

A Study On the Social Media Marketing Tool's Efficient Use Among Youth

**Jothi Rishi Vigneshvar J¹, Dr.N. Santhanavadivu², Dr.B. Jagadeeswaran³,
Dr.R. Bhuvaneshwaran⁴**

¹Ph.D Full Time Research Scholar, PG & Research Department of Commerce, Thiruthangal Nadar College, Selavayal, Chennai – 51.)

²(Associate Professor & Research Supervisor, PG & Research Department of Commerce, Thiruthangal Nadar College, Selavayal, Chennai – 51.)

³Associate Professor & Head, PG & Research Department of Commerce, Thiruthangal Nadar College, Selavayal, Chennai -51

⁴Associate Professor & Research Supervisor, PG & Research Department of Commerce, Thiruthangal Nadar College, Selavayal, Chennai -51

ABSTRACT

The Internet and its associated services are discovering innovative methods to reshape human existence. Social media is recognized as the most frequently utilized internet service among young people. Adolescents and youth globally engage with social media platforms to maintain connections with their friends and family members. In contrast to other forms of communication, social media possesses a global reach and attracts a vast audience. Marketing on social media is regarded as more cost-effective than traditional marketing strategies. Recent studies indicate a rising trend in the average time that young individuals are dedicating to social media platforms. Social media transcends geographical boundaries and operates independently of time constraints. More than 2.2 billion individuals worldwide are utilizing the internet and its associated services. India is making significant advancements in communication technologies. Recent studies indicate that the introduction of 4G LTE has transformed the manner in which individuals in India engage in social networking. The typical duration that Indians, particularly the youth, engage with the internet and social media closely resembles that of developed nations.

KEYWORDS: Youths, Social Media, Strategies, Social Networking

1. INTRODUCTION

Today, nearly every facet of our civilization has an online equivalent; individuals engage in employment online, do banking online, check emails online, and even cultivate friendships online. Online shopping has become an essential component of our society, surpassing \$200 billion in sales and experiencing annual growth rates ranging from 20% to 25%, signifying a significant transformation in consumer purchasing behaviors. Individuals who fail to adapt to changing times will become obsolete. Consumers are increasingly use the internet instead of phone directories for convenience, product evaluations, and current information. A business proprietor cannot depend solely on a phone book advertisement. Customers are, in fact, fifteen times more inclined to search the Internet than to consult a phone book to contact a

company. Research repeatedly indicates that consumers attribute diminished credibility to businesses lacking a website compared to those that own one. The greater the personal nature of the service (such as haircutting, tattooing, financial advising, counseling, or legal assistance), the more research customers desire to conduct to assure their comfort with the service provider. As the cost of a service increases (legal, medical, automobile, travel, construction, real estate, etc.), customers are more inclined to do comparisons to ensure optimal value for their expenditure.

For a corporation to maintain profitability, it is essential to adapt selling practices to align with evolving consumer purchasing behaviors. Businesses must align their sales strategies with customer shopping behaviors, or risk losing sales to competitors. Even some of the most sophisticated websites enabling online purchases can incur lower annual costs than a standard monthly phonebook advertisement; thus, it is prudent for firms to adapt to contemporary trends. Each firm is unique; nonetheless, all necessitate the capabilities of the Internet to remain competitive. Ultimately, the net operational expenses of a website become negligible in comparison to the returns generated by the advertisement expenditure. No other marketing method enhances worth and disseminates as effectively as a proficient website. Social media marketing refers to commercial promotion executed using social media platforms.

Numerous companies advertise their products by regularly publishing updates and offering special promotions via their social media profiles. Social media marketing entails utilizing social media platforms and websites to advertise a product or service. While the concepts of e-marketing and digital marketing remain prevalent in academic discourse, social media marketing is gaining increasing traction among both practitioners and researchers. Numerous social media networks incorporate integrated data analytics tools that allow organizations to monitor the advancement, effectiveness, and engagement of advertising campaigns. Companies engage various stakeholders via social media marketing, encompassing present and prospective consumers, employees, journalists, bloggers, and the general public. Social media marketing, at a strategic level, encompasses the administration of marketing campaigns, governance, defining the scope (e.g., active or passive engagement), and the formulation of a company's intended social media "culture" and "tone." In social media marketing, companies can enable consumers and Internet users to create user-generated content (e.g., online comments, product reviews), referred to as "earned media," instead of relying on marketer-generated advertising material. Since 2016, there has been a transition from traditional companies being the primary users of social media marketing to a diverse array of not-for-profit and governmental groups participating in social media marketing.

