

Chapter 1

1. Introduction

Facebook is an American online social media and social networking service company based in Menlo Park, California. Its web-site was introduced on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes.

The founders of the Facebook initially limited to the student of his college. Later they expanded it to the most of the colleges around their area, like Stanford University. Facebook added additional supportive data for the students of different schools, and levitated to the different standards and high school student. Since 2006, any person whose age is above 13 can join the Facebook and other services. The name comes from the Facebook accounts often given to USA university students. Facebook provides its initial public offering (IPO) in Feb 2012, and began retailing stock to the public after the 3 months of IPO, reaching a unique uttermost market capitalization of \$104 billion, a new record. Facebook makes its most of the profit from the advertisement services.

Facebook is run on several devices which have internet connection on them, such as desktop computers, laptops and tablets and mobile phones. After doing the sign up, user can add their details about their occupation, favorite's places, interests and profiles pictures. Any user can add the friends and ask them. Every person can add as many friends they want and creates a good network. They can share videos, messages and other online stuff. People can create good friend group and other social media accounts.

Facebook has more than 2.2 people on their website. The popularity has taken them to the uppermost level of the media and get enough appreciation, including significant scrutiny over privacy and the psychological effects it has on users. In recent years, the company faced many fake news and other social media fake reports.

Facebook keep track of all the data details of the user interest and the places they visit. Facebook track all the details.

1.1 History of Facebook

Mark Zuckerberg wrote a computer program called "Facemash" in the year 2003 he was a second year student at that time in the Harvard University. According to The Harvard Crimson, the Facebook site is comparable to the site hot or not, in this tow person and set on both side and asked or hotter or not".Facemash attracted around 450 visitors in single day and around 22k picture views in its initial hours. In just 4 hours the visitors are growing in number. The Face-mash site was forward to many other groups around the colleges. Soon the Harvard University shut all the activities of facemash in the campus. Mark zuckerbag faced a drastic expulsion from the colleges. He was charged to breach the university security and get the data without any consent of the University, these are the serious charges. Ultimately, the charges were plunged. Zuckerberg extended on the project on history. He uploaded all the arts and the images on final exam.

1.2 Original layout

The "face book" was a student data and having the entire important photo and other data they want to upload on the Facebook profile. In year 2003, no Facebook was there in the University, private directories were uploaded on the website. That "Everyone's been talking a lot about a universal face book within Harvard. I think it's kind of silly that it would take the University a couple of years to get around to it. I can do it better than they can, and I can do it in a week." In 2004 first month, Zuckerberg began text coding for a new website that is, known as "TheFacebook", he was inspired by a tutorial written on the crimpson, stating that "It is clear that the technology needed to create a centralized Website is readily available ... the benefits are many." On February 2004, Mark Zuckerberg inogurate "The Facebook", that was originally on the the Facebook.com

After the six day of Facebook they faced an issue of misleading , Harvard seniors Cameron, Tyler, and Divya suspect Zuckerberg of misleading them into that he would help them build a social site for Harvard that will help students to interact with each other called HarvardConnection.com. they accused him to create a site different from that he asked helped for. University starts the investigation; They later filed a case against Mark Zuckerberg, next settling in 2008 for 1.2 million shares.

Only Harvard people can join the site at the initial level. Within the 1st month, most of the student of Harvard sign up for Facebook and its services. Classmates and colleague joined

Zuckerberg to help him to grow the site and data and help him to manage the data and other services. In March 2004, Facebook expand to the colleges around Harvard. Zukerberg decide to expand his business and send the website to Canada. Later, the network was expanded to other Boston Universities, the Ivy League universities and ultimately, all the US Universities. In August 2005, “theFacebook.com” became Facebook.com after the address was officially purchased for \$200,000. By September 2005, US high schools could sign up before being rolled out globally. In the following months, the network grew beyond educational institutions, and anyone with an email address could sign up. Up to date, the site remains free. Worldwide, there are over 2.20 billion monthly active Facebook users for Q1 2018 (Facebook MAUs) which is a 13 percent increase year over year. (Source: Facebook 04/25/18)

1.3 Number of Advertisers

In 2nd month of 2018, Facebook announced the number of marketer are increased by 3 million around 5 million which are only 2 million in 2015. 70% of advertiser is from outside the USA. As the awareness about the Facebook increase the number of user as well as marketer increased.

1.3.1 Online or Digital Advertising

Traditional Marketing is changing day by day. People are spending more to attract new customer and potential users. By targeting them with different advertising for same products is increasing. They are spreading their horizon and reach towards the customer. Multiple advertising campaigns are run on the same time on different social Media networking sites. India has large customer base and millions of people are using smartphones and laptops. Advertiser targets those people by showing different types of ads of that product. They use the power of remarketing. It's a concept that follow user each and every place at same browser or on a same IP address. If a user searches a particular product and left without purchase than they follow each and every site they visit and show that product.

