

IMPACT ON SOCIAL MEDIA MARKETING OF YOUNG MINDS

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Abstract

The company's marketing operations have been impacted at a new level by recent advancement in the field of internet-based social media technology, which provides a fantastic chance for businesspeople to interact and create strong connections with their target customers. The use of social media has expanded, and it now satisfies internet users. It also provides a platform for businesses to reach out to clients 24 hours a day, seven days week, and it has greatly changed customer perceptions and attitudes during the purchasing process. Because of this, businesses cannot ignore the value of social media platforms. With this background data, it was possible to examine and discover the attitudes of the younger generation (aged 19 to 30) towards social media advertisements, as well as see if there was any impact on their purchasing behaviour. The report uses a descriptive research approach and a closed ended questionnaire to obtain primary data from Madurai social media users.

Key words: Social Media Marketing, Youngster, Social Media Network

Introduction

Social media marketing is a new tool. It is the systematic application of marketing philosophy and techniques to achieve specific behavioral goals which ensure social good. Social marketing promotes the consumption of socially desirable products and develops health consciousness. It helps to eradicate social evils that affect the society and quality of life. The internet is a formidable weapon and since its inception, the social media revolution has occurred. Social media is transforming the information era into a social network era, and it is the medium through which individuals and businesses communicate. Companies now have a larger platform to meet customers in new and inventive ways, as well as a global potential. Companies may simply learn about their target clients and approach them at any time (24x7). Social media networks such as Facebook, Twitter and YouTube are dynamic platform that let businesses connect with their target customers through online. When compared to other forms of advertising, it is quite inexpensive and allows businesses to communicate directly with their customers.

Marketing strategy utilizing social media plays an important part in establishing brand image, resulting in repeat purchases, and increased economic value. Social media marketing strategies gain traction through websites and links to other social media sites. It raises awareness with the goal of grabbing the user's attention while also keeping them informed. Social marketing is a powerful instrument for influencing customers to buy and buy again, as well as building a brand image. Customer affect brand value, and customers influence other customers. These occurrences have an impact on repurchases, which has an impact on future profitability and long-term organizational viability. With the emerging of the internet, consumer perceptions have shifted dramatically toward online marketing. Because the bulk of the young population spends so much time online daily, marketers are finding it to be the most effective platform for interacting with the public. They have discovered that using social media to market their items is the easiest way to reach to potential customers or purchasers.

Review of Literature

1. 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 societies has gained acceptance and received positive feedback. The studies show that social media influences young people that is both positive and negative.
2. Hilde A.M.Voorveld, Gude van Noort, Daniel G. Muntinga & Fred Bronner (2018), Engagement with social media and social media Advertisement. 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.

Objective of the study

1. To understand the impact of social media marketing on social media users, especially youth.
2. To study how social media marketing influence youth to buy product or service.

METHODOLOGY

The present study is concerned with the Impact on Social Media Marketing on young minds in Madurai District. Data were collected from both primary and secondary sources. The primary data were collected from various Social Media Marketing users in Madurai district through structural questionnaire. Secondary data have been collected from published sources like books, Journals, research dissertations, documents.

SAMPLING DESIGN

The study aims at analyzing the Impact on Social Media Marketing on young minds in Madurai District. A total of 150 samples were taken for the study. Convenient sampling method has been used to collect the data.

TOOLS FOR ANALYSIS

Data are analyzed by using SPSS package. It was used for quantifiable variables. Then the tables were prepared by using statistical techniques such as visualization percentage analysis, Chi square test and Garrett Ranking.

Data Analysis

Table 1
Gender of the Respondents

S.No	Gender	No of Respondents	Percentage
1	Male	70	46
2	Female	80	54
	Total	150	100

Source: Primary data

Table1 shows that, 54 percentage of the respondents are female members and remaining 46 percentage of the respondents are male members.

Table 2
Age of the respondents

S.No	Age	No of Respondents	Percentage
1	Below 25	56	37
2	25 - 30	42	28
3	30 - 35	34	23
4	Above 35	18	12
	Total	150	100

Source: Primary data

Table 2 inferred that, 37 percentage of the respondents are below 25 years old, 28 percentage of the respondents are age group of 25 – 30 years old, 23 percentage of the respondents are 30 – 35 years old and remaining 12 percentage of the respondents are above 35 years.

Table 3
Usage of social media tools

S.No	Media	No of Respondents	Percentage
1	Facebook	28	18
2	Instagram	63	42
3	LinkedIn	22	15
4	YouTube	37	25
	Total	150	100

Source: Primary data

Table 3 shows that, 42 percentage of the respondents are mostly used for Instagram, 25 percentage of the respondents are used for YouTube, 18 percentage of the respondents are used for Facebook and 15 percentage of the respondents are used for LinkedIn.

Suggestions

1. It is suggested that social media users have to remember the purpose of using social media and stay remained use the informative sites and also aware of privacy issues involved in the use of apps.
2. To secure the future of children teachers and parents should check out what they are doing on social media.

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 generations are having social media accounts like Instagram, Facebook, Twitter, LinkedIn and YouTube, 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 survey that young minds are motivated and influenced by social media platforms and they are getting more information about the product through social media.