SOCIAL MEDIA INFLUENCE AMONG YOUTH CONSUMERS

B.Balasundari*   Dr.M.Ganesan**
*Ph.D., (Part Time) Scholar, Department of Commerce,Vidyasagar College of Arts and Science,Udumalpet.
**Associate Professor, Department of Commerce,Vidyasagar College of Arts and Science, Udumalpet,Tamilnadu.

Abstract
In the modern era, the using of Social websites by consumers has mostly increased and usages of Social Networking Websites have extensive effect on these consumers in various ways. There are many online networking sites which influence the youth consumer behavior. Social websites like Facebook, Twitter, Instagram, YouTube etc. is having many features which affect and attract many numbers of people. In today's life Social Media become a very strong useful tool using by the consumer in buying decisions. Social Media Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising. It is already known that how various marketing tools and techniques can increase number of selling articles is the main aim of every businessman. The main aim of this study is to examine how social media marketing will influence the final youth consumer behavior among person who mostly uses social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behavior of the youth consumer.

Keywords: Social Media, Consumer Behavior, Business Strategy.

Introduction

Information and Communication Technology (ICT) has brought down the access to the world through hand-held devices in the recent times. The evolution of computing software-technology has been cracking many new concepts and customer convenience applications, those applications can be easily downloaded by any person who holds smart-phones. Youth of today are very much concerned to this device.

Social media a web based application that enables users to create and share content or participate in social networking. These web based applications helps people to share content quickly, efficiently and in real-time. The ability to share photos, opinions, events, etc in real-time has transformed the way we live and also, the way we do business. Social media is also known as social communication. Today social media has impacted the public and it has become part of life for everyone. Social media was created by Andrew Weinreich in 1997 named Six Degrees, this was pretty popular with users until 2003. Until Tom Anderson created MySpace. Social media helps the users to feel that they are involved; they are able to participate in things that are happening around the world. It is estimated that 2.77 billion are using social media around the globe. Social media provides opportunities to develop or explore reading, writing, and critical thinking skills. It helps to raise their voice against unjust act or issues.

Billions of people worldwide use Social media networks. In terms of marketing, it is is one the most cost-efficient digital marketing methods used to syndicate content and increase business visibility and the way to reach mass amount of consumers. Consumers that support a cause, product or service or more likely to share posts from major corporations and not-profit oranisations. Implementing a social media strategy will greatly increase brand recognition since there exists an opportunity of engaging with a broad audience of consumers.

Internet Usage and Social Media Penetration In India

India has 560 million active Internet users as of 2019. India is the second-largest online market, behind China. Majority of the India's internet users are mobile internet users, who take advantage of cheap alternatives to expensive broadband/wi-fi connections that require Portable Computers (PC), laptop and other equipment. Indian mobile data users consume 11 gigabits (GB) of data each month on an average, India is the highest globally, ahead of markets like China, the US, France, South Korea, Japan, Germany, and Spain. The overall data traffic in India increased by 47 per cent in 2019 driven by continued 4G consumption. 4G constituted 96 per cent of the total data traffic consumed across the country while 3G data traffic registered its highest-ever decline of 30 per cent. Indians' have 1.2 billion mobile phone subscriptions in 2019[1].

Social Networking Sites	Monthly Visits	Mobile Traffic Share (in percentage)	Desktop Traffic Share (in percentage)
Facebook	1.6 Billion	99.25	0.75
You Tube	1.2 Billion	59.95	40.04
Quora	215.8 Million	98.89	1.11
Instagram	191.1 Million	99.02	0.98
Twitter	125.2 Million	97.81	2.19
LinkedIn	29.9	90.97	9.03

Source: Internet and Mobile Association of India (IAMAI)

290 million active social media users in India access social networks through their mobile devices. Median age of India **is 27.1 years**. Millennials and Gen Z are the main contributors for social media usage in India. **52.3 %** of social media results come from millennials. **28.4 %** of social media conversations are from Gen Z and **15.1 %** from those aged **35-44**. 97 **%** of Indians who are connected to the internet watch videos online. Facebook and YouTube are the most popular social media networks in India, Amazon and Flipkart are the most popular online shopping platforms and TikTok is the most downloaded app of 2019[2].

Social Media marketing is a type of online marketing that utilizes social networking as a marketing tool. The aim of this is to produce content that users will share with their social network to assist an organisation increase brand exposure and broaden customer reach. Companies can get direct feedback from customers through social media marketing (and potential customers) while making the company seem more personable. The interactive components of social media offer customers the chance to raise queries or voice complaints and feel they are being heard. This side of Social Media Marketing is called social customer relationship management (Social CRM or SCRM). Kozinets, et. al. (2011)[3] Social Media provides unique opportunity to use word-of-mouth marketing to a widespread audience, supporting consumer-to-consumer communication and advancing brand awareness through a large-scale social network.