1.3.2 Features and Advertising

Facebook continuously add some new features and development to its website and apps. Since Facebook is free to create accounts and on its other platforms. But Facebook has to earn their revenues, so they use the platform of advertising.

Different companies and firms use Facebook as a platform as they can reach their potential customer. By using Facebook they reach new customer and potential buyers of their products.

We can see day by day how advertising is growing day by day. It is different from traditional marketing. People use to pay tough prices to create their presence in market but now this era changed by digital Marketing by using different platform.

Facebook is one of those platforms which allow you to target your potential customer. Facebook use different type of creativity and new experiments to show potential reach in your area. Different type of metrics and cross data function will let customer know new products and features in the market. A company can create fan page or a company page to help people engage with them. New customer as well old customer can know about new products listings. New events that are going to happen in your area you can know about on your favourite product pages.

The page is set up for show different type of services, person, and brand. The page is create as same as personal profile. The page has several options such as updates, photos and announcements. On the daily pages lacks of pages are created for personal and company use. Facebook allows you to create your reach and personal brand and other marketing option with the help of videos, images and graphics. Use of social media is increasing and different types of services are used to create your brand.

Facebook gives a free environment and target your audience according to their profile. Facebook only charges for the ads you created on the basis of your area targeting. Companies can target using Facebook audience insight by creating a custom audience or by lookalike audience. Similar interest people can target be target in lookalike audience.

1.4 Facebook Progress

Another benefit of Facebook ads are it helps you to grow in your website. Facebook helps you to drive traffic to your website. With the help of Facebook Ads people are targeted to your website. Facebook Ads help your potential customer to see your growth and new offers. Each new audience whom visit your Ads are shown a clickable links, with the help of this clickable link also known as CTA (call to action). It helps you to lead to your website and other landing page. If you want to show a particular product, you can target with a good CTA and other links. At the initial stages people hangout only for getting some updates from friends and colleagues but now scenario is changing day by day. People are getting updates and news about their favourite products. Advertiser spends a lot on their branding on Facebook on the daily basis. Advertiser understand the need of customer and with the help of Facebook, Facebook allows them to target on the basis of their interest behaviour and other daily activities. Facebook is a renowned platform from past decade for several updates and other activities. Spending on customer needs and for better platform Facebook does its best.

However, to fully understand how Facebook works on advertisement, it is very necessary to understand how a user perceives the Facebook and their advertisers. This study will show how Facebook Ads affect the Facebook users, and provide new effective ideas for a newer means to reach a target audience through Facebook and relative platforms.

The study is organized as follows: initial section gives the introduction about the need of this type research. This study shows the need of awareness of Facebook Marketing strategies. We are using Facebook for long times but still don't know exactly about its model and uses. The next session tells about how this research is done to understand the perception towards online advertising. Latter part emphasize upon what kind of audience can be the target and understanding the type of campaigning Facebook runs.

1.4.1 Social impact

Facebook has created a different type of products that people got affected. Facebook helps you connect each and every person. You can call, message as well can do a video chat with internet connection.

Facebook's social impacts on the life of the people are very unique. How they are connected to each other on internet and Facebook. You can broadcast, chat with as many people at same time, write and create effective messages as well.

Facebook is one of the successful social media platform in the market. It has wide number of user as well platforms.

1.4.2 Problem statement and Study

Facebook is one of the biggest platforms for advertising and brand awareness. If we see the data of other countries people are much more aware of Facebook Ads platform here in India people still using Facebook as an entertainment platform. Lack of awareness even in the urban sector of India, People still don't know why they see such kind of ads they never open and they don't want to see. Mainly this is because of the they don't know how Facebook work and track their each and every activity. People who are purchasing through Facebook even they don't know how they land to the page they never seen before. Facebook ads show a fancy item in their news feed according to their interest and they buy it but they don't know the exactly how they land on that page and start buying their products.

1.5 Objectives of the Study

- To study the customer perception towards Facebook Advertisements.
- To study the awareness among the students and professional of Facebook Ads platform.
- Determine the Facebook Ads creation and targeting.

Chapter 2

Literature Review

According to Facebook stats (2010), around 500 million people were there on Facebook but now in 2018 around 1.8 billion people are on the Facebook network and on the daily basis billion of post and video are shared. Cell phone is the most popular device for using as the communication device (VDP.2009). Facebook allow user to share photos, videos and other communication images.

Customer can build their own personal profile over Facebook and share with your friends. As many friends can be join on Facebook and you can connect to any country you want. You just need to share your profile with your friends seating overseas.

