

**A STUDY ON YOUTHS' PERSPECTIVES ON SOCIAL MEDIA
MARKETING IN THOOTHUKUDI****Mrs.R.Adlene Portia Cardoza¹, Dr.N.Maria Nevis Soris²**¹Research Scholar (Part-time)

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Abstract

Recent developments in the area of internet-based social media technologies have had a significant impact on the company's marketing operations. These developments give business employees an excellent opportunity to communicate and forge lasting relationships with their target clients. Social media is increasingly more widely used and provides satisfaction for internet users. Additionally, it gives companies a way to connect with customers around-the-clock, seven days a week, and it has significantly altered how customers think and feel about shopping. Due to this, companies cannot discount the importance of social media platforms. With this background information, it was feasible to research the views of the younger generation (those between the ages of 19 and 30) regarding social media advertisements and see whether this had any bearing on their shopping habits. The paper collects primary data from social media users in Thoothukudi using a descriptive research methodology and a closed-ended questionnaire. The paper's conclusions capture how the younger generation in India feels about social media marketing.

Key words: Social Media marketing, Youth, Perspectives, Social Media Network.**Introduction**

Since its creation, the internet has been a powerful tool, and the social media revolution has taken place. Social media is the channel through which people and organisations communicate, changing the information era into a social network era. Businesses now have a wider platform and the potential to reach clients around the world. Companies may easily research their target market and contact them whenever they want (24X7). Businesses can communicate with their target clients online using social media platforms like Facebook, Twitter, and YouTube. It is quite inexpensive when compared to other forms of advertising and enables companies to speak with customers directly. Utilizing social media as part of marketing plan is crucial for building brand recognition, which encourages repeat business and increases economic value. Websites and connections to other social media sites are important sources of traffic for social media marketing strategy. It spreads knowledge with the intention of attracting users' attention and keeping them informed. Building a brand's reputation and persuading customers to make repeat purchases are both made easier with the help of social media marketing. Both customers and other consumers have an impact on brand value. These incidents affect repeat purchases, which affects future profitability and the long-term health of the organisation. The Perspectives and views of young people in Thoothukudi are investigated in this study. With this background knowledge, practical sampling procedures were employed to collect data from online-using young people in Thoothukudi. Both primary and secondary data were gathered for the study, and analysis was used to determine the outcome.

Perspective

A person's Perspective is how they perceive or process information. Another way to think of it is as one's mental state influencing one's behaviour. Perspective affects a person's mental perspective on a particular topic, which is subsequently influenced by behaviour. Consumer Perspectives of Internet marketing have drastically changed since the internet's inception. Marketers are discovering that it is the most efficient platform for communicating with the general public because the majority of the young population spends so much time online every day. They have found that the simplest approach to connect with potential clients or buyers is by using social media to sell their products.

Importance of the study

Internet use and social media advertising have grown in popularity among young people recently. There are additional higher education facilities in Thoothukudi, including medical colleges, engineering colleges, and colleges of arts and sciences. In order to determine whether social media marketing strategy has an effect on young people's purchasing patterns, much more research is needed. It will help firms modify their operations to better serve their clients' requirements. The study is now thought to be important as a result.

Implications of the Study

Social media is the most useful tool for connecting with the younger generation and plays a significant role in society. If businesses are aware of the needs of the local young, they can easily adapt their strategy to satisfy those needs. It will help them grow their firm quickly, building brand value in the process.

Review of literature

KhonikaGope (2014) "The Impact of the Advertisements on the Social Networking Sites: A Case Study on the Social Networking Users of Bangladesh" In this paper the researcher pointed out that the advertisements in social media are interesting and catching the attention of the users. So the advertisers they have to know how to stand out from their crowd and this is where the question of innovativeness comes. The research has shown that types of response towards a common and familiar advertisement on Social Networking Sites and the issue of the users' desire for innovative advertisements. It was also found out that there is no difference between the opinions regarding enthusiasm about advertising in Social Networking Sites and the types of priority for maintaining an account in Social Networking Sites.

Dharmesh Motwani (2014), "Customers' Perspective towards Social Media Marketing" The usage of Social Media is increasing exponentially to satisfy the social needs of internet users, at the same time it has also increased the opportunities for corporate to market their products & services in a personalized way. The past record shows that social media is one of the powerful media to contribute significantly in changing the perception of customers in buying process. Companies can't ignore the growing importance of social networking sites and it has the power to change the buying behavior of customers. This paper is an attempt to examine whether the social media influencing buying behavior and decision of customers regarding their purchasing behaviour.