---

[1] Statista reports 2019, Nokia
[2] Statista reports 2019 and Kantar IMRB ICUBE Report
[3] Kozinets, R, de Valck, K., Wojnicki, A., & Wilner, S. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. Journal of Marketing, 74, 71-89.

Kohli, ET. al. (2014)[4] unlike print or television advertising, social media is not an advertising platform in and of itself, and as a result, companies can be challenged with determining how consumer's information and engagement impact the branding process. Comments that are positive in social media can have positive impact, but negative comments can also be a part of the brand dialogue and may not be able to be controlled by companies that are using social media for marketing. At the same time, consumers participate in the discussion and exchange their views that influence the branding process, all the while paying very little attention to their participation in the branding or marketing process.

Web gives people more power to control various aspects of their lives: their time, their money, their decisions, their gratification, their knowledge, and their communication. In the case of firms, Web allows them to build and manage relationships with individual customers in a much more cost-effective manner than other possible domains. In a short-span of time, it becomes possible to reach large masses.

Kaban (2012)[5] in parallel with the rapidly developing technology in the 21st century, consumption patterns, requirements, and expectations are changing. Consumers are now using new communication channels, and they've switched from passive and follower mode to active and participator mode. Differentiation of communication styles and mediums changed consuming perception and consumer behaviour.

Businesses looking for alternative solutions to respond to ever-changing consumer requests and to satisfy them will be able to survive and outscore their rivals. That's why knowing about consumer behaviour during purchase processes and factors affecting purchasing behaviours' are key skills in this area. Also, it is therefore necessary for consumer research to examine and understand consumer behaviour is essential in digital environment. Research has been happening over the last decade, with increasing amounts that focus on digital consumer behaviour issues.

Need For the Study
Consumer behaviour studies are never ending, this is because year-by-year factors influencing the consumers has been changing, traditional values has been forgotten or elevating over the traditional values can be seen in the society, due to the infatuation towards western styles. Besides, outcome of the telecommunication boom has been affecting the people, the use of smart phones and the upshot of various social media, has influenced this people, to use the social media irrespective of the age-group, however, younger generation show highly craze in using the social media. Social Media has become part and part of everyday life for every citizen. Business organisations looking to promote their products and services, this is because, social media has multiple positive impacts on business in terms of brand recognition, customer engagement, revenue, and customer service. It has become a great tool to evaluate business competitors for their growth. Social media has become an essential piece of business marketing strategy. Social media platforms help connect with customers, increase awareness about brands and boost sales. Social media helps to increase brand awareness among consumers, as businesses can create awareness by building company image, increased exposure with consumers, this

---

[4] Kohli, C., Suri, R., & Kapoor, A. (2014). Will social media kill branding. Business Horizons, 1171, 1-10. DOI: 10.1016/j.bushor.2014.08.004.

[5] Kaban Kadiogly, Z. (2012), "New Generation of Consuming Perception and Turkey at Information and Communication Technologies Era, Social Media/Academy, Istanbul, Beta Publishing, p.156.

in turn, converts potential consumers to actual customers. Social media networking provides access and is a powerful toolkit for highlighting and acting on issues and causes that affect and interest youth. Social media networking services can be used for organizing activities, events, or groups to showcase issues and opinions and make wider audience aware of them. Social media helps the business enterprises to increase brand awareness, drive traffic to business websites, generate new leads, grow revenue, boost brand engagement, build a community around business, provide social customer service, and increased mention in press.

Marketing has evolved from brick-and-mortar to electronic commerce (e-commerce), mobile commerce (M-Commerce) and now it is social media marketing. Consumers to-day have the facility to comment on the products and services, through the social media, these comments when they are positive, it influences other consumers to buy and consume the products and services, and when it is negative it affects the brand and the company. Many researches are on-going towards social media marketing, this has turned to be a interesting topic of recent years for the researchers and the business, the result and suggestions given by the researchers would benefit the whole community, i.e. consumers and the business to elevate to the next stage by planning, and make the social media marketing a good source of information that would help the rest of the consumers and business.

Significance of the Study
Social Media has been influencing the society; advertising in social media networking sites is one of the most widely used promotion techniques in today's business world. Social media targeting is a method of optimizing social media advertising by using profile data to deliver advertisements directly to individual users. Social media targeting refers to the process of matching social network users to target groups that have been specified by the advertiser. Social media advertising is a form of online advertising that focuses on social media. Using social media to promote a brand or create brand awareness among the social media groups. Social media can spread information to millions of users within few seconds. Therefore consumers' perception should be studied thoroughly when business enterprises want to aim the positive effectiveness of advertising. Since, this research aims to study the consumers' perception towards social media marketing and advertising. Perception is an idea, a belief or an image that has a result of how consumers sees or understands social media marketing, and how they are influenced to buy products and services through social media or brand sites. Influence of social media advertisements that have a primary goal of tempting consumers to buy products and services. It would be valuable to know whether the influence of social media advertisements lead to purchase of the products and services.