A Face(book) in the crowd: social searching vs. social browsing” Facebook people are engage by searching other people and friends over Facebook network. To find them and get connected with them is the most common phenomena happen over Facebook.

We can see amount of data shared on Facebook for that data each and every account need a good privacy resources that the data must not be leaked to some third party, Many of this type of campaign and security runs over Facebook.

Sometime stalker takes out the picture of the people and misleads people with those personal photos, so a security is increased that nobody can take a profile picture out of the Facebook profile. It is very important to keep the security measures are high on Facebook page and the personal profiles.

In contract to the above views, Roberts (2010) in her study on “Privacy and perceptions: How Facebook that how the ads affects the user of the Facebook” precautions needs to be taken before do anything new on the Facebook feeds. Roberts’s told about the privacy and perception of the user towards the Facebook ads and data. Privacy of customer data is the biggest priority of the Facebook.

Roberts's paper tells about how a customer perceived the Facebook ads on different platform a good study was done by him on the perception of the Facebook user.

She adds that the entire user knew about what type of setting they were used and no classified were uploaded. This shows that the students are concerned and aware that their info may leak out to third parties and industries.

In view of this, Livingstong (2008) in his study on "Taking risky opportunities in youthful content creation Teenager's use of social networking sites for intimacy, privacy and self-expression" shows on Facebook enable them to share their favorites images pictures and videos to the people they want to show or at their friends.

The young generation clicks a single picture and post on the social media platform, so Facebook understand the need and gives instants services as well, the key ways to assess your status. He concludes that it seems that on Facebook, more than other social media platforms, popularity is based on the people relations and priorities.

2.1 Important Steps for Creating Facebook Ads:

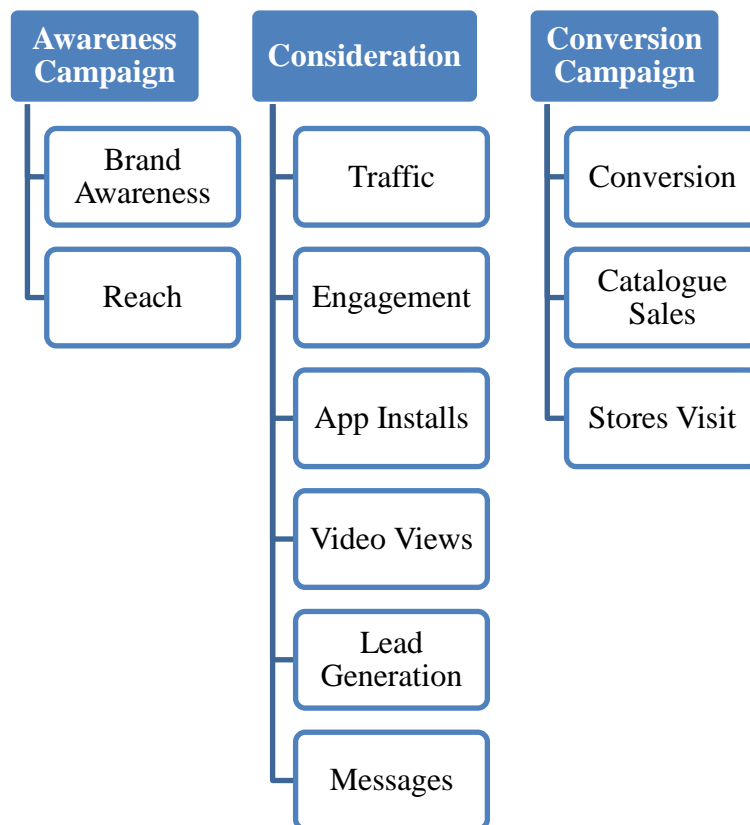
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- Steps**
- 2.2.1 Product
 - 2.2.2 Objective
 - 2.2.3 Awareness
 - 2.2.4 Consideration
 - 2.2.5 Conversion
 - 2.2.6 Audience
 - 2.2.7 Custom Audience
 - 2.2.8 Lookalike Audience
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2.2 Ads on Facebook

With different motives different types of ads were created. Social media marketing sites gives a unique and massive reach of customer. With a business situated in different places in world you can show your business any places they want. With Facebook advertising you can show your brand to each and every person you want who is signed up Facebook or with different connecting platforms.

We can create ads of different types. Some of the ads types are listed here (Facebook, 2018):

Figure 1: Types of Advertisements on Facebook (Compiled by the Authors)



These all above are the type of campaign of the Facebook to target new people or the old customer. Facebook is a unique targeting network of audience. Facebook reads each and every profile they have and create a data on the basis of their interests, behaviour, demographics and other small aspects like: What they love? Where they go often? Even the some micro details about users. Facebook doesn't show these details to advertisers but they

have all the data. The moment we start advertising on Facebook, Facebook search potential user whom really can react on that post and show them ads.

