

IMPACT OF SOCIAL MEDIA MARKETING ON YOUNG MINDS

Prof. Meena Mashru

Asst. Professor, Management (MMS Department), Rohidas Patil Institute of Management Studies
meenamashru@gmail.com

Dr. Sakshi Khatri

Academic Coordinator, Management (MMS Department), Rohidas Patil Institute of Management Studies
sakshinkhatri@gmail.com

Prof. Dilip Jain

Asst. Professor, Management (MMS Department), Rohidas Patil Institute of Management Studies
dilip.mahendra.jain@gmail.com

Abstract

Technology is drastically changing how people live nowadays and has made a noticeable impact on the lifestyles of young minds. Social networking sites like Facebook, Instagram, Twitter, and others have ingrained themselves as essential components of young people's life. Since a few years ago, social media usage has significantly increased. The primary goal of this research was to determine what kind of social media marketing messages have an impact on youth minds cognitive, affective, and behavioural attitudinal components. The study conducts research to comprehend the efficacy of social media as a marketing tool and makes an effort to examine the degree to which social media aids in making purchasing decisions in youth.

Data were collected through qualitative and quantitative methods. Secondary data were gathered in the form of a literature review and previously published research publications. In quantitative data collection method, the survey through questionnaire utilised a 4-point Likert scale and underwent the necessary internal validation. Total of 104 surveys were gathered to know youth perspective in context to social media marketing. The findings demonstrate that every business uses posts, shares, images, and videos to advertise their services on social media by informing users of new or existing services, offers, events.

According to the study, social media marketing messages can have a favourable impact on respondents' cognitive, emotive, and behavioural responses. Additionally, when social media marketing communications were accessible via a smartphone, the cognitive response was the most favourable, but the emotive and behavioural responses were preferred. In addition, although some individuals displayed higher levels of purchase and liking in terms of social media marketing communications, the gender demographic variable did not demonstrate a significant impact on attitude. According to the findings, social media promotion was the main strategy for luring youth with attractive pricing, regular equipment replacement, and facilities. Social media are for those where youth can vote on Facebook for new service ideas, are encouraged to remark on existing services, comment on any issues they have with services. This research conclusions is about the formal integration of social media into marketing strategy. There are presented managerial implications.

Keywords: Advertisements, young minds, Electronic Word of Mouth, Purchase Intention, Social Media

Introduction

In our culture, technology has an important function to play. Therefore, it is difficult to characterise evolution, particularly when it comes to digital evolution. The social media revolution has occurred since the birth of the internet, which is a potent weapon. Every day, new ways to communicate and access content emerge, and the younger age group is the one that adopts these new technologies the fastest. Digital marketing emerged as a result of the global expansion of the internet and technological advancements that occurred. Social media is transforming the information era into the social network era, and it is the means through which individuals and businesses communicate with one another. Companies now have the option to use a variety of marketing tactics. Businesses have a bigger platform to connect with consumers in a creative way and significant global possibilities. Companies may simply get information about their intended clients and reach out to them whenever they want (24X7). Social media platforms like Facebook, Twitter, YouTube, and others are dynamic tools that help businesses and their target customers connect online. It evolved with the introduction of numerous search engines like Google, Yahoo, etc., as well as social networking sites like Orkut, Facebook, and eventually twitter in 2009. Currently, among professionals, LinkedIn is the most well-known. Some well-known examples of digital marketing include mobile marketing, content marketing, social media marketing, etc. In India, the growth of digital marketing is outpacing that of other industries.

Businesses that learn to use new technologies can benefit greatly as new technologies become available. Technology-driven businesses like Microsoft, eBay, Amazon, and Google are some of the most well-known examples. Social media has quickly grown to become one of today's most popular platforms among young people in India. The hottest new marketing idea is social media marketing, and every business owner wants to discover how social media may benefit their organisation. Due to their social nature, people like to gather or exchange knowledge that is significant to them. The growing reliance on technology for everyday communication emphasises the significance of investigating how these social networking sites are impacting routine activities. Anyone can sign up for a social networking site, including children and teenagers, men and women, wealthy users, and older people. Once enrolled, the user can start interacting with others and building their own network of people that share similar objectives or interests. Websites like Facebook, Twitter, and LinkedIn are changing how users form, nurture, and keep a variety of social connections, from personal friendships to passing acquaintances. The modern consumer wants more product information before making a purchase. Most importantly, since many users now trust their fellow users' opinions above marketing strategists, social networks are very effective at educating and influencing purchasing decisions. Customers now have the ability to respond to brands and voice their opinions publicly. Because of this, marketers must approach them differently and with more respect.