Scope of the Study
Social media is reaching its boundless figures and rapidly growing especially, in developing country like India. The audience can be broadly accumulated as everyone using the internet and social media. Apart from the additional factors of using social media, such as brand awareness, etc. organisations are increasing their budget for its wider range of onlookers and perceived credibility. Purchasing online has contributed a lot towards generating revenue. Also, social media reviews and opinions affect the purchase decision process on a large basis. Web 2.0 has come up as a new face of internet, supporting participatory information sharing, interoperability, user-centered design and collaboration on the World-Wide-Web. Social media, a blend of technology and social interaction for the co-creation of value, has become immensely popular world-wide in almost all walks of human activities such as Education, Business, Healthcare, Marketing, Customer Relationship Management, Research, etc. The information explosion has significant imprints on Indian consumers irrespective of age-group. This

research study is undertaken in Tiruppur District, which has a narrow scope, the results may vary, but the concept can be applied to any area.

Statement of the Problem

Social media has becoming part-and-parcel of life today, and business enterprises are utilizing this opportunity of communicate with the social media group to convert them into an consumer through marketing and advertisements, this study aims to find out how far an individual is associated with the social media group, how far they are impacted with the social media, whether they are influenced by brand marketing on social media, whether they are satisfied or not with the social media advertisement, whether, they are going through the advertisements or just they only go through product reviews, how far they are influenced to buy the products and services, and association with social media are taken up for the study. Therefore, it is necessary to make further investigation which will expose the influence of social media advertisements on consumers' behaviour. The main prominence of this research is to identify and get insight into the main features of social media advertisements.

Objectives of the Study

The main objective of the study is Youth consumer perception towards social media influence.
Secondary objective for the study are:
1. To study the Youth consumers' association with social media.
2. To find out the factors influencing they use of social media.
3. To explore Youth consumers' attitude towards social media.

Methodology

Descriptive nature, as the study aims to find out the youth consumers' influence in the use of social media. The study is carried out through observation and survey using questionnaire.

Stratified random sampling method was employed to collect data towards social media influence among the youth; the data collection was made from various students of colleges in Tiruppur District.

Taluks	Total Population	Sample Estimated	Actual response received from Sample respondents
Tiruppur (North and South)	444352	500	472
Avinashi	340899	250	186
Palladam	245522	250	147
Kangayam	209385	250	188
Dharapuram	282752	250	153
Madathukulam	181386	250	126
Udumalpet	237861	250	178
		2000	1450

Source: Primary Data

Of the 1450 respondents only 960 have responded on time.   Among these 960 respondents, only 770 respondents' responses were found suitable for the analysis purpose. Hence, the exact sample size of the study is 770.

		No. of Respondents	Percentage
Gender	Male	579	78.8
	Female	156	21.2
	Total	735	100.0
Age	Below 20 years	81	11.0
	21 Years to 25 years	264	35.9
	26 years to 30 years	338	46.0
	above 30 years	52	7.1
	Total	735	100.0
Educational Qualification	Matriculation	81	11.0
	Higher secondary	134	18.2
	Degree	312	42.4
	Professional	130	17.7
	others	78	10.6
	Total	735	100.0
Marital Status	Married	397	54.0
	Separated	78	10.6
	Unmarried	260	35.4
	Total	735	100.0
Employment	Student	237	32.2
	Agriculture	212	28.8
	Public	130	17.7
	Private employee	104	14.1
	Self employed	52	7.1
	Total	735	100.0
Income	Upto Rs.25,000	54	7.3
	Rs.25,001 to Rs.50,000	291	39.6
	Rs.50,001 to Rs.1,00,000	338	46.0
	Above Rs.1,00,000	52	7.1
	Total	735	100.0
Residential Type	Rented	446	60.7
	Leased	210	28.6
	Self employed	79	10.7
	Total	735	100.0
Residential Area	Rural	158	21.5
	Semi urban	265	36.1
	Urban	312	42.4
	Total	735	100.0

27.6 per cent of the respondents awareness through friends, 40.3 per cent of the respondents awareness through online advertisements, 22.2 per cent of the respondents awareness through apps on mobile, 9.9 per cent of the respondents awareness through media. Majority of the respondents awareness through online advertisements (40.3 per cent).

