers. Not only theoretically but also in practice social media networks are every second changing platforms. Every second the news get updated so as the people. In such a fast changing environment and among a great competition it is the pro-activeness of the company to advertise the company's product and grab attention through social media as well with other marketing tools. Almost 3 out of 5 person use social media on daily basis and creativity factors gave an incredible contribution for the grabbing attention of the users towards the ads. Research paper suggests the ways of creative elements that will contribute to generate the presence of the brand and its identification on social media platform. A relation between the demographic variables and their impact on the effectiveness of such ads. There is a brief description about the findings which shows that there no much impact of demographic factors on the opinion about the effect of sponsored ads and its impact. An initiative of this paper to make designers understand the preference of the social media users and the various findings help them to make their design more compatible for social media\frequency analysis and chi-square test are used to get these findings.*

Keywords: Creative Elements, Social Media, Demographic Variables, Chi Square Analysis, Ad Effectiveness

I. INTRODUCTION

Interaction with people is the basic human need. Communication is the relied source for building relationship. Earliest communication started with gestures, signs, symbols when there is no language for communication. With ages technology, communication and the whole scenario of the world has been changed.

Technology played a significant role in communication enhancement and ease. We all are brought up in the age of mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspaper, and internet which is the popular medium of communication for marketers. Over a decade the popularity of internet communication increased tremendously. It reduces the distance of communication by connecting people at one click. One of the popular medium of communication through internet is social media. It is not only used for the conversations but for various other activities as well.

Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader. Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision.

Entertainment and media always go hand in hand, but in addition to the entertainment, mass media are an effective medium for communication, dissemination of information, advertising, marketing, and in general, for expressing and sharing views, opinions, and ideas. Mass media is a double-edged sword-there are positive as well as negative influence of media

It wasn't so long ago that social media was a completely new thing. Few years ago, many people didn't know what social media was let alone the effect it would have on all of our lives. Social media are **computer-mediated** technologies that facilitate the creation and sharing of **information**, ideas, career interests and other forms of expression via **virtual communities** and **networks**. Community-based websites, more commonly known as social networking websites, have

come to the forefront of the online world in recent times. There is a certain rise of social networking sites such as Facebook, Twitter, Whatsapp over past decade has been nothing short of phenomenal. These websites have grown to astronomical proportions. There are various platforms, online as well as offline but over 60+ million unique visitors are boasting each month through such websites. Building it with the purpose of helping people leverage their professional connections.

Besides providing an arena for people to interact with one another, they also display a great deal of the beginning of new potential business to reach out target audience and there are series of advertising for this activity is already started. Although it is secondary efforts and budget assigned is comparatively less.

According to Hubspot, 92% of marketers in 2014 claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to their websites. And according to **Social Media Examiner**, 97% of marketers are currently participating in social media. This demonstrates a huge potential for social media marketing to increase sales,

Advertising is mass media content intended to persuade audiences or readers, viewers or listeners to take action on products, services and ideas. The idea is to drive consumer behaviour in a particular way in regard to a product, service or concept.

Social media is an exciting interactive medium which suddenly took the world by storm to such an extent that it became something that no business, small or large, local or global, could afford to ignore. The foundation of your social marketing campaign is the company website, particularly a blog, which provides a regular stream of content to keep target audience interested, increase subscribers and social media followers and raise awareness to your business and its online presence. Social sharing and bookmarking refers to tagging and sharing content on social networking websites like Facebook, Twitter and Google+ or social bookmarking websites like Delicious. For sharing to happen, company need to have enough high quality and useful content.

1.1 Types of Sponsored Social Media Ads

Facebook- Facebook ads come in several varieties. Company can promote its' Page, posts on its' Page, actions users took, or website itself. Despite Facebook's increasing focus on native ads and keeping traffic on its site company can still be successful sending users to *the website*. Facebook ads are targeted to users based on their location, demographic, and profile information.

