

Effect of Facebook marketing on grabbing attention of male and female

Rajesh Kanja, Dr. Shaloo Dadheech

Abstract— With the abundance of usage of social media, online networks are used for promoting products and services. Numerous pictures and videos are attached on Facebook accounts, pages and walls few of them are of any product or service. How effective this Facebook is for marking as far as grabbing attention is concerned; this research has been done. 400 male and 400 female Facebook users were interviewed for research. An intensive and comparative study was done to measure the effect of Facebook marketing on male and female of different age groups residing in Rajasthan.

Index Terms— Social Media, Online network, Facebook, Grabbing Attention

I. INTRODUCTION

Online networking is web based device for sharing and talking about data among people. Facebook enables client to share their substance, sentiments, views and emotional communication. Powerfully utilizing web-based social networking is one of the most straightforward approaches to achieve an expansive client base and get the organization or brand name in the heads of existing or potential clients. Facebook is one such social media site which enable marketer to give recordings, photographs, and longer depictions of the product or service.

II. DATA COLLECTION:

Kendra S. Bayne and Beth A. Cianfrone (2013) Social media advertising, including the utilization of Facebook, is turning into a common piece of the special showcasing blend by entertainment and game associations. While utilization of Facebook as a showcasing instrument is normal, exact proof of its utilization is inadequate.

Abu Bashar, Irshad Ahmed (2012) Online networking had turned out to be extremely vital inclination in the present showcasing blend all in all and in advancement blend specifically.

Christine Adhiambo Odhiambo (2012) Social media is a wonder that has turned into an imperative viewpoint in promoting blend and upsetting the way organizations collaborate with clients. despite the fact that web-based social networking is more compelling than a portion of the conventional publicizing channels, it can't be executed in confinement without enlarging it with different types of customary promoting channels.

III. SAMPLE COLLECTION:

Information for the research purpose was collected through questionnaire filled by social media users of Jaipur, Jodhpur, Kota and Udaipur city. 80 male and 80 female of five age

groups were studied in this research work. In all viewpoints of 800 respondents were collected.

IV. HYPOTHESIS:

There is no significant difference between effect of Facebook marketing on grabbing attention of male and female.

STATISTICAL ANALYSIS TOOL:

Percentage were used to analyze the data and Z test was used to understand the significance of difference between effect of Facebook marketing on grabbing attention of male and female.

EFFECT OF FACEBOOK MARKETING IN GRABBING ATTENTION OF MALE:

The effect of Facebook marketing in grabbing attention of male of all age groups was calculated. It is shown in table 1 which reflects marketing on Facebook grabs high attention of 35% respondents and moderate attention of 38% respondents. It could not grab attention of just 9.75% respondents. 21-30 years age group is most influenced. Young age groups' attention is grabbed more by the Facebook marketing.

Table 1: Effect of Facebook marketing in grabbing attention among male

Level	11-20 years	21-30 years	31-50 years	51-60 years	61 & above years	Total	Percentage of respondents
Nil	5	1	8	10	15	39	9.75%
Low	10	8	15	18	18	69	17.25%
Moderate	34	36	30	27	25	152	38%
High	31	35	27	25	22	140	35%
Total	80	80	80	80	80	400	100%

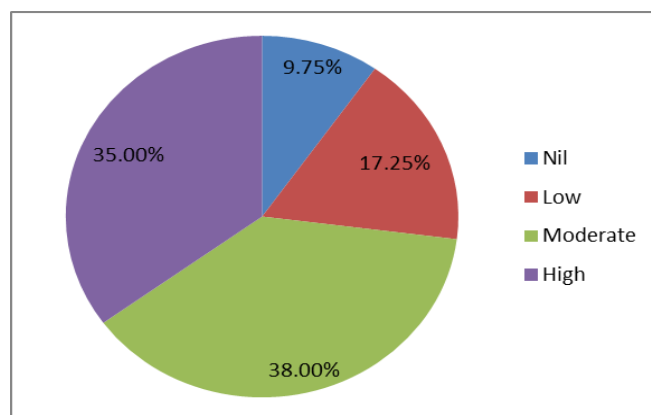


Figure 1 : Effect of Facebook marketing in grabbing attention among male

The effectiveness of Facebook marketing in grabbing attention of male of all age groups was calculated with the help of table 2. On four point scale the level of attention grabbed of male by Facebook was given weight. For high

Rajesh Kanja, Research Scholar, Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan, India.

Dr. Shaloo Dadheech, Professor, Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan, India.

Effect of Facebook marketing on grabbing attention of male and female

level of attention grabbed 4 points, for moderate level of attention grabbed 3 points, for low level of attention grabbed 2 points and for no attention grabbed 1 point was given. On the basis of assigned weights scores were calculated. 1193 score was made out of 1600 i.e. 74.56%. It shows that marketing on Facebook is 74.56% effective to grab attention of male.