2. REVIEW OF LITERATURE

Priyanka P. (2015) examined the potential of social media to enhance consumer loyalty. Continuous customer support services enhance customer retention. Emerging applications and social platforms will thrive, enabling enhanced personalization and real-time, location-specific interactions in media.

Ateş Bayazıt Hayta (2013) examined that social media is one of the most significant communication instruments. Consumers extensively utilize social media to access information regarding goods and services for purchasing as needed. He also examined social media, which has influenced our lives in recent years, introducing a new dimension to the Internet and its impact on consumer purchasing behaviors.

The analysis by **R.A. Gbadeyan (2010)** identified prospects for enterprises in the market. Enterprises can expand through the utilization of social media marketing. The exploration of SNS applications reveals that organizations can engage in direct marketing on online social networks, where individuals allocate significant time. The study also identifies the motivations for individuals utilizing social networking sites,

which include safety concerns, technological inexperience stemming from a lack of trust in internet usage, and intellectual rejecters who perceive it as a waste of time.

3. STATEMENT OF THE PROBLEM

The Internet has transformed our existence. The digital revolution has altered every aspect of human existence. It has transformed the methods of buying, banking, education, entertainment, governance, and even warfare between nations. Companies are increasingly adopting innovative marketing methods in recent years, with social media marketing emerging as the latest facet of internet marketing. Social media is typically regarded as a platform for socializing and connecting with friends and family online. It is the most prevalent communication platform among adolescents. However, it is not confined solely to amicable conversations and social interactions. Social networking has infiltrated the boardrooms of organizations in a manner akin to the transformation brought about by the internet in contemporary business. Numerous organizations are crafting success narratives using social media, while others are grappling to establish their presence online. Diverse companies are utilizing social media to promote their products and services. This study aims to examine the impact of social media marketing on young individuals. The research investigates social media as a novel marketing instrument. A comprehensive study aims to analyze the diverse aspects that affect clients during social media purchases. Should any issues arise with social media marketing, appropriate recommendations should be offered to enhance its efficacy.

4. NEED AND SIGNIFICANCE OF THE STUDY

Developed nations far surpass others in social networking due to their populace's lifestyle and advanced communication infrastructures. As a developing nation, India is poised to make significant advancements in social networking in the forthcoming years. The nation is experiencing rapid advancement in communication technologies. In the forthcoming years, India is anticipated to surpass wealthy nations in the number of social media users. The corporate sector is likewise preparing for this possibility. Businesses find it more accessible to engage clients via social media channels. Social media marketing is acknowledged as a burgeoning marketing instrument. In contrast to traditional marketing techniques, social media facilitates bidirectional contact. Customers can engage with the brand via direct messages, comments, likes, and posts. Social media marketing can reach a larger audience than traditional marketing techniques. Social media marketing is devoid of restrictions or regulations. It can attain global reach in a little period. Consequently, social media holds significant importance in the contemporary corporate landscape. Social media marketing is ushering in a new era of marketing. Studying the impact of social media marketing on young consumers is crucial, as it is the most effective method to engage this demographic.

5. OBJECTIVES OF THE STUDY

1. To examine the effects of social media marketing on the youth
2. To ascertain the product or service best appropriate for marketing on social media
3. To find the most utilized social media platform

RESEARCH METHODOLOGY

- The current research is a sample study that is both descriptive and analytical in character.

- The study population comprises students from Chennai City. A sample size of 108 respondents was selected for the investigation.
- The method employed here is Convenience Sampling.
- Data, both primary and secondary, has been collected for the study's goal. The primary data was gathered from straightforward respondents chosen by a standardized questionnaire. The secondary data were gathered from many publications, including newspapers, reports, magazines, and journals.
- The data utilized for the study were gathered from 2024 to 2025.
- This project employs mathematical and statistical tools, including percentages and ranking methods. Statistical tools, including percentage analysis, mean score scaling, bar diagrams, pie charts, graphs, and tables, were employed for the analysis and interpretation of the obtained data.

ANALYSIS AND INTERPRETATION

This chapter presents an analysis of the diverse responses gathered from the questionnaire. To facilitate analysis, a range of mathematical tools, diagrams, and charts are employed.

TABLE 1: INTERNET ACCESS CLASSIFICATION

The World Wide Web's creation gave businesses a new means of connecting with their clientele. Respondents are categorized in the table below according to whether or not they have direct internet access.

