Effectiveness of Social Media Advertisements among Youth

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Abstract: Social media has become a new avenue for social interaction and social motivation. To select the product is never a problem nowadays as everything is available in a single click, but to select the best and most suitable one that can better serve our purpose is a Herculean task. Advertisement can help us a lot in this regard by giving the best suggestions. So this study seeks to find out the effectiveness of social media advertisements among youth. Youth constitutes the major portion of the consumers as well as the social media users. Primary data is collected from a structured questionnaire with a sample size of 60 youth which is the representation of whole youth of Meenachil Taluk in Kerala. By this research we found out that youth is aware about the usage of social media as a marketing tool.

Index Terms – Social media, Youth, Marketing tool

1. Introduction

A popular mode for social communication is social media. The 21st century uses social media networking in their day to life. Millions of youngsters use social media websites to search their friends online and communicate with them chat, share videos and photos. Advertisement is the keystones in our day to day life. Advertisements have become the torch bearers for the consumers who are lost in the flood of merchandise that are emerging day by day.

Marketing tools are tools that companies use to develop and promote their product and services. The word ‘Tools’ refers to techniques strategies and materials. The majority of businesses use different marketing tools for boosting their sales. Tools include advertising, Hootsuite, direct mail and market research etc.

In today’s competitive world, brands are fighting for space in the minds of customers. Through the traditional modes of advertising and marketing like television, print media and outdoor media will contribute to a major channel of the advertising budget, they cannot be solely relied upon to ensure reach to target audience. Using social media like blogs and networking site for marketing increases its importance.

Social media have a significant influence on youth. So it have a potential to be used as a marketing tool. Hence, it was decided to conduct a study on Awareness and Usage of Social Media as a Marketing Tool among Youth. The study has been conducted from the point of view of young social media users of Meenachil Taluk.

Scope of the Study
The study cover the effectiveness of social media advertising among youth. The study was conducted among the youth of Meenachil Thaluk who belongs to the age group of 18-35 years. The scope of the study is limited to 60 respondents of Meenachil Taluk.

Statement of the Problem
Youth constitutes the major portion of the consumers as well as the social media users. Hence social media can be used as an effective marketing tool among youth by the companies. From this research, we try to identify the attitude of youth towards the use of social media advertising and factors influencing their purchase behavior. Hence the project is stated as “a study on the awareness and usage of social media as a marketing tool among youth with special reference to Meenachil Taluk”

Objectives of the Study
a) To find out the awareness and usage of social media as a marketing tool among youth.
b) To measure the level of satisfaction of customers in purchasing products marketed through social media.
c) To identify the factors influencing purchasing decision of youth.
d) To find out the problems faced by customers while purchasing product marketed through social media.

2. Review of Literature

Kelly O. Cowart et al (2007): The study overviewed the influence of consumer decision-making on online apparel. Study showed that five different factors were positively correlated with online apparel shopping wherein one factor was negatively correlated with online spending done by students. This paper investigates the motivational factors for online apparel consumption shoppers by using the Customer Satisfaction Index (CSI). Study reveals that impulsive buyers spend more money and time for online apparel shopping.

Yoo – Kyoung Seock, Lauren Bailey (2008): A study for identifying the influence of college students shopping orientations and online information searches and purchase behavior on the basis of their gender difference. It analyze that there is no differences in shopping orientation and online shopping between men and women.
Ruchi Sachdev (2010): To find out the impact of use of social networking sites on their social interaction. He focused on the positive as well as negative impact of these social networking sites on the Indian youth and also the ethical responsibilities of the users of these sites.


Amrita Pani & Mahesh Sharma (2011): Study of future social media marketing. Study revealed that Social Networking sites like Myspace, Orkut & Facebook were widely used. To get influenced by Gen-next consumers in India, there should be changes in their brand choices, shopping behavior and lifestyle pattern which resulting through their social media. Marketer should implement well designed marketing campaign for penetrating new media segment.

K.Vimaladevi, Dr. M. Dhanabhakayam (2012): It identify the factors influencing consumers attitudinal behavioural. The person who are interested in getting more quality information about products from the person who already used that product. While making decisions about new trend of marketing word –of-mouth (WOM) is important information source used by a consumers.

Godfrey Themba and Monica Mulala (2013): Study indicated that purchase decisions of students get influences by involvement level of product related e-WOM and positive behavior of students. Study focused on engagement in brand related e-WOM via social media which influences purchase decisions. Study find out explosion of Social Networking Sites and growing influence of e-WOM on decisions of the consumers, so companies can take competitive advantage by using the power of social media for e-WOM.

Jugal Kishor, Prof. V. K. Singh (2014): An empirical study on shopping tendency through social networking sites. This research explored factors affecting shopping attitude on social networking sites which focused on different kind of payments methods used for the shopping on social networking sites.

V. G. Jisha (2014): A pragmatic study on usage and impact of social networking sites among college students. The aim of the study was revealing the mysteries that why students concentrate more on social networking sites with reason was more on for their livelihood and also acts as a sustaining tool for college students in their job opportunities.

Jeen Sulim et al (2015): Study developed model of consumer touch-point satisfaction for online purchase. It covers the effects of searching online products and experience of customers with satisfaction of online marketers. It also covered understanding of customer loyalty intention and product purchases. Study concluded that online consumers have different shopping experience and different levels of knowledge with different perceptions about online shopping sites for that it is important for online companies to developed best strategy for exploiting maximum touch points of customers.

Monika Ramsunder (2011): Study explored various opportunities for online consumers takes their purchase decisions based on networking sites has play a significant role and marketers should aware about the consumers purchase decisions . Study suggested strategies for companies have dedicated social media fan page,online banners and online advertisement etc.