You Tube- YouTube ads are ads that appear on Google's video-sharing site. YouTube ads provide a number of targeting options and several different ad formats. YouTube advertisements can appear as banner ads, in-video overlay ads, in-stream video ads (which are video ads that appear before or during another YouTube video), as well as several other setups. YouTube provides its own paid advertising program, allowing businesses to have their ads appear in other people's videos. YouTube's social features include video commenting, integration with Google+ and ratings by way of likes and dislike.

Pinterest- Pinterest ads are simply pieces of content pinned by brands and advertisers. When marketing a specific product, marketers create Pinterest advertisements by adding a dollar sign before the price amount to the description. This tells Pinterest that this item is for sale at that specific price. Pinterest marketers can then link the pinned item to the official product page to drive retail traffic.

Instagram- There are at the moment no "official" **Instagram ads** – just brands being creative and producing Instagram pics that can be shared right alongside user-crafted content. Being visually orientated, Instagram is ideal for businesses in the fashion, food, travel, design and technology industries. Company can post creative snapshots and other illustrations showcasing company's products, host photo contests and integrate promotional codes.

LinkedIn- Creating a Company Page with LinkedIn provides user with a platform to showcase their business and connect with potential customers and leads. LinkedIn is the number one social media resource for professional connections, such as those in business-to-business (B2B) marketing. Search for employees and valuable business leads by browsing through professional profiles on LinkedIn.

Although both the terms NATIVE and SPONSORED ads are mostly interchangeably used, people consider native ads as sponsored ads only.

The purpose of this survey is to measure the effectiveness of both native as well as sponsored ads but the title suggests the common term sponsored ads only for common understanding. This paper explored the attitude of people towards social media ads (sponsored) in accordance with the demographic profile of the people. This paper in an endeavour to measure the impact of creativity on such ads.

1.2 Objectives

To study the impact of creativity factors (Ad elements, type of ads) of sponsored ads on social media.

A. Hypotheses:

H01 There is no impact of creativity factors on the effectiveness of sponsored ads on social media.

II. REVIEW OF LITERATURE

Social networking sites are being utilized to enhance a company's brand appeal and increase their target market because "new technologies allow for more personal, targeted communications, as well as increased consumer participation in the creation of marketing and brand related information". (Cappo 2033; Jaffe 2005 as cited in Muñiz and Jensen Schau 2007, 35).

Social media has advanced from simply providing a platform for individuals to stay in touch with their family and friends. Now it is a place where consumers can learn more about their favorite companies and the products they sell. Marketers and retailers are utilizing these sites as another way to reach consumers and provide a new way to shop. "Technology related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers' ability to reach shoppers through new touch points" (Shankar et al. 2011, 30).

According to a survey, "earned" advertising that is passed along or shared among friends demonstrated more significant effects on ad recalls, brand awareness, and purchase intent than the standard "paid" advertisements. This indicates that traditional marketing and advertising strategies and tactics may not be as effective or efficient when coupled with social media. Our paper adds to a growing literature on social media. Studies have examined the diffusion of user generated content (Susarla et al., 2012) and their impact on firm performance (Rui et al., 2013; Dellarocas, 2006). A few recent papers have also examined the social media strategies of firms, focusing primarily on online blogs and forums. These include studies of the impacts of negative blog messages by employees on blog readership (Aggarwal et al., 2012), blog sentiment and quality on readership (Singh et al., 2014), social product features on consumer willingness to pay (Oestreicher-Singer and Zalmanson, 2013), and the role of active contributors on forum participation (Jabr et al., 2014). We add to this literature by examining the impact of firms' content strategies on user engagement.