Particulars	No of Respondents	Percentage
Respondents with internet access	106	98
Respondents without internet access	2	2
Total	108	100

A total of 98% of respondents (106) reported having internet access via their personal phone or computer. Merely 2% (2) of the respondents lack direct access to the internet. Internet access refers to the capability of individuals and organizations to connect with the global network. The majority of respondents possess internet access. It is reasonable to conclude that individuals lacking direct internet access may utilize connections through friends, family, or internet cafés to gain access.

TABLE 2: SOCIAL MEDIA USER CLASSIFICATION

The table below categorizes the respondents according to their access to social media platforms.

Particulars	No of Respondents	Percentage
Social Media Access	108	100
No Social Media Access	0	0
Total	108	100

Every participant utilizes or has access to a range of social media platforms for purposes such as learning, marketing, shopping, and more. The findings indicate that a significant portion of the youth Adults engage with social media platforms.

TABLE 3: POPULAR MEDIUM OF SOCIAL MEDIA CLASSIFICATION

The most widely utilized social media platforms by the respondents are listed in the table below.

Particulars	No of Respondents	Percentage
Instagram	50	46
Facebook	30	28
Linked In	9	8.5
X (previously as Twitter)	10	9
Telegram	9	8.5
Total	108	100

Analysis reveals that among the total respondents, 46% utilize Instagram (50), while approximately 28% engage with Facebook (28) and 9% in X (previously as Twitter). Additionally, nearly 8.5% of the respondents access Linked In and Telegram.

The current analysis indicates that most young individuals utilize Instagram, followed by Facebook and then X (previously as Twitter). The respondents do not find Linked In and Telegram to be particularly popular.

TABLE 4: IMPORTANCE OF SOCIAL MEDIA AS AN EMERGING MARKETING TOOL

The table below presents the diverse responses of the participants regarding their views on whether social media serves as a significant marketing tool.

Responses	No of Respondents	Percentage
Always	82	76
Sometimes	20	18
Never	6	6
Total	108	100

Social media represents an emerging trend in the realm of marketing. A significant portion of the respondents (76%) believes that social media serves as an emerging marketing tool. Social media serves as a powerful and economical instrument for marketing purposes.

TABLE 5: INFLUENCE ON SOCIAL MEDIA ADVERTISING ON BUYING BEHAVIOUR

The table below presents the responses of participants regarding the influence of social media advertising on their purchasing behavior.

Responses	No of Respondents	Percentage
Always	32	30
Sometimes	50	46
Never	26	24
Total	108	100

Among the total respondents, 30% (32 individuals) believe that social media advertisements influence their online purchasing behavior.

Social media has created a new avenue for advertisements to effectively convey their message to a large online audience. The majority of participants indicated that social media advertisements played a significant role in their decision to make purchases online.

TABLE 6: PRODUCT OR SERVICE MOST SUITABLE FOR SOCIAL MEDIA MARKETING

The table below presents the products or services most commonly acquired by the respondents.

Products	No of Respondents	Percentage
Tangible	80	74
Intangible	6	6
Both	22	20
Total	108	100

A total of 74% (80) of respondents believe that tangible products are the most suitable for marketing via social media.

20% (22) of respondents consider that both tangible and intangible products can be effectively marketed via social media. A mere 6% (6) of respondents hold the view that intangible products or services are better suited for marketing via social media.

TABLE 7: MOST SUITABLE PRODUCT FOR MARKETING THROUGH SOCIAL MEDIA

The table below presents the rankings assigned by respondents based on the frequency of their purchases of tangible products.

Products	No of Respondents	Percentage
Electronics	25	II
Clothing	20	III
Accessories	15	IV
Jewellery	10	V
Cosmetics	30	I
Consumer Goods	5	VI
Others	3	VII

The table clearly indicates that the most appropriate tangible product for marketing via social media is cosmetics (RANK I), followed by electronics (RANK II) and clothing (RANK III). Accessories, jewelry, consumer goods, and others are assigned RANK IV, RANK V, RANK VI, and RANK VII, respectively. Thus, cosmetics, electronics, and clothing emerge as the top contenders for social media marketing.

FINDINGS OF THE STUDY

1. The majority of those surveyed have direct internet access. Even the tiny minority of 2% who do not have direct access to the internet can probably do so through friends, relatives, or internet cafés.
2. Social media is used by the majority of responders (89%)
3. Instagram and Twitter are the next most popular social media sites after Facebook.
4. The majority of respondents believe social media to be an effective marketing tool.