E. B. Khedkar (2015): Study find out the factors that are affecting customer’s satisfaction for online shopping. The insights were developed customer satisfaction and what all affect customer’s satisfaction during online shopping. Study was important for evaluating and enhancing their performance of online shoppers.

3. Research Methodology

Sample Study

There are many ways to select a sample and the study of this is called sampling theory. Convenience sampling technique is used for collecting samples under the study. Convenience sampling is a non-probability sampling technique; this technique is selected because of their convenient accessibility to the researcher.

Sources of Data : Being a descriptive and analytical study, primary data and secondary data are used.

Primary Data: Primary data is collected for analysis and interpretation of the study. These are collected through a structured questionnaire.

Secondary Data: Secondary data are collected from published sources such as magazines, books and journals.

Tools and Techniques: The data collected through questionnaire were analyzed and interpreted with the help of mathematical tools such as:

Percentage Analysis

Percentage analysis is often used in data presentation as they simplify members by binding all data to 0-100 ranges. With the use of percentages it helps in relative comparison when the data are reduced in the standard form with the base equal to 100.

Pictorial Representation

Pictorial representation of facts using tables, bar diagrams such as simple bar diagram, multiple bar diagram, pie chart etc.

Sample Size: The sample size is 60 youth. The sample size of 60 youth is the representation of whole youth of Meenachil Taluk.
4. Findings and Discussions

- Age wise classification of respondents shows that 50% come from age group 20-24.
- On the basis of gender wise classification 61.67% of respondents are female.
- 58.33% of respondents are students.
- All of the respondents are attracted by noticing social media advertisements.
- About 51.67% of respondents are partially aware about the usage of social media as a marketing tool.
- Almost all of the respondents preferred to get awareness of various brands.
- Most of the respondents are the daily users of social media.
- Only 35% of the respondents are using internet for media sharing sites (videos, photos, music etc).
- With regard to source of information, majority of the respondents 71.67% are satisfied in purchasing products marketed through social media.
- Almost 96.67% of respondents are comfortable with collecting information about product from social media.
- It is found that 17.69% of respondents are satisfied with the easiness of safety of payments through social media.
- It is identified that 27% of respondents are made their purchasing decisions on the basis of quality of the products.
- It is observed that 78.33% of respondents consider the online ratings and reviews of previous customers while making purchase decision.
- With regard to respondents 47% have faced problems while purchasing products advertised through social media.
- It is identified that 58.33% of respondents are opt cash on delivery as their mode of payment.
- Only 10% of respondents have faced data security threats while purchasing products through social media.

The data collected was analyzed thoroughly and the following findings were derived out of the 60 different samples collected from the youth of Meenachil Taluk.

It was found that age wise classification of respondents shows that 50% come from age group 20-24. This shows that 20-24 years old are more likely to be influenced by advertisements both in a positive and negative sense. Out of this 58.33% are students. On the basis of gender wise classification 61.67% of respondents are female. More than half of the total respondents were females and this can point to the variety of materials available in the market with the main aim of tracing female customers than the males. This may also due to the higher rate of beauty conscious sense in females than males.

Most of the respondents are daily users of social media. The increased use of social media among the youth have paved way for them to get attracted by the social media advertisements. Almost all the respondents preferred to get awareness of various brands. This has helped them to select the best products according to their needs. About 51.67% of respondents are only partially aware about the usage of social media as a marketing tool. Others just fall prey to these ads.

About 78.33% of respondents consider the online ratings and reviews of previous customers while making purchase decisions. It is found that 17.69% of respondents are satisfied with the easiness of safety of payments through social media. 58.33% of respondents were opt cash on delivery as their mode of payment. 47% of respondents have faced problems while purchasing products advertised through social media. Only 10% of respondents have faced data security threats while purchasing products through social media. Majority of the respondents 71.67% are satisfied in purchasing products marketed through social media.

The findings shows that majority of the respondents opt social media as the best option for purchasing things. The advertisement play a vital role in the huge increase of consumers. The detailed information about the products, access to different varieties of products meant for the same use, ease of purchase etc has influenced the online purchasing that growing in demand day by day. As long as the user of social media falls into the youth category, the social media advertisements can have effective influence in their life.

Limitations of the study

- The study is restricted to youth of Meenachil Taluk.
- This is undertaken on the basis of samples taken. So, the study suffers from limitation of the sampling.
- Ignorance by the respondents will affect the result of the study.

Suggestions

- Respondents suggest that the quality of the product is one of the most significant factor that affect the customer satisfaction so the measures have to be taken to ensure the quality of the product especially dress materials marketed through social media.
- Some of the respondents recommend that measures have to be taken to increase the safety of the payment mode.
- Few of the respondents suggest that measures have to be taken to ensure the security of personal details.
- Some of them recommend that measures have to be taken more care with the area of delivery.

5. Conclusion

Social networking sites are more popular nowadays and several activities are being performed through this medium. After performing a range of analysis, several conclusions have been drawn from this study. Results show that youngster’s employees and students show greater interest on social media marketing tools. The studies show that the youngsters are satisfied with products marketed through social media. This study attempts to measure the awareness level of youth towards the usage of social media as a marketing tool and also their level of satisfaction towards products marketed through social media. This study also tries to shed some light on the factors affecting the purchase decision of youth. Also the problem faced during purchase of products marketed through social media is also analysed.

The youth notices the social media advertisements and from the study, it is found out that the youth is highly aware about the usage of social media as a marketing tool. Also, the study reveals that the factors affecting the purchase decision of youth are price, quality, offers, brand name and word of mouth publicity. Even though youth have faced problems like inferior quality of products, network connectivity issues etc., it is evident from the study that they are satisfied with products marketed through social media.
From above research study it can be concluded that social media can be used as an effective marketing tool among youth and the youth is aware about its usage as a marketing tool.

REFERENCES