An emerging theoretical literature in advertising has started to investigate the effects of content. This includes new models that allow ad content to matter in equilibrium by augmenting the canonical signalling model in a variety of ways (e.g. Anand and Shachar (2009)) by allowing ads to be noisy and targeted; Anderson and Renault (2006) by allowing ad content to resolve consumers' uncertainty about their matchvalue with a product; and Mayzlin and Shin (2011) and Gardete (2013) by allowing ad content to induce consumers to search for more information about a product). Our paper is most closely related to a small empirical literature that has investigated the effects of ad content in field settings. These include Bertrand et al. (2010) (effect of direct-mail ad content on loan demand); Anand and Shachar (2011); Liaukonyte et al. (2013) (effect of TV ad content on viewership and online sales); Tucker (2012a) (effect of ad persuasion on YouTube video sharing) and Tucker (2012b) (effect of "social" Facebook ads on philanthropic participation). Also related are recent studies exploring the effect of content more generally (and not specifically ad content) including Berger and Milkman (2012) (effect of emotional content in New York Times articles on article sharing) and Gentzkow and Shapiro (2010) (effect of newspaper's political content on readership). Relative to these literatures, the study makes two main contributions. First, from a managerial standpoint, we show that while persuasive ad content – especially emotional and philanthropic content – positively impacts consumer engagement in social media, informative content has a negative effect unless it is combined with persuasive content attributes

We show through a large-scale study that content engineering in social media has a significant impact on user engagement as measured by Likes and comments for messages. This analysis shows that persuasive content, such as

emotional and philanthropic content, has a positive impact on engagement.. (Dokyun Lee -The Wharton School ,Kartik Hosanagar -The Wharton School, Harikesh S. Nair -Stanford GSB May 2014)

III. RATIONALE OF THE STUDY

Looking at the present situation where well developed institutions is also failing to get the response due to inadequate use of promotional strategies and correct choice of media platforms at which they can promote as per the target audience. Also the technology medium role has changed over a period of time and is crucial platform to be noticed. With the help of this study we can find out Impact of creativity on the social media advertisements and the change of preference.

IV. RESEARCH METHODOLOGY

The study is combination of exploratory and descriptive designs and a sample survey method is employed for data collection. Both primary and secondary data are used in the study. The universe included all the users of social media platforms.

Stratified random sampling technique was used for present study. A sample of 186 respondents was selected with the help of a stratified random sampling method. Social media has a large user base out of which 186 respondents are selected for the study. Data collected with the help of structured questionnaire, were classified tabulated analyzed and interpreted using chi-square, simple percentage and anova.

V. DATA ANALYSIS AND INTERPRETATIONS

Reliability Statistics

Cronbach's Alpha	N of Items
.619	28

The cronbach alpha value is 0.619 that shows good internal consistency.

Table 1: Internet surfing

	Frequency	Percent	Valid Percent	Cumulative Percent
Hourly	87	46.8	46.8	46.8
Daily	96	51.6	51.6	98.4
Valid Weekly	1	.5	.5	98.9
Monthly	2	1.1	1.1	100.0
Total	186	100.0	100.0	

Test Statistics

	INTERNET SURFING
Chi-Square	175.075 ^a
Df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 46.5.

From table no. 1 this can be observed that 51.6% people use the internet on daily basis. Further, the chi-square value for this attribute is 175.075 with degree of freedom 3, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference among users about the internet surfing.

Table 2: For which activity internet is used

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Social media	105	56.5	56.5	56.5
Shopping	5	2.7	2.7	59.1
Seeking information	50	26.9	26.9	86.0
Reading	12	6.5	6.5	92.5
Other	14	7.5	7.5	100.0
Total	186	100.0	100.0	

Test Statistics

	For which activity internet is used
Chi-Square	187.387 ^a
Df	4
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no. 2 this can be observed that 56.5% people use the internet for social media usage. More than half of the population uses internet for social media. Further, the chi-square value for this attribute is 187.387 with degree of freedom 4, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference among users about the usage of internet.

Table 3: On which social media platform you are mostly active

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Facebook	47	25.3	25.3	25.3
Twitter	4	2.2	2.2	27.4
Youtube	29	15.6	15.6	43.0
Instagram	73	39.2	39.2	82.3
other	33	17.7	17.7	100.0
Total	186	100.0	100.0	

Test Statistics

	On which social media platform you are mostly active
Chi-Square	68.946 ^a
Df	4
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no. 3 this can be observed that 39.2% people are active on Instagram and prefer using Instagram as social media platform. Further, the chi-square value for this attribute is 68.946 with degree of freedom 4, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference of the activeness of people among various social media platform.

