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FACTORS THAT INFLUENCE THE EFFECTIVE OF SOCIAL MEDIA ADVERTISING TOWARDS CONSUMERS' RESPONSE: A STUDY AT NETHERLANDS MARITIME INSTITUTE OF TECHNOLOGY

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CHAPTER 1 INTRODUCTION

1.1 BACKGROUND OF STUDY

Social media is a medium of technology that growing faster to do marketing activities. It is various influences for both customers and marketers. Previously, many organizations used traditional media for advertisement, but due to technology advanced they transformed to social media (Lee and Hong, 2016).Customers are consequently more interactively and perceptually engaged with the foremost social media platforms such as Facebook, Google+, Snapchat, YouTube, and Twitter. The usage of social media has been increase rapidly for sharing various forms of user-generated content, such as news, photos, and videos, made public within a bounded system.

Lately, many researchers have concentrated on the expertise of social media advertising in order to use it effectively in marketing communication strategies (Logan et al., 2012; Dao et al., 2014; McCarthy et al., 2014).The new communicating media were originally defined as media that provide the opportunity to promptly advertise, achieve sale, and collect payment (Cutler 1990).However, the communication between consumers and marketers has become progressively more difficult with the arrival of the Internet (Pavlou and Stewart 2001). Consumers receive and provide information by navigating Web sites, customizing their preferences, and communicating with marketers. Consumers also communicate with other person to share their preferences and experiences with product and service providers, and send feedback.

Many firms have improvised their marketing practice by using social media. According to Hamouda, 2016, social media can be analyze the data collection from customers and predict the future of conversation and problems overall the activity of firms. They also use social media to create and build relationships with their customers and to enhance their corporate and brand image (Mir, 2012). By transforming to social media the firms can reach the target audience as compared to traditional media (Mangold and Faulds, 2009).

This research is focus on Netherlands Maritime Institute of Technology (NMIT). Marketing department are currently use telemarketing as marketing communication to give the information and promoting maritime education to the student's holder SPM. Besides that, marketing department has use social media such as, Facebook and Instagram to keep in touch

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