

# Social Media as a Modern Marketing tool among Youths

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**Abstract:** Man is considered as a social being who likes the company of his fellow being. Existence of communication tools has made the life of man more valuable and comfortable. Due to his curious nature he has been constantly evolving to a wider horizon to fulfill his ultimate satisfaction.

In the sphere of marketing, there has been a great development of reaching out and touching the lives of new customers. In the past, techniques of marketing were primarily undertaken by ways of print media, electronic media etc but the scope of business was also limited to those persons who could possess a radio, television or newspaper at their home. Today the present world has been exposed to social media sites such as facebook, twitter, Hike messenger, Whatsapp etc, which plays a decisive role in advertising of various products of different brands. This study focuses on social media on buyer behavior

**Key Words:** Social Being, Customers, Media, Advertising.

## 1. INTRODUCTION:

The dawn of Indian Advertising marked its beginning when hawkers called out their wares right from the days when cities and markets first began. It was then that the signages, the trademarks, the press ads and the likes evolved.

Concrete advertising history began with classified advertising. Ads started appearing for the first time in print in Hickey's Bengal Gazette which was India's first newspaper. Studios mark the beginning of advertising created in India as opposed to being imported from England. Studios were set up for bold type, ornate fonts, fancier, larger ads. Newspaper studios trained the first generation of visualizers and illustrators

Marketing communication is a fundamental and complex part of a company's marketing efforts. Loosely defined, it can be described as all the messages and media you deploy to communicate with the market

Toady social media serves as a cost-effective communication channel for promoting brands to target audiences. Social media are the websites and applications dedicated to forums, social bookmarking, micro blogging and social networking such as Face book, Twitter, You tube, Instagram, LinkedIn, Wikipedia, Reddit, My space, Flicker etc

Social media is also used by the Business to market its products for increasing their profits. Marketing that is don via social networks is called social media marketing which draws attention towards what the customer thinks about the product or service and how customer requirements can be taken to development.

Social media marketing creates a buzz spreads through the internet through contact between users who in turn pass it on to their own contacts. Within moments, these messages spread like wild fire.

Another aspect is that it gathers all fans of a brand or company together and allows them to interact with one another, create an identity and communicate their interest for this brand or set products. It is also based on online conversations that cater around the business, and bring together current and potential customers. Their loyalty would also in turn promote ones brand and raise awareness amongst other possible clients.

There are few factors which must be considered in social media strategy such as

- Identification of goals
- Identifying target audience and their characteristics
- Plan for time frame for updating contents
- Strategizing competitor's move.

By considering the above factors the Social media strategies which are adopted by business are given bellow

- Finding the suitable social media strategy
- Integrating online and offline advertising
- Posting creative and micro contents on a daily basis
- Hiring an inbound marketer to manage online brand
- Inclusion of celebrities in social media
- Establish two-way communication model

- Invest in high Photography
- Dare to be different

## 2. METHODOLOGY:

This study is based on the data collected from primary and secondary data sources

- Primary data- Through Structure questionnaire
- Secondary data- Through Websites, books

## 3. OBJECTIVE:

- To have a glance on history of advertisement
- To study about the buyer behavior influenced through social Media
- To bring out social media strategies adopted by business
- To suggest how companies can effectively advertise their products and service through social media.

## 4. LIMITATIONS:

- Some respondents were not keen on filling the questionnaire
- Time factor was a constraint
- The respondents opinion could be bias
- This study was confined to one college students in Bangalore.

## 5. ANALYSIS:

Table 1. Gender

Scale	Female	Male	Total
Total frequency	25	25	50
Percentage	50	50	100

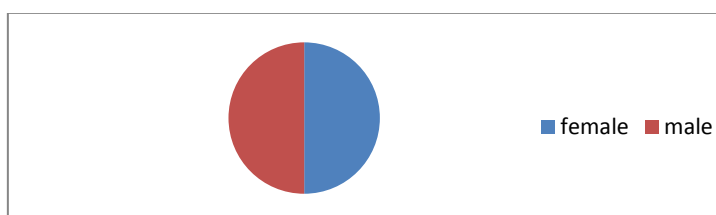


Table 2 EDUCATION PURSUING

Scale	M.com	B.com	MBA	Total
Female	12	8	5	25
Male	0	10	15	25
Total frequency	12	18	20	50
Percentage	24	36	40	100