Therefore, social media may be thought of as a wide phrase that encompasses activities where individuals generate material, share it, bookmark it, and network at an incredible rate. Social networking sites, on the other hand, are a place where people may create communities of interest to connect with others. Social networking sites make use of social media to connect users and foster relationships. Social networking sites enable users to create their profiles within a system that is constrained, share them with other users, and browse and navigate their list of connections as well as those that others have built within the system (Boyd & Ellison, 2007) A person's attitude affects their perspective on a situation, which is followed by their behaviour. With the development of the internet, consumer attitudes about online marketing have significantly changed. The bulk of the young population spends a lot of time online every day, making it the best medium for marketers to connect with the general public. They are finding that social media is the most practical platform to advertise their goods, as a result of which they will attract new customers or purchasers. This research seeks to demonstrate how young consumers

perceive social media marketing in relation to their attitudes. As a result, attitude toward marketing can also be defined as the propensity to react negatively or positively to a specific commercial or sales message. social media is progressively taking over as the centre for advertising. This essay also investigates whether or not young consumers react to advertising messages posted on social media.

Review of Literature

E S Soegoto and A T Utomo (2019), “Marketing Strategy Through Social Media”, This Research the majority of people today use social media networks or new media as one of their primary means of contact. This study's goal is to examine social media business communication. The descriptive technique was used in this study to paint a complete picture of the circumstances surrounding the various situations of the variables under investigation. The findings showed that social media marketing has an impact on consumer interest in purchasing products provided through these platforms, such as marketing carried out on Instagram, the most popular social media platform in the world today. The marketing tactics used on the social media platform Instagram are discussed in this research. Due to these outcomes, social media is among the best platforms for distributing business therefore, it is anticipated that this marketing strategy will aid online retailers in running their businesses. This marketing strategy offers more immediate benefits to customers, encouraging them to expand already established online companies. Research demonstrates that engagement is highly context-specific and consists of various kinds of experiences on each social media platform, allowing for a distinctive user experience on each. Additionally, the experiences connected to advertising evaluations vary depending on the platform. It is further demonstrated that the relationship between social media involvement and advertising evaluations depends heavily on one's interaction with social media advertising. The common consensus is that "social media" doesn't exist.

Sushma Rawath. S and Dr. R. Satheeshkumar (2019), A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUTH, In this research the number of young people from the new age in India who use social media extensively has increased. Social media use has merged seamlessly into peoples' daily lives in the modern world. This essay discusses social media utilization patterns and how they affect young people. The new age social networking society has gained acceptance and received positive feedback. The studies show that social media has an effect on young people that is both positive and negative.

Hilde A. M. Voorveld, Guda van Noort, Daniël G. Muntinga & Fred Bronner(2018), Engagement with Social Media and Social Media Advertising, This research looks at how users' interactions with social media platforms affect how they interact with the embedded advertising and, ultimately, how they rate that advertising. Our survey of 1,346 adults aged 13 and older (N = 1,346) maps how social media users interact with Facebook, YouTube, LinkedIn, Twitter, Google+, Instagram, Pinterest, and Snapchat, as well as how they perceive and evaluate the advertising that appears on these platforms.