Research Paper
Impact Factor: 6.462
Peer Reviewed & Indexed Journal
www.ijmsrr.com

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

Type of Social Media

	Frequency	Percent
Face book	73	9.9
Twitter	146	19.9
You tube	144	19.6
Skype	36	4.9
What App	261	35.5
Instagram	75	10.2
Total	735	100.0

Source: Primary Data.

How Long Have You Been Associated With Social Media

	Frequency	Percent
Less than one year	36	4.9
1 Year - 5 year	440	59.9
6 years to 10 years	185	25.2
More than 10 Years	74	10.1
Total	735	100.0

Source: Primary Data.

State The Purpose for Which You are Associated With Social Media

S.No.	Purpose	No. of respondents	Percentage
1	Pass time reading stories	172	23.4
2	View Movies and memes	175	23.8
3	Sharing subject of interest	203	27.6
4	Gaining knowledge in new fields	92	12.5
5	To Organise events	84	11.4
6	To raise awareness	9	1.2
	Total	735	100.0

Source: Primary Data.

Research Paper
Impact Factor: 6.462
Peer Reviewed & Indexed Journal
www.ijmsrr.com

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

Impacting Greater Participation In Social Networking Sites

Particulars	Sum	Mean	Std. Deviation
Knowledge Sharing	2180	2.97	1.21
Raising Social Issues and Campaigns	1807	2.46	1.24
Medium of Advertisements	3043	4.14	0.66
Sharing Experiences	3144	4.28	0.57
Online Shopping	3044	4.14	0.69
Video, Photo Sharing	3175	4.32	0.64
Source of Entertainment	3004	4.09	0.73
Get Movie Reviewed	2915	3.97	0.75
Social Identity	3225	4.39	0.58
Making Blogs	2861	3.89	1.00
Stress Buster	3107	4.23	0.72
Maintaining Relationship	3105	4.22	0.65
Trustworthy information	3004	4.09	0.88
Medium of Fund Raising	3292	4.48	0.74
Product Buying Decisions	3145	4.28	0.76
Free-bees	3050	4.15	0.87
Brand Monitoring	3090	4.20	0.83
Loyalty towards social media sites	3162	4.30	0.64
Stay updated	3063	4.17	0.90
Gaining More Information	2967	4.04	0.84

Source: Primary Data.

Reliability Analysis – impacting participation in social networking sites

Networking Sites	Scale Mean if Item Deleted	Cronbach's Alpha if Item Deleted
Knowledge Sharing	77.8272	.898
Raising Social Issues and Campaigns	78.3347	.900
Medium of Advertisements	76.6531	.885
Sharing Experiences	76.5156	.885
Online Shopping	76.6517	.878
Video, Photo Sharing	76.4735	.884
Source of Entertainment	76.7061	.886
Get Movie Reviewed	76.8272	.884
Social Identity	76.4054	.883
Making Blogs	76.9007	.886
Stress Buster	76.5660	.883
Maintaining Relationship	76.5687	.880
Trustworthy information	76.7061	.878
Medium of Fund Raising	76.3143	.880
Product Buying Decisions	76.5143	.879
Free-bees	76.6435	.879
Brand Monitoring	76.5891	.881
Loyalty towards social media sites	76.4912	.881
Stay updated	76.6259	.879
Gaining More Information	76.7565	.877
Mean		80.7932
Variance		85.194
Std. Deviation		9.23007
Cronbach's Alpha		0.889
N of Items		20

Source: Primary Data.

Conclusion

From the study it is found that youth consumers' are very much taking interest in social media. Today's youth are very much associated with social media, particularly games, movies, short plays, shopping, etc. However, there are few bad associations, but most of the youth are in good association.

References

1. Elham Al- Mukhaini (2014), The impact of social media on consumer buying behaviour, Sultan Qaboos.
2. University, College of Economics & Political Science, Information System Department, INFS 4481.
3. D. Voramontri & L. Klieb (2018),Impact of social media on consumer behaviour, international journal information & decision sciences, vol. x, no. y, xxxx Miceal Putter (2017), Impact of social media on consumer buying intention, journal of international business research & marketing, volume 3, issue 1.
4. Gulzar Asma & Maqbool Misbah (2018), Impact of social media marketing on consumer buying behaviour, research review international journal of multidisciplinary, Kirti Arekar (2019), The impact of social media on the effectiveness of consumer buying behaviour for electronics goods, the electronic journal of information systems evaluation, volume 21, issue 2.
5. Chitranshi Verma (2018), Impact of social media on consumer behaviour in Indian context, international journal of scientific engineering & research (IJSER) www.connextdigital.com.
6. www.statista.com.
7. www.searchenginejournal.com.
8. www.google.com.