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**IMPACT OF SOCIAL NETWORKING SITES TOWARDS MEDIUM OF
ADVERTISING**

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ABSTRACT

It becomes becoming more evident that social networks are of little value as an ad platform, meanwhile, with more than 200 million users utilising social networks such as Facebook, MySpace and Bebo. According to e-Marketer, this year's social network ads expenditure in the United States will be \$1.17 billion; by 2013 it will only increase to \$1.64 billion. Social media in India must to go a long way to become a powerful publicity instrument. Social networks were not successful as publicity vehicles presumably because of the way individuals use social networks. The population utilises social networking sites such as Orkoot, Facebook, MySpace, etc as an entertainment tool, mostly multi-tasking, multilateral and rapid moving, and even if they are viral, these audiences pay little or no attention to advertising. Maybe members of a social network are so exposed to publicity and internet and the last thing they want to do is deal with advertising when they utilise social networking. All they want to do is utilise the service and talk to pals. According to research by the affiliate network Link Share, just 4 percent have ever clicked on banner ads on a social network. Many variables impact the efficiency of advertising. There are many additional aspects that impact the efficiency of advertising, one of them besides the media, and the following part exclusively addresses this.