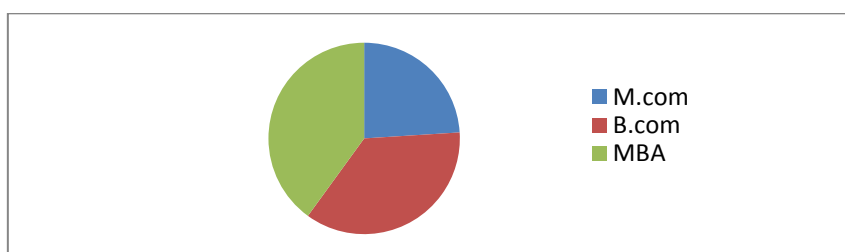


Table 3- USERS OF SMARTPHONES/COMPUTERS/LAPTOPS OR TABS

Scale	Users	Non users	Total
Female	24	1	25
Male	25	0	25
Total frequency	49	1	50
Percentage	98	2	100

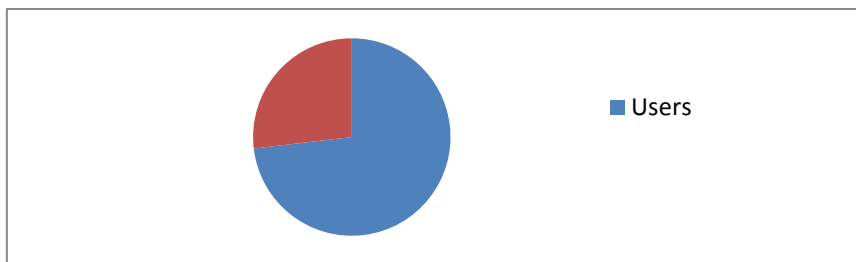


Table 4- AWARENESS OF SOCIAL MEDIA

Scale	Aware	Not aware	Total
Female	25	0	25
Male	25	0	25
Total frequency	50	0	50
Percentages	100	0	100

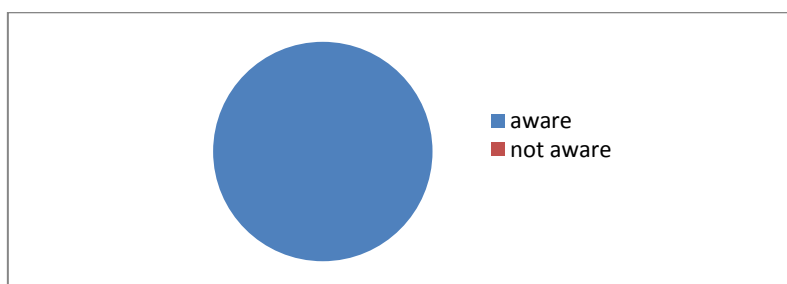


Table 5- SOCIAL MEDIA THAT IS ACCESSED MORE

Scale	Facebook	Twitter	Instagram	Linkedin	You tube	Total
Female	10	0	0	0	10	25
Male	15	0	3	2	10	25
Total frequency	25	0	3	2	20	50
Percentage	50	0	6	4	40	100

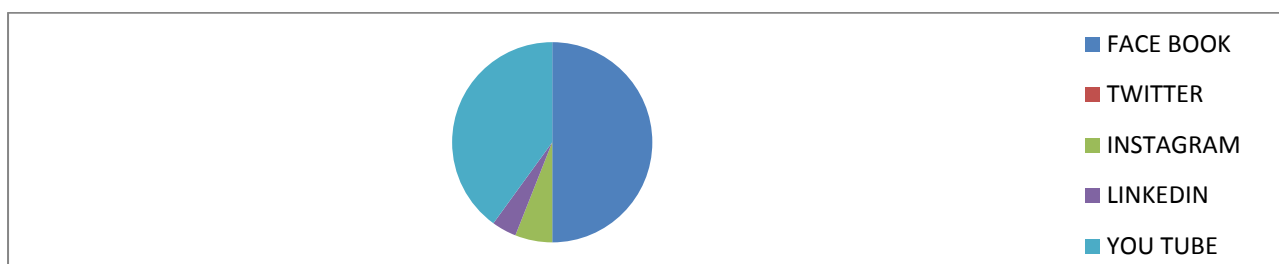


Table 6- IS YOU'RE BUYING DECISIONS INFLUENCED BY THE ADVERTISEMENTS FOUND ON SOCIAL MEDIA

Scale	Influenced	Not influenced	Total
Female	9	16	25
Male	8	17	25
Total frequency	17	33	50
Percentage	34	66	100