Facebook unique advertising strategies stand them on the top because by sitting at any place you can target each and every city in the world where your potential customer is or you can target new people as well.

2.2.1 Awareness

In this objective either you can create a campaign of brand awareness or the reach. You can show you products to as many people you want.

2.2.2 Consideration

In this type of campaign, you can target new people or same customer for driving traffic to your website. Create an ad on the purpose of app install of your product. Lead generation and messages are also can be targeted with this campaign.

2.2.3 Conversion

The most important type of campaign is conversion campaign. With the help of this campaign Facebook only target the people which react and provide leads. Facebook follow such type of people and create a metric which allow advertiser to target very important people which will tend be a potential lead for business.

Conversion, catalogue sales and Store visit this are part of conversion campaign. People targeted are very narrow. Only potential people are targeted this type of campaign is costly and specific.

2.2.4 Audience

One the important part of any ad is audience. Before running any ad it is important of know your audience. Because audience is the main part of any ad. So it is important to know and target you potential audience. Facebook gives option to the advertiser to create an audience that help to convert.

2.2.5 Custom Audience

Before creating an ad, you can choose your audience from audience insights in the ads manager. This option helps to understand the age, location, sex, device and other option. Facebook has a data of each and every person what kind of device they use, their location. Advertiser can target a people of specific age and location before creating ad. Custom audience allowed advertiser to understand the behaviour of the user. If the ad they want to show particularly to the people whom only use PC so they can target them or an area of any state.

2.2.6 Lookalike Audience

Lookalike audience are created on Facebook for the users which are already purchased your products, so an audience is created around those users which can show interests or maybe buy your products. A csv file is uploaded to the Facebook with all the email addresses and other details to the Facebook. Facebook reads all the data and find user around those profiles. This type of audiences is very useful for the advertiser because they share all the locations details with the customer. So a narrow audience help them to target well. Lookalike audience help you promote your product well.

2.3 Instant Messaging

With the help of Facebook we can do instant messaging to engage with the people we want. Facebook messenger service allows you to connect on mobile with people. You need to download an app from play store and you are ready to chat with your friends and people. Facebook allows to connect people from distant places, you can chat , talk or can do a video chat as well with the people you know.

2.4 Like button

Like button is on the Facebook page as well as on all the pictures and videos you upload to our new feeds. It will allow user to long press on the button and there are several option pop up to choose, including "Love", "Haha", "Wow", "Sad", or "Angry" Reactions were also extended to comments in 2018.

2.5 Statistics

If we see the growth of Facebook in past years it is tremendous, people and user are increasing from each and every country around the world. People are getting addicted with the Facebook and its other apps like Instagram and Whatsapp.

Graph of Facebook show an upward direction and continuous growth since the day of launch and it will grow until it reach to each and every country

CHAPTER 3

3. RESEARCH METHODOLOGY

3.1 Sample

To address all questions, a survey of undergraduates and professionals was conducted using messages, Google invites and personal messages on WhatsApp. The participants were from different domains. Some of the respondents don't even know about the Facebook Ads. Student samples are the most exclusive and important group to understand the perception for any new ideas, as college students are aware and they follow the things around them. The selection of the students or the professionals are based on convenience sampling

3.2 Source of Data

Primary Data

Essential information has been gathered specifically from clients through organized questionnaires (Individual sample units).

Secondary Data

Secondary information has been gathered from the different magazines, diaries, site of different Websites and so forth.

3.3 Sampling method

The populace incorporates male and female clients of MBA universities, Internet users, with the criteria: Customers utilizing online grocery services. In this venture convenience

sampling technique is taken into account. So with the help of convenience sampling data responses for the main survey was obtained.

3.3.1 Definition: Convenience Sampling

In convenience sampling, a specimen is acquired by choosing required populace components from the given populace.

The initial Sample size was 100

3.3.2 Data collection method

Self-directed Personal study strategy was utilized to gather the vital information. For this reason proper questionnaires were outlined. This questionnaire was then sent through different online networking channels, for example, WhatsApp, Facebook and so forth and furthermore sent through mails.

3.4 Research instrument:

The research instrument consisted of two parts. In the first part information related to General demographic details like gender, age, education, income and the marital status were recorded.

The second consisted of items in which user attitude towards the Facebook ads, Information about the timing and other important question about their purpose of Facebook use.