Sita Mishra and ArchanaTyagi (2015) found following:

- ❖ In today's scenario, both spouses are working. Due to the shortage of time and necessity of life they have positive Perspective towards towards online shopping. Thus, the ease of use of social networking sites increases its usefulness.
- ❖ Secondly, the amount of risk perceived while making purchasing decision has negative and huge impact on consumer Perspective. Thus, marketers need to develop new methods which can reduce these risks along with the increasing utilization of various social networking sites as a tool for communication and marketing.
- ❖ Thirdly, they also found the relationship between the personal use and Perspectives. And the relationship was positive but not that much significant.

Akashdeep Bhardwaj, Vinay Avathi and Sam Goundar (2017) found that social networking sites has helped in culture development, building self- identity, developing relationship

and acquisition of social, communication and technical skills. They have also showed the time spend by youth is between 1 to 2 hours and they access more during morning.

Objectives

Finding out what young people think of the company's social media marketing plan is the main objective of the study. The research aims:

- ✓ To study about the socioeconomic circumstances of the young person
- ✓ To study about the Perspectives and opinions of young people regarding the social media marketing methods of businesses.

Research Methodology

An organised questionnaire that was based on data from previous studies was used to collect primary data for this exploratory investigation. In the Thoothukudi region, primary data was collected. In this study, samples from 200 respondents were collected using a convenience random sampling strategy of non probability sampling. Books, websites, and other relevant publications served as the primary sources for secondary data.

Tools and Techniques

Likert's five-point scale method and the percentage approach were the instruments used in this investigation.

Limitations of the Study

1. Thoothukudi is the focus of the primary data collection.
2. The research is limited to the working population (ages 20 to 35).
3. No other marketing strategies other than social media advertisements were used in this study.

Results and discussions

The analyses made from the primary data have been given below.

Table 1 Profile of Respondents

Particulars		No. of respondents	% of Respondents
Age of the respondents	20-25	48	24
	25-30	77	39
	30-35	75	37
	Total	200	100
Gender	Male	113	57
	Female	87	43
	Total	200	100
Educational qualification	UG	85	42
	PG	63	32
	Professional course	30	15
	Others	22	11
	Total	200	100
Family Income	Below Rs.5000	18	9
	5001-10000	34	17
	10001-20000	28	14
	20001-30000	43	21
	30001-40000	45	23
	Above 40000	32	16
Total		200	100

Sources Primary data

Interpretation

From the above table it is inferred that majority of respondents belong to the age group between 25-30 years(39%), 57% of the respondents are male,42% of them have completed Under Graduate course and majority of the respondents family income fall between Rs.30001-40000 (23%).

Table 2- Consumer Perspective of social media networking

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean Score
Advertisements through social media alert about the new offering	330	208	108	50	21	717	20%
Advertisements on social media are informative.	280	160	129	74	24	667	18%
Advertisements on social media are fascinating.	410	136	114	42	25	727	20%
Advertisements through social media gives expert advice	345	260	81	44	17	747	21%
Advertisements through social media has increased the value of the products	390	248	93	32	13	776	21%

Sources Primary data

Interpretation

The above table shows that the Perspective of the youngsters are listed and based upon that mean score has been calculated using Likert’s Five point scale. Majority of the respondents felt that the advertisements has increased the value of the products and gives expert advice.

Findings of the study

- ❖ The study shows that majority of respondents belong to the age group between 25-30 years(39%), 57% of the respondents are male,42% of them have completed Under Graduate course and majority of the respondents family income fall between Rs.30001-40000 (23%).
- ❖ The above table shows that the Perspective of the youngsters are listed and based upon that mean score has been calculated using Likert’s Five point scale. Majority of the respondents felt that the advertisements has increased the value of the products and gives expert advice.

Suggestions of the study

The recommendations that are based on the research are listed below.

- ❖ As a result of globalisation, businesses are now interested in monitoring the success of their social media marketing campaigns. The required actions should be taken by businesses to jog their recollections. As a result of recall, viewers may end up buying their products.
- ❖ Customer feedback needs to be treated with utmost caution. Knowing whether the companies are reaching their target clients can be helpful.
- ❖ The majority of them found the advertising for particular businesses to be intriguing. The way that other companies market should be carefully considered.
- ❖ Market research ought to be done in order to attract their target customer.

Conclusions

The majority of businesses are keen to use social media as a platform in today's dynamic world, and they do so successfully. Young adults between the ages of 30 and 35 have reportedly used social media to network and have a desire to purchase. Word of mouth is the most effective form of advertising for the networks, and friends and family are piquing people's interest in using social media. The media only has a small impact on some businesses' purchasing decisions; other businesses should improve their methods and try to recall their memories. A market analysis could be used to carry it out. Market research should be done by businesses to better understand their target market's needs. The study's findings may require businesses to reconsider their strategies and give more to their target markets in order to elicit their long-term memories of their offerings. It will help them draw in more viewers, who will eventually become their paying clients. Businesses may easily turn their key consumers into customers.

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