Table 4: What activity do you prefer on social media

	Frequency	Percent	Valid Percent	Cumulative Percent
Chatting	36	19.4	19.4	19.4
Browsing	89	47.8	47.8	67.2
Valid Connect with people	46	24.7	24.7	91.9
Share content	11	5.9	5.9	97.8
Other	4	2.2	2.2	100.0
Total	186	100.0	100.0	

Test Statistics

	What_activity_do_you_prefer_on_social_media
Chi-Square	122.333 ^a
Df	4
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no. 4 this can be observed that 47.8% people prefer browsing on social media. Further, the chi-square value for this attribute is 122.333 with degree of freedom 4, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference among people about the preference of activities on social media.

Table 5: On which ads you are most likely to click on

	Frequency	Percent	Valid Percent	Cumulative Percent
Past search ads	15	8.1	8.1	8.1
Newly launch ads	87	46.8	46.8	54.8
Valid Sale or discount	79	42.5	42.5	97.3
Other	5	2.7	2.7	100.0
Total	186	100.0	100.0	

Test Statistics

	On_which_ads_you_are_most_likely_to_click_on
Chi-Square	116.366 ^a
Df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 46.5.

From table no. 8 this can be observed that 42.5% people most likely click on sale or discount ads. Further, the chi-square value for this attribute is 116.366 with degree of freedom 3, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference among the nature of ads on which people are most likely to click.

Table 6: Type_of_ads_most_attractive_on_social_media

	Frequency	Percent	Valid Percent	Cumulative Percent
Picture	76	40.9	40.9	40.9
GIF (Two second picture clip)	57	30.6	30.6	71.5
Valid Video	51	27.4	27.4	98.9
Other	2	1.1	1.1	100.0
Total	186	100.0	100.0	

Test Statistics

	Type_of_ads_most_attractive_on_social_media
Chi-Square	64.108 ^a
Df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 46.5.

From table no. 9 this can be observed that 40.9% people like picture ads on social media. Further, the chi-square value for this attribute is 64.108 with degree of freedom 3, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference among the type of ads which people likes on social media platforms.

Table 7: Rank1_ads

	Frequency	Percent	Valid Percent	Cumulative Percent
Banner ads	38	20.4	20.4	20.4
Popup ads	23	12.4	12.4	32.8
Newsfeed	69	37.1	37.1	69.9
Interactive ads	31	16.7	16.7	86.6
Carousel ads	25	13.4	13.4	100.0
Total	186	100.0	100.0	

Test Statistics

	Rank1_ads
Chi-Square	37.656 ^a
Df	4
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no. 7 this can be observed that 37.1% of sample population ranked newsfeed as first among various patterns ads. Further, the chi-square value for this attribute is 37.656 with degree of freedom 4, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference among the opinion about the ranking of type of ads based on their liking. Therefore null hypotheses H01 is rejected.

Table 8: Rank2_ads

	Frequency	Percent	Valid Percent	Cumulative Percent
Banner ads	34	18.3	18.3	18.3
Popup ads	46	24.7	24.7	43.0
Newsfeed	42	22.6	22.6	65.6
Interactive ads	35	18.8	18.8	84.4
Carousel ads	29	15.6	15.6	100.0
Total	186	100.0	100.0	

Test Statistics

	Rank2_ads
Chi-Square	4.914 ^a
Df	4
Asymp. Sig.	.296

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no. 8 this can be observed that 24.7% of sample population ranked popup ads as second among various patterns ads. Further, the chi-square value for this attribute is 4.914 with degree of freedom 4, which is not significant. Therefore it can be concluded that there is a significant difference among the opinion about the ranking of type of ads based on their liking. Therefore null hypotheses H01 is rejected.

TABLE 9: Rank3_ads

	Frequency	Percent	Valid Percent	Cumulative Percent
Banner ads	46	24.7	24.7	24.7
Popup ads	37	19.9	19.9	44.6
Newsfeed	61	32.8	32.8	77.4
Valid Interactive ads	25	13.4	13.4	90.9
Carousel ads	16	8.6	8.6	99.5
33	1	.5	.5	100.0
Total	186	100.0	100.0	

Test Statistics

	Rank3_ads
Chi-Square	74.903 ^a
Df	5
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 31.0.