Dr. A. Jesu Kulandairaj (2014), IMPACT OF SOCIAL MEDIA ON THE LIFESTYLE OF YOUTH, In this research, social networking sites are quickly becoming strong and unmatched tools for information sharing, opinion shaping, bringing people together across sectors and cultures, bringing involvement, and most importantly, communicating like never before. This is only the start. Social networking sites are still in their infancy, and communities all over the world are only now

starting to realize how this medium can influence discourse and conversation. This research examined the advantages, adverse effects, and lifestyle influences that social networking sites have on young people. Youth can express their opinions on social issues and share or post information for the good of society by using social networking sites. Young people must investigate the potential of social networking sites because they can offer all the means and means to improve personal and social aspects. We are unable to imagine a world without these websites today, despite the fact that it has some detrimental effects on young people. Therefore, corrective and preventative steps should be taken to address these negative effects, and young people should receive a good education and be properly informed about these social networking site issues. Youth lifestyles are influenced by social networking sites, allowing brands and businesses to take advantage of this area to win youth loyalty. A healthy youthful generation will be produced if social networking sites encourage healthy lifestyles through their posts, videos, and messages.

Kaushik (2009), "social media is like teen sex." Everyone wants to do something. No one is aware. Everyone is shocked when it is completed that it is not better. Similar considerations apply to social media marketing communications, where more research is still needed to fully understand the impacts of these interactive ICT channels on young consumers.

Objectives of the Study

- To understand the Impact of social media marketing on social media users especially youth.
- To study how social media marketing influence youth to buy product or service.

Hypothesis of the Study

H1- Social media marketing influence young minds

H0- Social media marketing has no impact on youth

Research Methodology

Population-Target populations are the customers who use social media in Western Mumbai.

Sample size -104 respondents from Western Mumbai.

Data Collection – Primary data collected from stations of Western Suburban Railway of Mumbai from Kadhivali to Churchgate. Through direct questionnaire survey. Secondary data were gathered in the form of a literature review and previously published research publications

Questionnaire - well-structured questionnaire was prepared on the basis of collected information and reviews about the social networking sites. questions are designed on 4-point Likert scale.

Data Analysis Method - analysis the answers, created tables, data converted in graphical view, check majority in percentage and average numbers.

Period –from 4th November 2022 to 20th November 2022

Data Analysis & Interpretation

1) Respondent Age

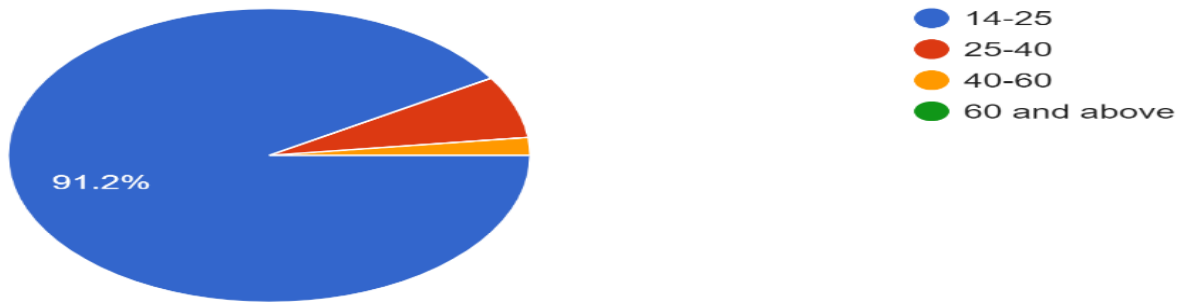


Chart-1

91.2% respondents are from age group of 14 to 25 and remaining 9% respondent are from age group 25 to 40 and so on. So, the mostly respondents are young coming in age 14 to 25 as per the survey

2) What kind of shopping respondent prefer.

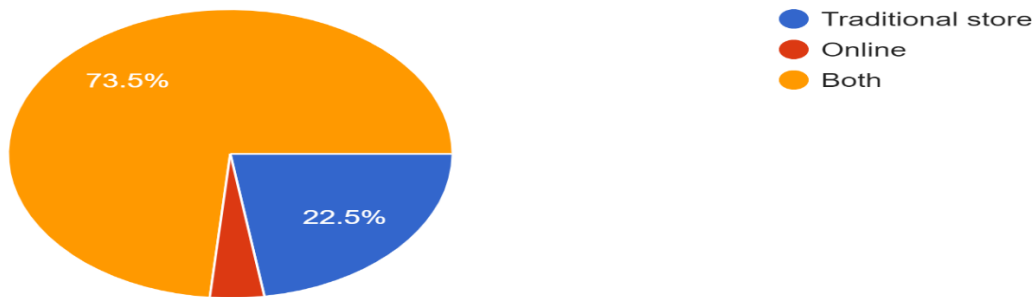


Chart-2

As per the survey result 73.5% of young generation prefer doing online and offline shopping and 22.5% prefer to visit traditional store.