3.4.1 Structure of Questionnaire

The questions defined were organized and non-camouflaged. The questions were designed in such a way to get all the fundamental data and to see that the respondents could answer them with ease. This pattern helped in dissecting the information.

The main goal is to design a survey which is simple to understand. The survey consisted of four sections based on Demographics, Facebook usage, User's habits, and Perception. The survey was kept anonymous with close-ended questions. In the Facebook usage section, questions were asked regarding the Facebook, how often the user checks his or her Facebook on mobile or personal computer, and how much time they spend daily on Facebook for getting new feeds or news or about the products they like. Questions about Facebook advertising include the kind of ads they view while surfing news feeds of Facebook. Also,

questions on graphics or animation liked by them and their perception about them were gauged in other sections. The questions are asked to ascertain the decision-making criteria that make people engage to any brand or their updates. This is because most of the brands use special effects to capture customer's attention. The ratings for the questions were taken on a 7-point Likert scale being 1 the minimum and 7 being the maximum.

Chapter 4

Data Analysis and Interpretation

Figure 1. The type of device used by user for internet surfing.

In figure 1 we can see that the mobile surfers are 47% and the PC user are 12%. The higher percentage is of both the devices. Use of device help advertiser to target them well and create according the ads with respect to the device they are using. Each device has unique resolution of screen, so the device data help in targeting.

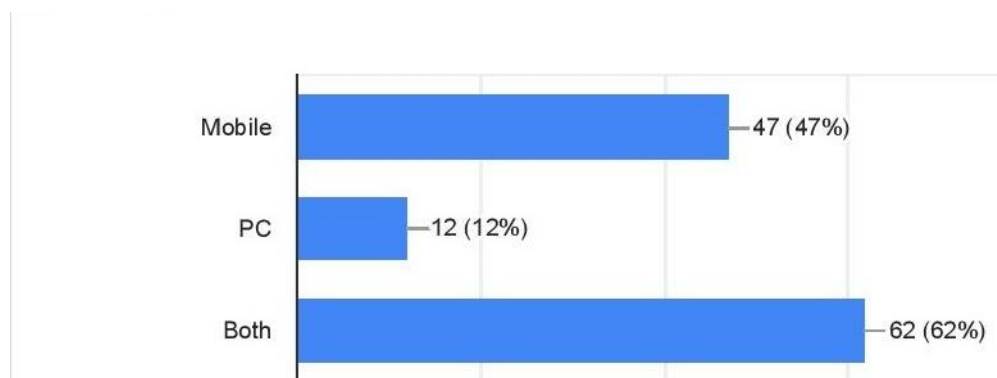


Figure 2. Time spend by customer on Facebook.

People are using Facebook at least 1-2hour a day. Lower percentage of the people around 18% who are using Facebook 5-10hours a day. If people are using Facebook at certain time Facebook can track that data, It will help them to show them ads at a particular time. Time when user is available is best for the advertiser.

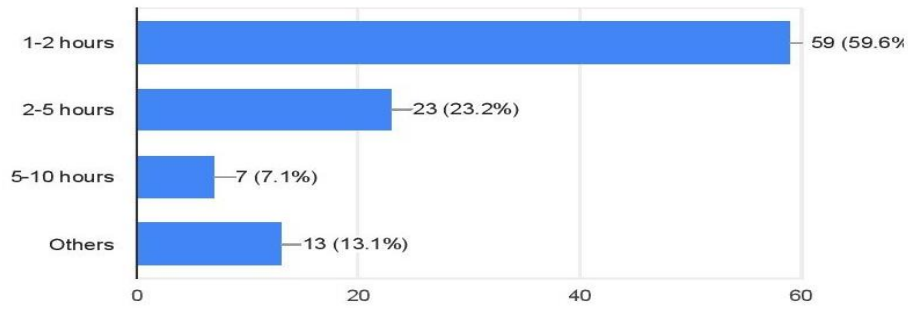


Figure 3 Advrtisement.

Most of the people are saw Facebook ads once, the percentage of those people are 78% and people who doesn't see any advertisement are 15%. &% of people say they saw Facebook ads sometimes. If people are aware about the Facebook ads they can also reach their favourite brand news and updates in just one click with the help of facbook news feed.