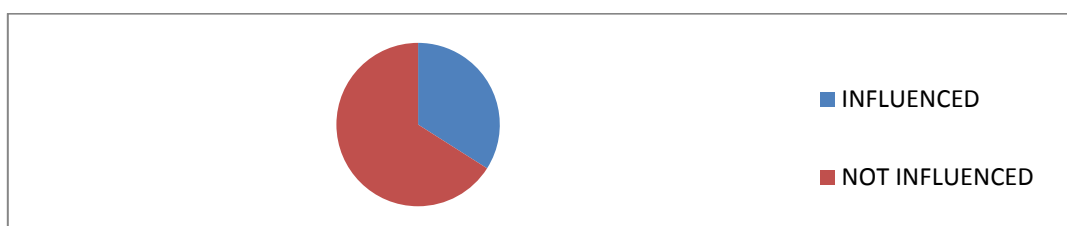


Table 6a EXTENT OF SOCIAL MEDIA INFLUENCE ON PURCHASE

Scale	Purchased	Not purchased	Total
Female	9	0	9
Male	5	3	8
Total frequency	14	3	17
Percentage	82	18	100

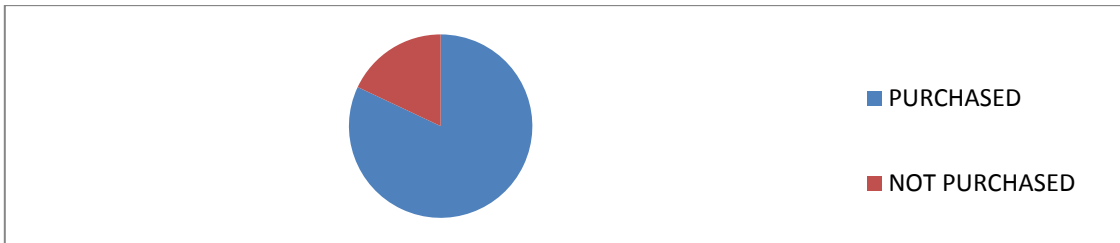


Table 6b) THE IMPACT OF SOCIAL MEDIA ON BUYERS FOR ATLEAST A PERIOD OF ONE YEAR

Scale	Influenced	Not influenced	Total
Female	9	0	9
Male	8	0	8
Total frequency	17	0	17
Percentage	100	0	100

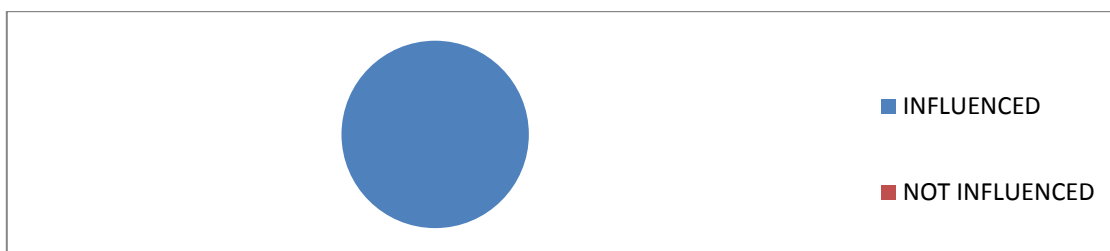


Table 6c THE IMPACT OF SOCIAL MEDIA ON BUYERS FOR UP TO A DECADE

Scale	Influenced	Not influenced	Total
Female	9	0	9
Male	5	3	8
Total frequency	14	3	17
Percentage	82	18	100

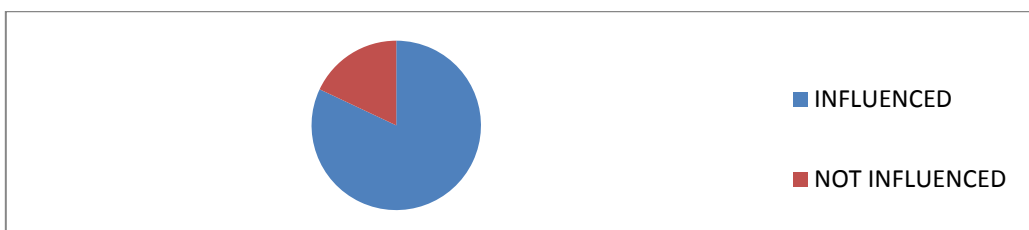
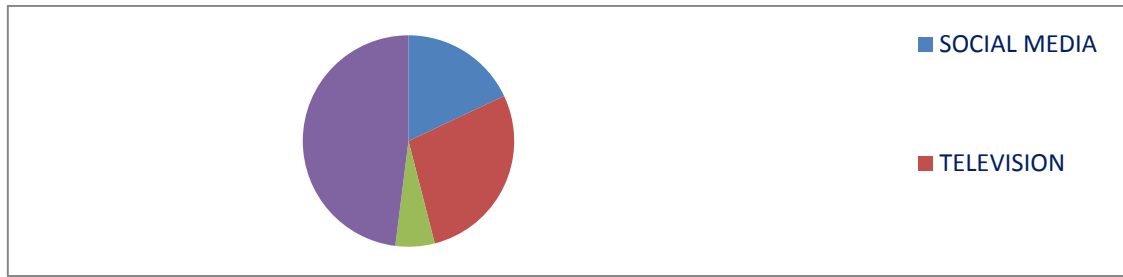


Table 7- TRIGGERS MAJORLY TO BUY THE PRODUCT.