3) Respondent use Social Media Platform.

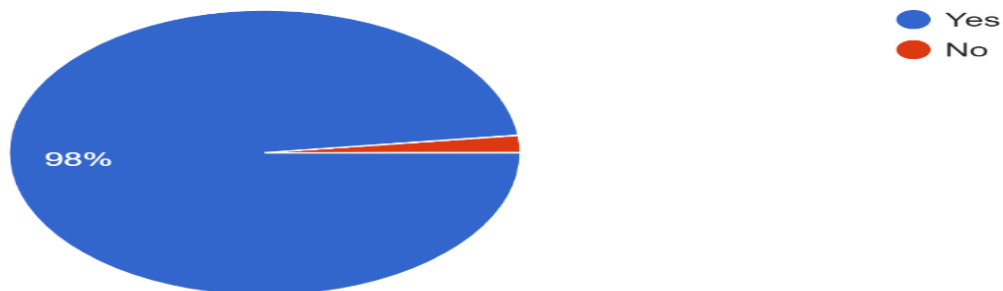


Chart-3

It is observed that 98% young generation using social media platform.

4) How many social media platforms they are using

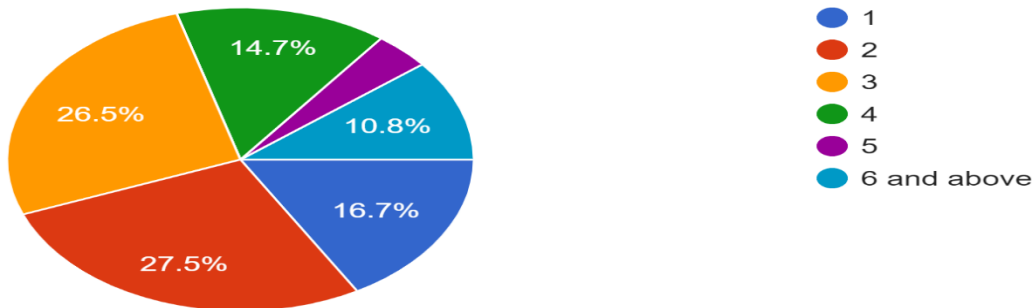


Chart-4

It is observed by the survey that respondent having maximum using 2 social media platform which is 27.5%, 26.5% respondent using 3 social media platform, 16.7% respondent using 1 and above social media platform, 14.7% respondent using 4 social media platform, 10.8% respondent using 6 and above social media platform

5) What social media channel respondent are most active.