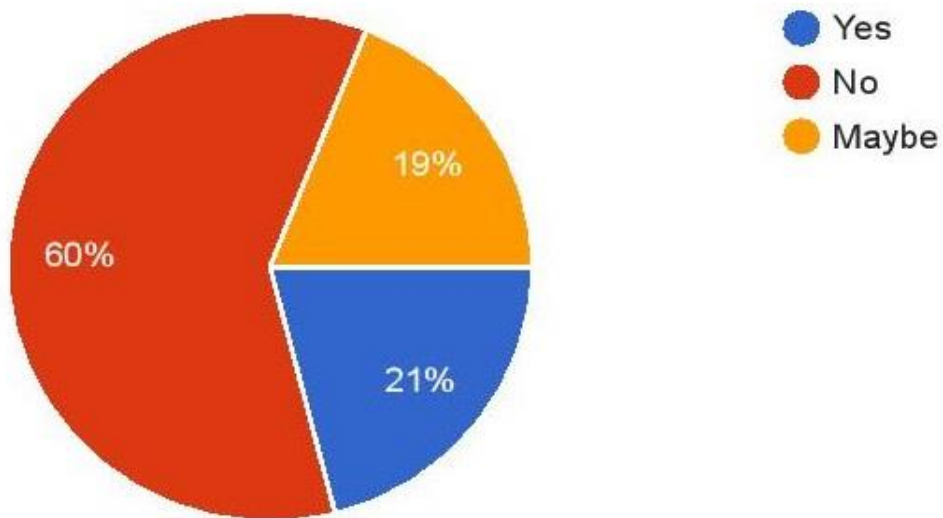


Figure 4 How much people influenced by Facebook ads.

The influence factor may be different for different people so that they gave highest 22% at 5 and lowest 6% to the 6. It shows that people are influenced by Facebook ads that show users are aware about the sponsored ads on the Facebook platform.

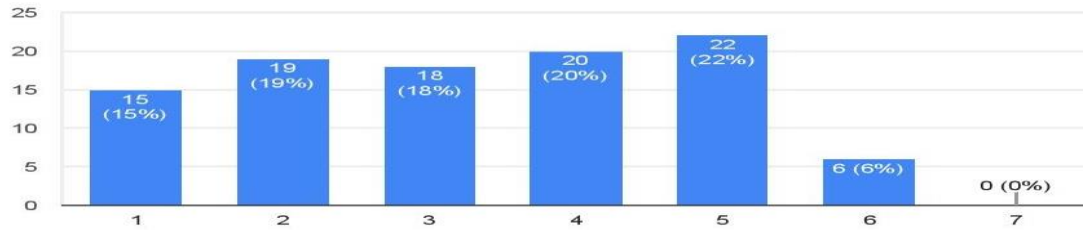


Figure 5. Engagement tools in facbook ads.

People are highly influenced by the Graphic and animation. Least influenced things are Audio and Text. So with the help of this data advertiser can understand that now they need to add more data in terms of graphics and animation. Both have a great engagement factor. It bind user and create a curiosity to know such brands which use high animation and the graphics in their ads.

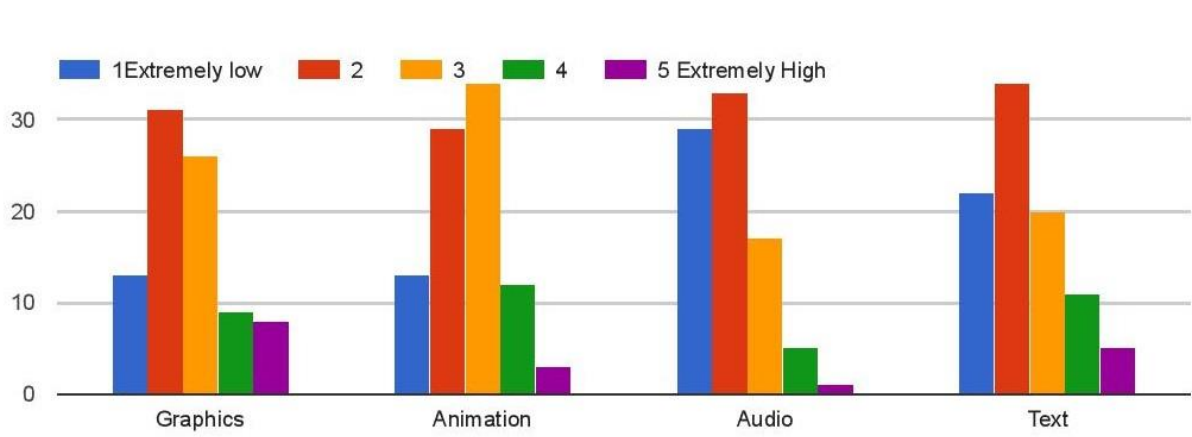


Figure 6 How much people follow their favourite brand on Facebook.

61% people say yes that they follow a specific brand on Facebook and 39% people say that they do not follow any specific brand. If people are using Facebook certainly for getting new news and update about their favourites brand, so advertiser can target them. The moment they land on the page they want Facebook capture their data and help advertiser to retarget them.

Remarketing is done for that type of user who wants to explore or tends to buy such products.