From table no. 9 this can be observed that 32.8% of sample population ranked newsfeed as third among various patterns ads. Further, the chi-square value for this attribute is 74.903 with degree of freedom 5, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference among the opinion about the ranking of type of ads based on their liking. Therefore null hypotheses H01 is rejected.

TABLE 10: Rank4_ads

	Frequency	Percent	Valid Percent	Cumulative Percent
Banner ads	35	18.8	18.8	18.8
Popup ads	53	28.5	28.5	47.3
Newsfeed	32	17.2	17.2	64.5
Valid Interactive ads	36	19.4	19.4	83.9
Carousel ads	30	16.1	16.1	100.0
Total	186	100.0	100.0	

Test Statistics

	Rank4_ads
Chi-Square	9.000 ^a
Df	4
Asymp. Sig.	.061

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no. 10 this can be observed that 28.5% of sample population ranked popup as fourth among various patterns. Further, the chi-square value for this attribute is 9 with degree of freedom 4, which is not significant. Therefore it can be concluded that there is no significant difference among the opinion about the ranking of type of ads based on their liking. Therefore null hypotheses H01 is rejected.

TABLE 11: Rank5_ads

	Frequency	Percent	Valid Percent	Cumulative Percent
Banner ads	39	21.0	21.0	21.0
Popup ads	62	33.3	33.3	54.3
Newsfeed	32	17.2	17.2	71.5
Interactive ads	23	12.4	12.4	83.9
Carousel ads	30	16.1	16.1	100.0
Total	186	100.0	100.0	

Test Statistics

	Rank5_ads
Chi-Square	24.161 ^a
Df	4
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no. 11 this can be observed that 33.33% of sample population ranked popup as fifth among various patterns ads. Further, the chi-square value for this attribute is 24.161 with degree of freedom 4, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference among the opinion about the ranking of type of ads based on their liking. Therefore null hypotheses H01 is rejected.

TABLE 12: Headline_attractiveness

	Frequency	Percent	Valid Percent	Cumulative Percent
Least attractive element	44	23.7	23.7	23.7
Less attractive element	28	15.1	15.1	38.7
Neutral	54	29.0	29.0	67.7
More attractive element	29	15.6	15.6	83.3
Most attractive element	31	16.7	16.7	100.0
Total	186	100.0	100.0	

Test Statistics

	Headline_attractiveness
Chi-Square	13.946 ^a
Df	4
Asymp. Sig.	.007

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no. 12 this can be observed that 29% of sample population feels headline of the ad not much attractive not less attractive. They are neutral about the creativity of the headline among various ad elements. Further, the chi-square value for this attribute is 13.946 with degree of freedom 4, which is significant at the .01 level. Therefore it can be concluded that there is significant opinion difference about the attractiveness of headline of ads. Therefore null hypotheses H01 is rejected.

TABLE 13: Clear_and_uncluttered_designs

	Frequency	Percent	Valid Percent	Cumulative Percent
Least attractive element	32	17.2	17.2	17.2
Less attractive element	57	30.6	30.6	47.8
Neutral	58	31.2	31.2	79.0
More attractive element	29	15.6	15.6	94.6
Most attractive element	10	5.4	5.4	100.0
Total	186	100.0	100.0	

Test Statistics

	Clear_and_uncluttered_designs
Chi-Square	44.591 ^a
Df	4
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no. 16 this can be observed that 30.6% of sample population is of the opinion that clear and uncluttered designs less affective element of ads. Further, the chi-square value for this attribute is 44.591 with degree of freedom 4, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference about the thinking regarding the use of clear and uncluttered design of ads. Therefore null hypotheses H01 is rejected.