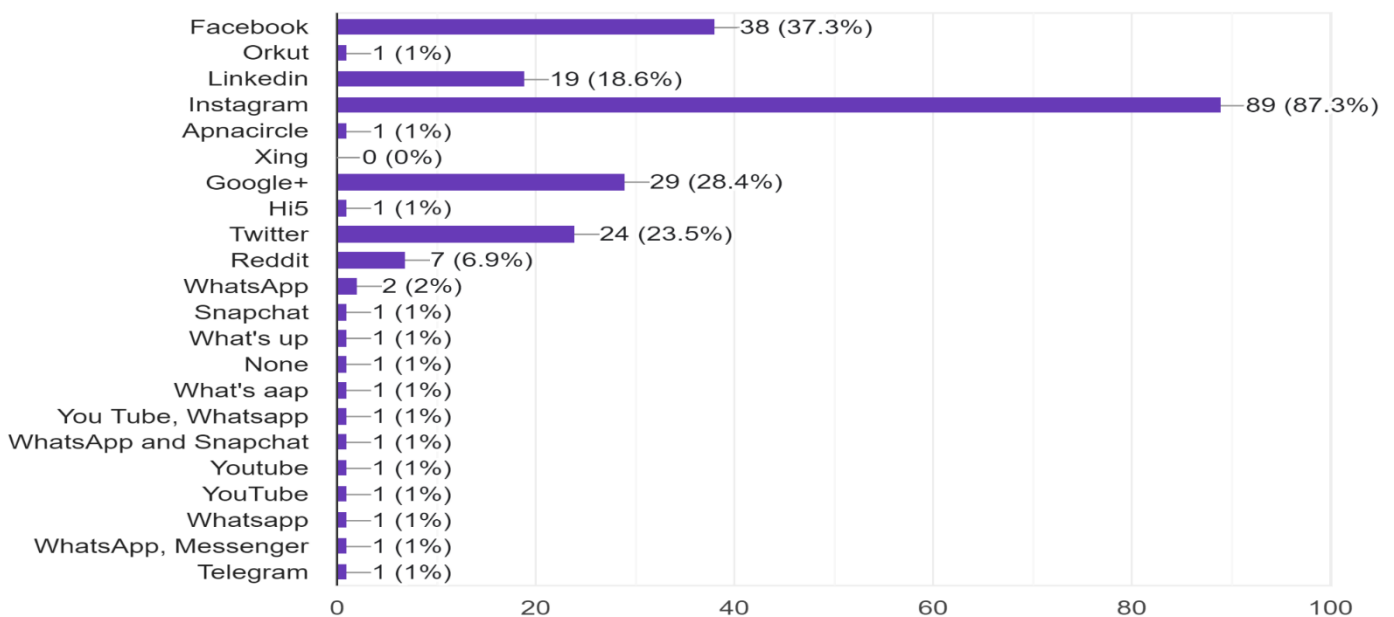


Chart-5

As per the survey Mostly young generation using Insta which is 83.7% , Facebook which is 37.3%, Google+ which is 28.4%, Twitter which is 23.5%, Linkdin which is 18.6% users are more active in this social media site

6) Frequency in visiting social media site.

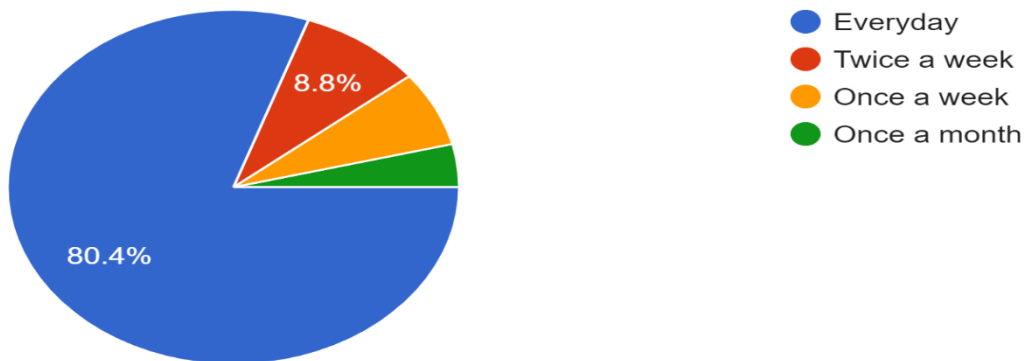


Chart-6

It is observed in survey that respondent is using social media everyday which is 80.4% and then twice a week which is 8.8%

7) What is duration of repondent to spend in social networking sites per day.

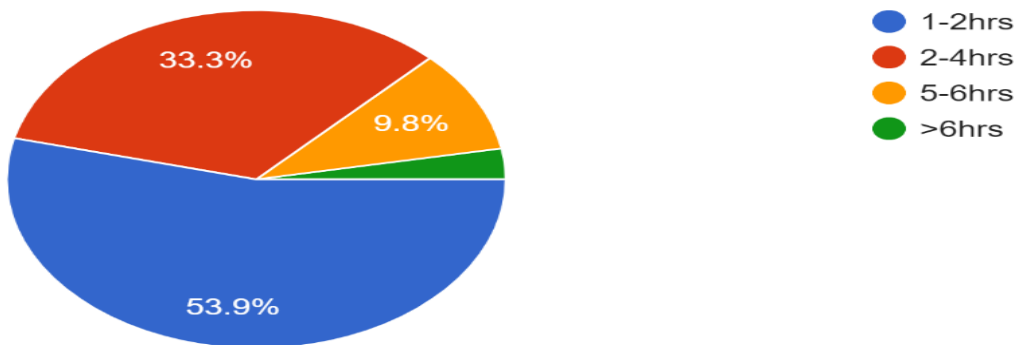


Chart-7

As per the survey majority respondent spend 1-2 hrs which is 53.9% than 2-4 hrs which is 33.3%

8) Are these social networking sites providing enough information to motivate respondent to buy product/services.