Table 2: Effectiveness of Facebook marketing in grabbing attention of male

Level	Effect of Facebook marketing in grabbing attention among all male (No. of respondents)	Weight	Score
Nil	39	1	39
Low	69	2	138
Moderate	152	3	456
High	140	4	560
Total	400	10	1193

V. EFFECT OF FACEBOOK MARKETING IN GRABBING

ATTENTION OF FEMALE:

The effect of Facebook marketing in grabbing attention of female of all age groups was calculated. It is shown in table 5.34 which reflects marketing on Facebook grabs high attention of 38.5% respondents and moderate attention of 41% respondents. It could not grab attention of 9% respondents. 21-30 years age group is most influenced. Young age groups' attention is grabbed more by the Facebook marketing.

Table 3 : Effect of Facebook marketing in grabbing attention among female

Level	11-20 years	21-30 years	31-50 years	51-60 years	61 & above years	Total	Percentage of respondents
Nil	4	1	7	11	13	36	9%
Low	6	3	9	12	16	46	11.50%
Moderate	35	38	33	30	28	164	41%
High	35	38	31	27	23	154	38.50%
Total	80	80	80	80	80	400	100%

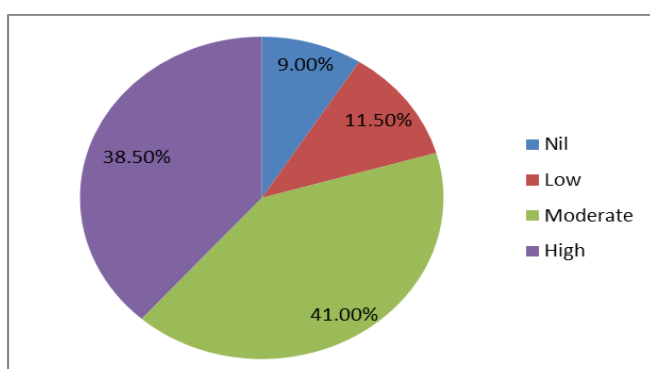


Figure 2 : Effect of Facebook marketing in grabbing attention among female

The effectiveness of Facebook marketing in grabbing attention of female of all age groups was calculated with the help of table 4. On four point scale the level of attention grabbed of female by Facebook was given weight. For high level of attention grabbed 4 points, for moderate level of

attention grabbed 3 points, for low level of attention grabbed 2 points and for no attention grabbed 1 point was given. On the basis of assigned weights scores were calculated. 1236 score was made out of 1600 i.e. 77.25%. It shows that marketing on Facebook is 77.25% effective to grab attention of female.

Table 4: Effectiveness of Facebook marketing in grabbing attention of female

Level	Effect of Facebook marketing in grabbing attention among all female (No. of respondents)	Weight	Score
Nil	36	1	36
Low	46	2	92
Moderate	164	3	492
High	154	4	616
Total	400	10	1236

VI. DIFFERENCE BETWEEN EFFECT OF FACEBOOK MARKETING ON GRABBING ATTENTION OF MALE AND FEMALE:

Marketing on Facebook is 74.56% effective to grab attention of male and 77.25% effective to grab attention of female. It means marketing on Facebook grabs little more attention of female than male. To ascertain whether this difference is significant Z test was done as ahead -

$$|Z| = \frac{P_1 - P_2}{\sqrt{P_0 Q_0 \left(\frac{1}{n_1} + \frac{1}{n_2} \right)}}$$

$$|Z| = \frac{.7725 - .7456}{\sqrt{.7591 \times .2409 \left(\frac{1}{80} + \frac{1}{80} \right)}}$$

$$|Z| = 0.398$$

Since the computed value of Z= 0.398 is less than critical value of Z = 1.96. It lies in acceptance region at 5% level of significance. Thus we can say that there is no significant difference between effect of Facebook marketing on grabbing attention of male and female.

VII. CONCLUSION:

It is effective to do marketing on Facebook. It is effective to grabs attention of both male and female. 21-30 years of male & female get most influenced by marketing on Facebook. Youngsters are more influenced by Facebook marketing yet it is also effective for middle aged persons. Facebook marketing should be used for all age groups of male and female.

REFERENCES:

- [1] Kendra S. Bayne and Beth A. Cianfrone, The Effectiveness of Social Media Marketing: The Impact of Facebook Status Updates on a Campus Recreation Event, *Recreational Sports Journal*, 2013, 37, 147-159
- [2] Abu Bashar, Irshad Ahmed, Effectiveness of social media as a marketing tool: an empirical study, *Elk Asia Pacific Journal of Marketing & Retail Management*, 2012, p.3-11.
- [3] Christine Adhiambo Odhiambo, Social media as a tool of marketing and creating brand awareness, *Business Economics and Tourism*, 2012