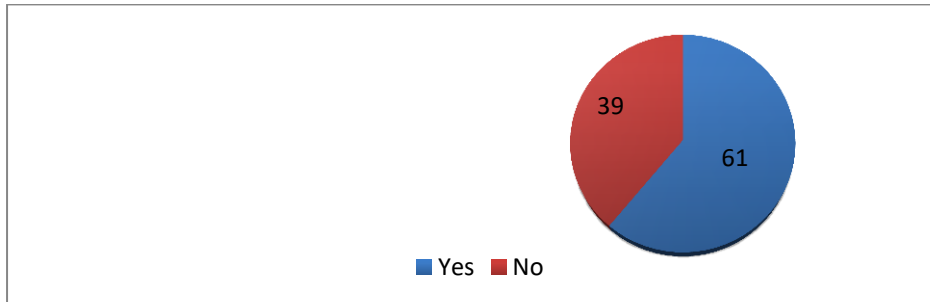


Figure 7 Product purchase with Facebook ads.

21% bought product after seeing ads on Facebook but most of the people say no that they haven't bought any product. 60% people say NO. It depends upon the ads if the ads is too attractive people tends to buy those product. Ads with unique product propositions have high rate of conversion rather than the ads who simply showing the old type of products.

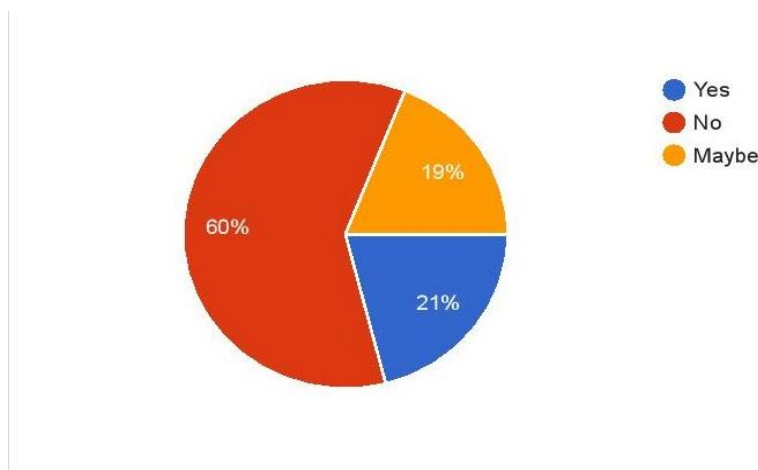
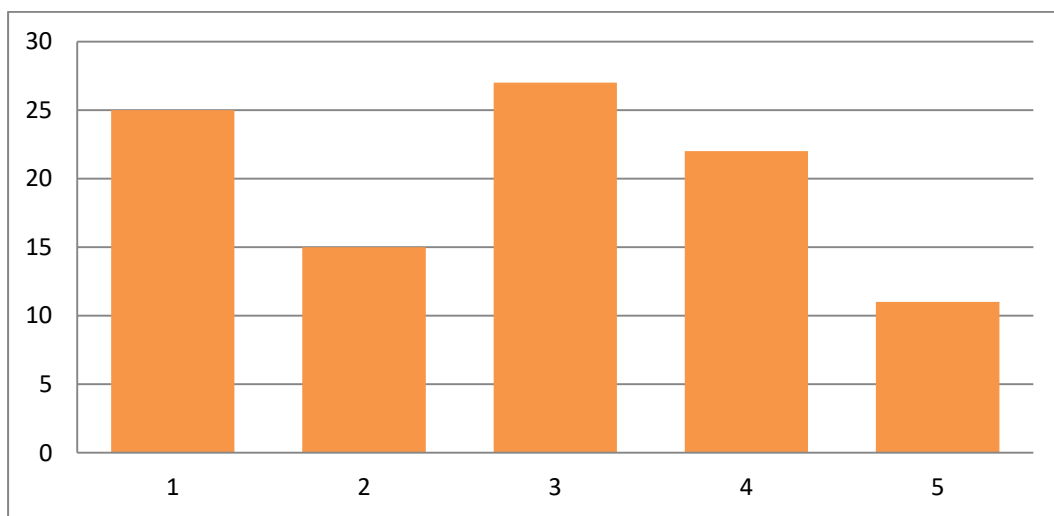


Figure 8 Data of Brand Response Towards Customers.

Rating on the scale of 1 to 5 people seems neutral 27% people scale 3 and 25% people score 1. This study shows the level of engagement with Facebook. User need to know that Facebook has a wide community and reach. People post comments and other data on the facbook groups and pages. It will help a customer to choose whether he wants to buy such products or not. Better you aware your customer about your products better rate of conversion you get.