5. People's purchasing decisions can be influenced more by social media ads than by conventional marketing techniques.
6. Young consumers might be greatly influenced by social media
7. Social media is a better platform for marketing tangible goods.
8. The best physical items to advertise on social media are cosmetics, electronics, clothes, and garments.

SUGGESTIONS

- Develop client personas - Formulate social media strategies that correspond with genuine customer desires.
- Utilize a social media analytics platform, such as Owl Metrics, for Instagram. This dataset can assist the marketing team in determining whether their plan yields significant outcomes that influence critical metrics such as revenue and brand awareness.
- Formulate an influencer marketing plan to engage skeptical consumers who have grown disenchanted with conventional marketing and advertising methods.
- Stay informed about the current trends, as the social media landscape is perpetually evolving.

CONCLUSION

The findings indicate that the primary factor contributing to the rising significance of online marketing is the growing awareness of the internet among individuals. The identification of the internet's advantages reveals its utility in serving various purposes, primarily in social networking, online shopping, and media sharing, including photos, music, and videos. The effectiveness of the internet has heightened their inclination to be online. Today's consumers firmly believe that every company should leverage this effectiveness to enhance its marketing strategies. To encourage engagement with online 159 marketing, individuals will be motivated to access exclusive content related to the brand, benefit from discounts, and share their feedback with the advertiser. The emergence of internet technology has led to a decline in consumers' preference for traditional marketing tools. The primary advantages of online marketing include the ability for interaction between consumers and advertisers, along with access to a vast array of information and the convenience of shopping. The advantages of online marketing render it more effective than traditional marketing methods. However, consumers remain concerned about the user-safety aspects of the internet. Concerns arise regarding online marketing due to its potential to heighten risks associated with fraud and privacy violations. Social media marketing represents a significant advancement in marketing strategies, and when utilized effectively, it has the potential to attract a larger audience compared to conventional marketing methods.

REFERENCES

1. Alalwan A. A., Rana N. P., Dwivedi Y. K., Algharabat R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telem. Inform.* 34 1177–1190. 10.1016/j.tele.2017.05.008
2. Arora A. S., Sanni S. A. (2019). Ten years of 'social media marketing' research in the *Journal of Promotion Management: Research synthesis, emerging themes, and new directions*. *J. Promot. Manag.* 25 476–499. 10.1080/10496491.2018.1448322

3. Arrigo E. (2018). Social media marketing in luxury brands. *Manag. Res. Rev.* 41 657–679. 10.1108/MRR-04-2017-013
4. Assimakopoulos C., Antoniadis I., Kayas O. G., Dvizac D. (2017). Effective social media marketing strategy: Facebook as an opportunity for universities. *International J. Retail Distribut. Manag.* 45 532–549. 10.1108/IJRDM-11-2016-0211
5. Awan F. H., Dunnan L., Jamil K., Gul R. F., Guangyu Q., Idrees M. (2021). Impact of Role Conflict on Intention to leave Job with the moderating role of Job Embeddedness in Banking sector employees. *Front. Psychol.* 12:719449. 10.3389/fpsyg.2021.719449
6. Beig F. A., Khan M. F. (2018). Impact of social media marketing on brand experience: A study of select apparel brands on Facebook. *Vision* 22 264–275. 10.1177/0972262918785962
7. Bhattacharya C. B., Sen S. (2003). Consumer–company identification: A framework for understanding consumers’ relationships with companies. *J. Marke.* 67 76–88. 10.1509/jmkg.67.2.76.18609
8. Bhattacharjee A., Perols J., Sanford C. (2008). Information technology continuance: A theoretic extension and empirical test. *J. Comput. Inform. Systems* 49 17–26.
9. Chen S. C., Lin C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technol. Forecast. Soc. Change* 140 22–32. 10.1016/j.techfore.2018.11.025
10. Chen X., Qasim H. (2021). Does E-Brand experience matter in the consumer market? Explaining the impact of social media marketing activities on consumer-based brand equity and love. *J. Consumer Behav.* 20 1065–1077. 10.1002/cb.1915
11. Chen Y.-S., Lin C.-Y., Weng C.-S. (2015). The influence of environmental friendliness on green trust: The mediation effects of green satisfaction and green perceived quality. *Sustainability* 7 10135–10152.
12. Cheung M. L., Pires G. D., Rosenberger P. J., III, Leung W. K. S., Ting H. (2021). Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong. *Austral. Marke. J.* 29 118–131. 10.1016/j.ausmj.2020.03.006