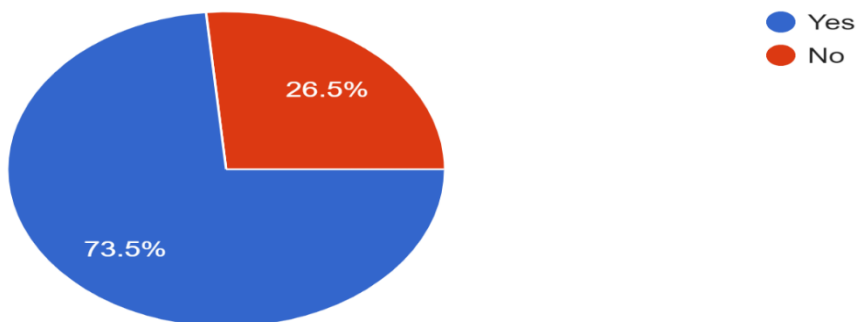


Chart-8

As per survey social media motivate to provide enough information which is 73.5 and 26.5% doesn't motivate to respondent

9) To what extent does a social media presence influence respondent purchase decision.

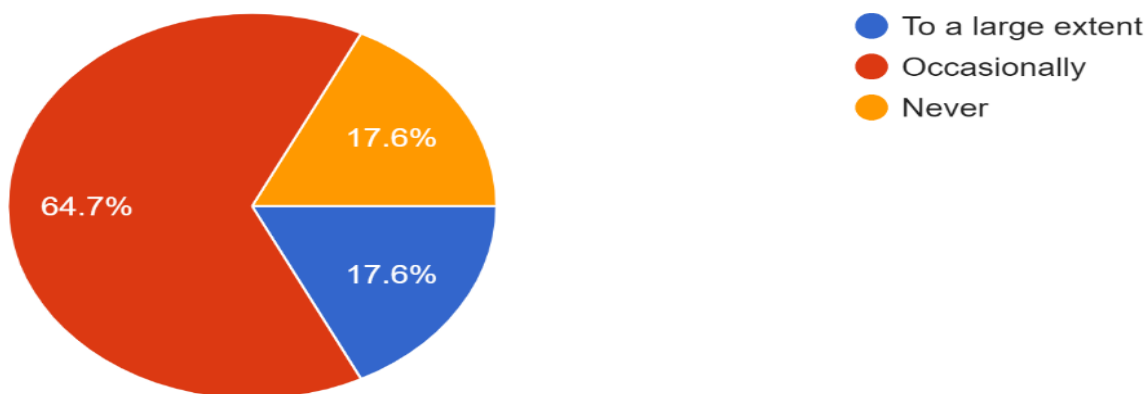


Chart-9

As per survey 64.7% respondent **occasionally** influenced by the social media for their purchase decision and there is equal ration which is 17.6% to influenced **to a large extent and never**.

10) How social media marketing have impact on young minds

Degree	Responses													Avg
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	
Strongly Disagree -1	13	20	20	16	18	14	13	12	12	14	10	15	13	15
Disagree -2	25	26	9	21	32	19	17	15	13	20	19	21	27	20
Agree -4	58	48	65	57	39	52	59	58	59	55	57	50	46	54
Strongly Agree-5	6	8	8	8	13	17	13	17	18	13	16	16	16	13
Result	H0 Rejected	H0 Rejected	H0 Rejected	H0 Rejected	H0 Rejected	H0 Rejected	H0 Rejected	H0 Rejected	H0 Rejected	H0 Rejected	H0 Rejected	H0 Rejected	H0 Rejected	H0 Rejected