Chapter 5

Findings

The prior goal of the study was to understand how Facebook customers perceive the site and its advertisers. Every section of the questionnaire gives information and opportunities for participants to honestly express their views, perception and give suitable answers for the study and use many examples as to why they use Facebook ads, the sole purpose?

- Perception of the user towards the Facebook Ads.

- What type of devices used by them because Facebook can target ads with specific device as well.
- Facebook users use Facebook for other than only social media engagement.
- Awareness about Facebook Ads.
- Improvements are on Facebook targeting on user data.
- Create content according to them

5.1 Facebook and Ads

In terms of device, around 62% of people use both the devices, Mobile and Personal Computer to access internet. People are engaging more on mobile rather than PC for accessing Facebook. The people which use Facebook are, 57% of participant's log-on to their Facebook 1-2 hours daily and 37% login 2-5 hours daily. And 6% people use Facebook for 5-10 hours daily.

78% of people answered positively on viewing ads on Facebook but they haven't purchased any kind of product by seeing ads on Facebook. People who answer negatively have no such experience about Facebook ads. They have no awareness about how Facebook works and how Facebook shows them ads. On the scale of 1-7, most of the people influenced by Facebook ads at level 5.

5.2 Perception of User

33% of people acknowledged that they are following specific brands on Facebook. They are well known to Facebook branding. 67% of the respondents say no because they are only using Facebook for just news, photos and other things. They don't even know that their one search shows them a particular ad. When asked for following their favourite brand using Facebook, 33% respondents rated between 4 to 5 level because they know how Facebook ads keep them updated for the events and other updates.

5.3 Discussion

Based on the study of the facts given by the user from the survey, many of readings can be point. First, any respondents still don't know about the Facebook ads. This number is significant, because India has large number of Facebook users than most of the countries and people still don't even know about what Facebook do or how they generate their revenue. The results are bit different because most of the participants in this survey are highly used facbook for the purpose of sharing photos and activities

Another significant result is that only 33% say that they are following their favourite brands on Facebook. In the light of companies increasing their spending on online advertising, this number is not encouraging. The fact that most of participants used Facebook is just for updates on their friends and news. People are not aware of why they are getting so much unsolicited propositions without their consent. They are unaware that this data is specially targeted to them because of their browsing history or likes on various pages.

Most of the ads are sponsored and the targeted audience are the people who visited their pages and liked their pictures. For engaging new customer or the old one an advertiser must add some new type of graphics and other animation because the animation colour scheme affects people most and keep them engaged to the stories.

This study took a crucial look at Facebook advertising and how it affects the users of the social networking site. As of now, there is no certain data as to a "general" perception of Facebook advertising (Roberts, 2010). This study had limited scope because of limited number of respondents in the categories of students and professionals. Therefore, most of the Facebook users were not represented in the results.

Chapter 6

6.1 Future Scope

Future scope of Facebook ads are very broad, on the daily basis thousands of new business come. They need quick and broad reach in the market. With the help of Facebook they can target and create a good market.

Not just new ventures even Facebook ads creator are growing in number, If we understand the need to such promotion website it will help us in to create a good marketing strategies. If we are aware of such events, we can create and make an impact in the market at early stage.

Facebook Ads shows different type world events, even we can share our nearest useful service and other online data. We can create a page for social cause or for personal branding as well. Business activities can also be done with the help of Facebook.

Facebook gives an option to create multiple pages as per your convenience; we can target our audience with each and every product details.

6.2 Limitations

- This study is limited to the people of Delhi/NCR city only and therefore, the results got out from this study can't be general to other portions and rural part of the country
- Due to time restrictions the sample size is limited to only 100 respondents
- The analysis of the results are based on the current user data, Maybe this data is not useful in the future studies.
- The answer of the respondents might be biased.

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ANNEXURE

Name of the respondent *

Your answer

Age of the respondent

Your answer

Gender

- Female
- Male
- Third

What type of device you use for internet surfing?

- Mobile
- PC
- Both
- Others

How much time do you spend on Facebook everyday?

- 1-2 hours
- 2-5 hours
- 5-10 hours
- Others

Do you see any kind of advertisement on Facebook? *

- No
- Yes
- Sometimes

On the scale of 1-7 how much an ad influence you

- 1 2 3 4 5 6 7
- Not Much Very Much

What affects you mostly?

	1Extremely low	2	3	4	5 Extremely High
Graphics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you follow any specific brand on Facebook?

- Yes
- No

Have you bought any product after seeing ads of your favorite brand on Facebook? *

- Yes
- No
- Maybe

How much Facebook helps you to follow your favorite brand?

	1	2	3	4	5	
low	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	high