Scale	Social media	Television	Magazines & News papers	Word of mouth	Total
Female	4	7	1	13	25
Male	5	7	2	11	25
Total	9	14	3	24	50
Percentage	18	28	6	48	100



## 6. FINDINGS:

- It is evident from the study that 49(98%) out of 50 students (considering them as buyers) use Smartphone's/computers/laptops or tabs.
- All the 50(100%) students are aware of social media.
- Majority of the student's i.e., 25(50%) out of 50(100) access to Facebook when compared to others.
- 17(34%) out of 50 students are influenced by the advertisements found on social media.
- Among those 17(34%) influenced students (considering them as buyers) only 14 of them have purchased the product on which they wear influenced through social media
- 14 out of 17 students felt that, they will get influenced by the advertisements posted on social media even after a decade.
- It is also found that , more than social media9(18%), advertisements found in television's14(28%) and word of mouth 24(48%) will trigger the students(considering them as buyers) to buy the product
- When asked the reason ,regarding why they are not influenced by the adds posted in social media , the reason given wear as follows  
Not trust worthy, Ignore advertisements, Change in the trend , Introduction of new technologies, advertisements given in TV and radio are more effective, Advertisements are not real, Strongly believe in word of mouth and Cant trust quality.
- When asked the reason , regarding why they think that they will get influenced for at most a decade by the adds posted in social media ,the reasons given wear as follows  
It helps to identify the latest products with offers, Wide verities of products are displayed, Short attractive contents are displayed, Improvements might take place when it come to the strategies adopted or in technology which is related to social media.

## 7. SUGGESTIONS:

Social media channels have a remarkable ability to attract customers with very brief statements, and they can lead the company's customers to valuable content located on respective company's websites. But to attract the customers and to create a sustainable influence of social media on buyer (concentrating on college students) the following must be adopted by business

- Modify the companies websites
- Identify the needs and expectations of targeted customers
- Produce good quality products , to gain the trust of the customers
- The advertisements which are published must be genuine
- The photos and videos must be of a good quality and it must depict the pictures of the products as it is in reality
- Request for feed backs and it must be taken in a positive manner to improve the product/services and develop the satisfaction level of the customers
- Request to share
- Try to advertise the products more when the offers are provided
- Invest in technology plat form

## 8. CONCLUSION:

Business today is being transformed from a transactional relationship to a social relationship. It has become very important for business to maintain good relationships by using the help of social media with its customers and then gain their feed backs to improve .Due to competitions, business has started to market their products even through social Media to stay in the market. Business have adopted few strategies when it comes to social media marketing such as finding the suitable social media, Integrating online and offline advertising, Posting creative and micro contents on a daily basis, Hiring an inbound marketer to manage online brand, Cross- promotion, celebrities in social media, Establish two-way communication model, Invest in high Photography, Daring to be different etc. All these strategies are adopted to attract and gain customers in huge number.

Even after adopting these strategies, it is found through the research that 33(66%) out of 50(100%) buyers are not influenced by the advertisements posted in social media, that means majority of the students (buyers) are not influenced by social medias because of the following

As they feel it is not trust worthy, as they ignore advertisements, Changing trend, Introduction of new technologies, Advertisements given in TV and radio are felt effective, they feel the advertisements given may not be real, many believe in word of mouth, but business has the ability to contribute towards the sustainable influence of social media on buyer behavior by adopting the following

- Must always try to modify the companies websites
- Must identify the needs and expectations of targeted customers
- Must produce good quality products , to gain the trust of the customers
- The advertisements which are published must be genuine.
- Must request to share
- The photos and videos must be of a good quality and it must depict the pictures of the products as it is in reality
- Must request for feed backs and it must be taken in a positive manor to improve the product/services and develop the satisfaction level of the customers

If all these contributions are made by the business, then there might be a chance for the buyers to get influenced in a sustainable manor by the advertisements posted in social medial.

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