TABLE 14: Fonts_used_are_attractive

	Frequency	Percent	Valid Percent	Cumulative Percent
Least attractive element	29	15.6	15.6	15.6
Less attractive element	44	23.7	23.7	39.2
Neutral	67	36.0	36.0	75.3
More attractive element	32	17.2	17.2	92.5
Most attractive element	14	7.5	7.5	100.0
Total	186	100.0	100.0	

Test Statistics

	Fonts_used_are_attractive
Chi-Square	42.118 ^a
Df	4
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no. 17 this can be observed that 36% of sample population finds fonts of ads are not affective element of the ad design. Further, the chi-square value for this attribute is 42.118 with degree of freedom 4, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference about the use of fonts in the design is affective to grab their attention on the design. Therefore null hypotheses H01 is rejected.

TABLE 15: Pictures_used_are_attractive

	Frequency	Percent	Valid Percent	Cumulative Percent
Least attractive element	27	14.5	14.5	14.5
Less attractive element	27	14.5	14.5	29.0
Neutral	45	24.2	24.2	53.2
More attractive element	43	23.1	23.1	76.3
Most attractive element	44	23.7	23.7	100.0
Total	186	100.0	100.0	

Test Statistics

	Pictures_used_are_attractive
Chi-Square	9.376 ^a
Df	4
Asymp. Sig.	.052

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no. 15 this can be observed that 24.2% of sample population is of the opinion that pictures used in ads are not disturbing element and it may or may not affect the attention of the ads. Further, the chi-square value for this attribute is 9.376 with degree of freedom 4, which is significant at the .05 level. Therefore it can be concluded that there is a significant difference about the effectiveness of pictures used in ads on social media.

Therefore null hypotheses H01 is rejected.

TABLE 16: Contast_colours_used_are_attractive

	Frequency	Percent	Valid Percent	Cumulative Percent
Least attractive element	24	12.9	12.9	12.9
Less attractive element	53	28.5	28.5	41.4
Neutral	47	25.3	25.3	66.7
More attractive element	32	17.2	17.2	83.9
Most attractive element	30	16.1	16.1	100.0
Total	186	100.0	100.0	

Test Statistics

	Contast_colours_used_are_attractive
Chi-Square	16.097 ^a
Df	4
Asymp. Sig.	.003

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no. 16 this can be observed that 28.5% of sample population not affected by the use of contrast colours in ads. Further, the chi-square value for this attribute is 16.097 with degree of freedom 4, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference among the opinion of the people regarding the of contrast colours in any design. Therefore null hypotheses H01 is rejected.

TABLE 17: Brand_logo_is_attractive

	Frequency	Percent	Valid Percent	Cumulative Percent
Least attractive element	33	17.7	17.7	17.7
Less attractive element	26	14.0	14.0	31.7
Neutral	57	30.6	30.6	62.4
More attractive element	40	21.5	21.5	83.9
Most attractive element	30	16.1	16.1	100.0
Total	186	100.0	100.0	

Test Statistics

	Brand_logo_is_attractive
Chi-Square	15.989 ^a
Df	4
Asymp. Sig.	.003

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no. 17 this can be observed that 30.6% of sample population does not find any effect on attractiveness of ads based on the presence of brand logo in the design. Further, the chi-square value for this attribute is 15.989 with degree of freedom 4, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference among the opinion about the use of brand logo attractiveness in the social media advertisement. Therefore null hypotheses H01 is rejected.

TABLE 18: Theme_of_the_ad_is_attractive

	Frequency	Percent	Valid Percent	Cumulative Percent
Least attractive element	28	15.1	15.1	15.1
Less attractive element	30	16.1	16.1	31.2
Neutral	60	32.3	32.3	63.4
More attractive element	39	21.0	21.0	84.4
Most attractive element	29	15.6	15.6	100.0
Total	186	100.0	100.0	

Test Statistics

	Theme_of_the_ad_is_attractive
Chi-Square	19.538 ^a
Df	4
Asymp. Sig.	.001

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no.18 this can be observed that 32.3% of sample population are having indifferent opinion about the theme used in ads as an attractive element of design. Further, the chi-square value for this attribute is 19.538 with degree of freedom 4, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference about the view among the population for the attractiveness of design based on the theme of ads. Therefore null hypotheses H01 is rejected.