Table - 1

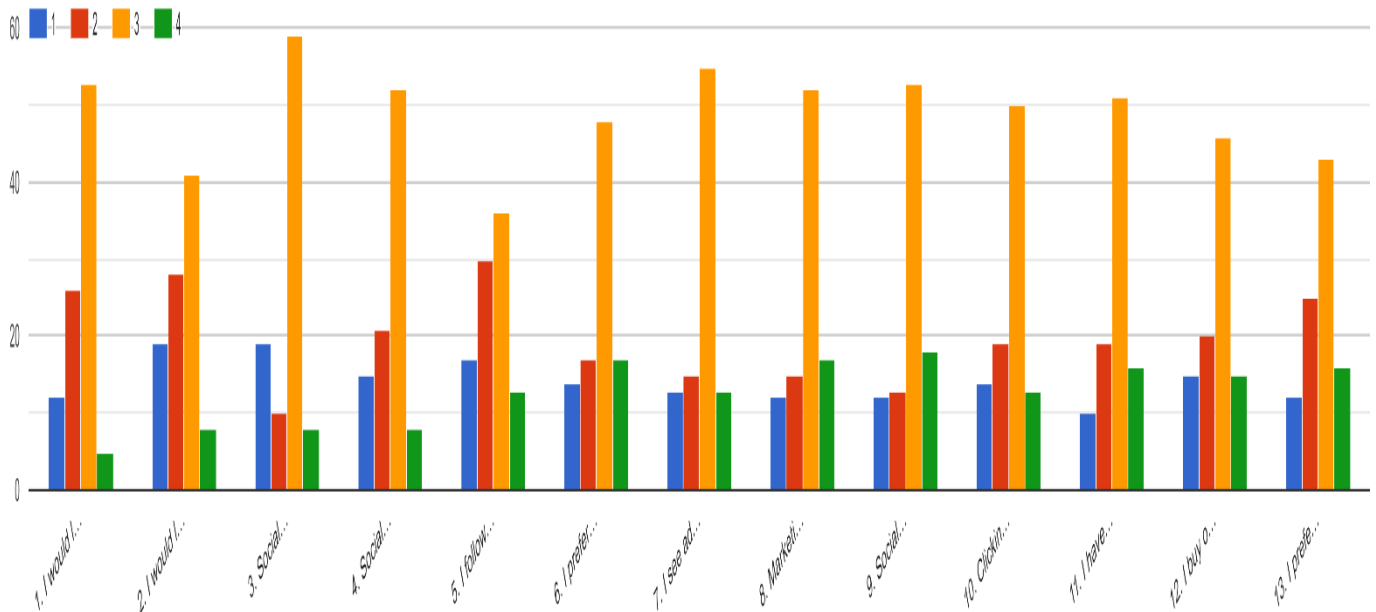


Chart-10

Findings

Sentiment score for the entire questionnaire is 3. This indicates that the respondents agree on the impact of social media marketing on young minds. Social media marketing influenced young generation purchase products or services. It is observed also that young minds are indulged in social media platforms to make a decision about buying products as they are very active on this platform. So social media is an effective tool for marketing to motivate or influence the young generation.

Conclusion

Social media marketing has had a massive influence on today's generation. Based on this research, we can see how social media marketing has influenced and inspired youngsters to purchase products or services and social media marketing plays an important role to motivate today's young generation. As the way social media marketing is promoted and handled now. At the same time as per the survey, young generation prefer both online and offline shopping but they avail products occasionally through social media. As per the research, young generation are more active on social media sites and they are at least active in two social media platforms on a regular basis. Today's generation are having social media accounts like Instagram, Facebook, Twitter, LinkedIn, Google+, WhatsApp, Reddit, and many more but as per findings, young generation are more active on Instagram pages and also as per the survey they visit social media sites on a daily basis and spend approximately 1 to 2 hours daily in this platform. It is also observed through the survey that young minds are motivated and influenced by social media platforms and they are getting more information about the product through social media.

As per the research Young generation make the purchase decision through social media occasionally as these social networking sites providing enough information to motivate young generation to buy product/services.

Limitations

- The researchers have very less time to collect the data.
- The researchers have restricted its area of research only to Western Mumbai.
- This research produced not look at brand-specific advertising, but looked at social media marketing communications generally, which could possibly open up a path for further investigation.

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