TABLE 19: Borders_are_attractive

	Frequency	Percent	Valid Percent	Cumulative Percent
Least attractive element	68	36.6	36.6	36.6
Less attractive element	46	24.7	24.7	61.3
Neutral	48	25.8	25.8	87.1
More attractive element	15	8.1	8.1	95.2
Most attractive element	9	4.8	4.8	100.0
Total	186	100.0	100.0	

Test Statistics

	Borders_are_attractive
Chi-Square	65.344 ^a
Df	4
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.2.

From table no.219 this can be observed that 36.6% of sample population doesn't like the borders in ads or don't feel this element as an attractive element. Further, the chi-square value for this attribute is 65.344 with degree of freedom 4, which is significant at the .01 level. Therefore it can be concluded that there is a significant difference about the use of borders affects the attractiveness of the ad. Therefore null hypotheses H01 is rejected.

VI. FINDINGS, CONCLUSION, SUGGESTIONS

6.1 Findings

People are mostly active on social media platforms on daily basis and hourly basis. This will affect the interaction of the masses with various types of social media ads. Social media now a days is not only used for the communication purpose. People prefer various activities on social media apart from connecting with people. Further it has been observed that people mostly prefer to be active on platforms like Facebook and Instagram which are having now a days a series of advertisement. There is a significant difference about the choice of ads on social media platform which they find most attractive. There is a significant impact of nature of ads they prefer to click according to their liking. There is significant impact on the ranking of ads based upon the liking and notice on social media among the masses. Each element of creativity (headline, text, image, theme, logo, colours) has a significant impact upon the social media ads. Each element of creativity (headline, text, image, theme, logo, colours) has a significant impact upon the social media ads.

6.2 Conclusion

From the above discussions and findings it can be concluded that in the world of communication and competition the company needs to be proactive and associative as per the changing environment. Advertising merely on traditional media is not enough, as people do notice the new media as well. They spend most of the time on internet and social media nowadays may it is the age group of 14-25years or 55+. So if we see the scope of advertisement on such platforms they impact and effect people both positively and negatively. To grab their attention in the second of scroll is an important task of the ad designers. They need to have balance of all the ad elements by keeping in mind the new trends and they also need to find new innovative ideas and ideology to keep up the interest of the people on their ads. Also we can conclude believing only on social media ads is not a good strategy for new entrants as it may make the brand identity and recognition but sometimes they may be ignored in the clutter of monotonous ads and sometimes they found such ads to be very annoying which may give a negative impact on the brand image of the company. So creativity do have impact on the ads and audience

6.3 Suggestions

On the basis of findings following suggestions are drawn for the effectiveness of sponsored ads on social media platforms.

- Findings suggest significant variation of the use of various creativity elements on the sample population. That means it impacts the population in some or the other way.
- Further from interpreting the ANOVA table we found out that demographic factors are not having any opinion difference about the social media advertisement. To please them and grab attention towards the advertisement similar strategy is to be adopted as there can be an influence of the peer group on the population and similar type of type of communication would be helpful for brand recognition and popularity.
- Although new trends and creativity is being adopted through social media therefore digital media designers and marketing strategy planners should always try out some or the other new factors to keep up the curiosity in the minds of people for the brand. New ideas and creativity is not essentially appreciated every time and therefore there should be a balance of theme and tradition to be presented.
- Concept marketing, regular updates, presence on social media makes them stable in the market and every social media tool can be interchangeably used. This will give a better competitive edge and increase in profitability and traffic towards online sites.

These suggestions can be taken in generalized way and can be implemented for strategically conquering the competitive edge.

VII. LIMITATIONS AND FURTHER SCOPE OF THE STUDY

- The study is a brief study about the creativity elements a detailed study can be done for more clarity.
- Respondents are bound to geographical areas.
- Sample size is small due to time and resource constraints.
- More findings can be drawn by further analysing the factors by using different statistical tools.

Comparative study can be done of social media platforms based on the scope of advertisement attention and in depth response can be measured.

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