A Study of Impact of Social Media Advertising on Youth with Special Reference to Indore City

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Abstract: *The reason for this study was to know whether the youth of India are being aware of social media and social media advertising. Does social media has any influence on their changing lifestyle, thinking and perception.*
Moreover, the need of this study was to know the Impact of Social Media advertising on youth of India. So, that it can be used as a tool for social media advertisers.

Keywords: *Social Media, Advertising.*

1. INTRODUCTION

This chapter deals with the background and development of social media, social media advertising, forms of social media advertising, statement of problem, definition of key terms, objectives and delimitations of the study.

SOCIAL MEDIA

Social networking on social medium websites engages the use of the internet to hook up users with their friends, family and acquaintances. Social media websites are not essentially about meeting new persons online, although this does happen. Instead, they are primarily about linking with friends, family and acquaintances you already have. Mostly eminent social media platforms are Facebook, Twitter, Instagram and LinkedIn.

SOCIAL MEDIA ADVERTISING

In Adverting the term social media advertising is used to describe a form of Online advertising that focuses on social networking sites. One of the major benefits of advertising on a social networking site (Facebook, Twitter, Instagram....and many others) is that advertisers can take advantage of the user's demographic information and target their ads appropriately. Social media advertising is a recent addition to organizations' integrated marketing communications plans.

EVOLUTION OF SOCIAL MEDIA ADVERTISING

And when paid advertising opportunities first opened up years ago on social networks, many brands and agencies tried it. Usually, by the performance standards they typically applied, it failed.

In those early efforts, they found users were engaged with their friends and friend content and were not in the least bit interested in ads. Post-impression activity was equally dismal. Over time, new offerings have emerged but, more importantly, they have all come to better understand the mindset and use patterns in social media and have adjusted the goals of paid placements within social surroundings to healthier match those of the audience. Still, the main focus of the advertiser's is to became engagement strategies more in line with the environment and user expectations while social advertising lingered on the fringes with an occasional, small budget component.

While advertisers were waiting for new and better ways to reach social media users with paid media, the social networks both evolved significantly and grew significantly. Internet users now days spend more time on Facebook than on Google, look to Twitter, Instagram, LinkedIn for real-time news and recommendations, and generally make their social networks the hub of their online existence. In consideration of the enormous and rising volume of page views and, therefore, possible ad impressions available in social environments, the paid media opportunities simply had to reassert themselves. Advertisers have seen ad networks like Lotame and others successfully serve and optimize targeted

ads within social media. Facebook provides the self-serve advertisements and has partnered with many ad sellers, and even Twitter has finally gotten into the advertising arena.

SOCIAL MEDIA OUTLETS
Twitter, Facebook, YouTube, Blogs, Instagram

Social networking sites allow people to interact with one another and make relationships. while products or business join those sites, people can interact with the product or company. That communication feels personal to consumers because of their previous experiences with social networking site interactions. All the social networking websites like Facebook, YouTube Twitter, and blogs allow individual followers to "retweet" or "repost" comments made by the product being promoted. By replicating the message, all of the user's connections are able to understand the message, thus turning over more people. Social networking sites act as word of mouth. Because the information about the product is putting out there is getting repeated, more traffic is brought to the product/company. Through such social networking websites, products/companies can have conversations with individual followers. This personal interaction can instill a spirit of loyalty into followers and potential clients. Likewise, by choosing whom to follow on these sites, products can reach a very narrow target audience.

Mobile Phones

Mobile phone practice has also turn out to be a benefit for social media marketing activity. Now days, many of the mobile phone companies are having social networking capabilities: individuals are notified of any happenings on social networking sites through their cell phones, in real-time. These kind of continuing association of social networking website means companies can continuously remind and update followers about their capabilities, uses, importance, etc.

Twitter

It allows firms to promote products on an individual level. The proper use of any kind of product can be explained in a very short messages that followers are more likely to read. These kind of messages becomes visible on users home pages. Such kind of messages can be linked to the product's Facebook profile, website, photos, videos, etc. This connectivity provides followers the chance to spend more time interacting with the product online. Such association can create a loyal connection between product and individual and can also lead to better advertising opportunities. Twitter is the portal which promotes a product in real-time and brings customers in.

Facebook

Well the facebook profiles are extra detailed than other platform. They permit a product to offer videos, photos, and longer descriptions on there portal. On facebook videos can show when a product can be used as well as how to use it. Facebook can take in testimonials as other followers can comment on the product pages for others to see. Facebook can connect back to the product's Twitter page as well as send out event reminders. Facebook is the platform which promotes a product in real-time and brings customers in.

Instagram

Instagram is a visual content sharing network for mainly mobile devices, focused on the taking and sharing of photos with friends. The application is free to use and owned by Facebook.

LinkedIn

LinkedIn is a social network service based on business connections and employment. The main aim of LinkedIn is to offer professional networking on a digital platform. It operates by employers posting job offers on the platform, and job seekers posting their curriculum vitae for their respective jobs of interest (Russell and Stutz, 2014).

Blogs

Blogs allow a product or company to provide long descriptions of products or services. The longer description can include reasoning and uses. It can include testimonials and can relate to and from Facebook and Twitter pages. Blogs can be updated frequently and are promotional techniques for retaining customers.

FORMS OF SOCIAL MEDIA ADVERTISING

Three major classifications of Social Network Advertising:

Direct Advertising that is based on your network of friends - This can be the most effective format but also does the most contention. There is also a great deal of contention surrounding this as it can be looked at exploiting the personal relationships you have with your acquaintances and also brings up privacy fears.

Direct Advertising placed on your social networking site - This is a more traditional pattern of web advertising that is minimal, like midget like, effective. It is just like you see the banner ads on many other sites, this one is a similar concept, except on a social networking website.

Indirect Advertising by creating 'groups' and 'pages' – Well, these kind of marketing are very innovative marketing techniques in which a firm will create a 'page' or 'group' that users can choose to select. The company will use this to build up 'subscribers' and use this to market a contest, a new product, or simply just to increase brand awareness. Such groups can swiftly grow in numbers of subscribers which can become a very effective marketing tool.

SOCIAL MEDIA ADVERTISING AND YOUTH

In today's world, social networking and smart phones will play an all-important role within the youth marketing and media trends, as they need become a part of the youth lifestyle and culture. the subsequent trends will make it easy to ascertain why they're and can still be a dominant force within the youth market.

Social Media

We will surely see more youth becoming hooked into social networking and more companies targeting the youth through this suggests, thanks to its great viral effect.

Smartphones

Standard phones cannot fully cater to the web and social networking craving of the youth and, as more companies and universities introduce policies that limit the utilization of social networking sites during the day/working hours, this has led to more youth jumping onto the smartphone bandwagon as a way of countering these restrictions

2. STATEMENT OF PROBLEM

"To study the impact of social media advertising on youth".

3. OBJECTIVES OF THE STUDY

- To study the media habits of the users
- To study the impact of social media advertising on the basis of educational qualification.
- To study the impact of social media advertising on the basis of residential background.
- To study the impact of social media advertising on the basis of occupational background.
- To study the impact of social media advertising on the basis of household yearly income.

HYPOTHESIS

- There will be no significant difference among the youth of different educational qualification in terms of impact of social media advertising.
- There will be no significant difference between urban, semi urban and rural youth in terms of impact of social media advertising.
- There will be no significant difference among the youth having different occupation in terms of impact of social media advertising.
- There will be no significant difference among youth of different household yearly income.

4. RESEARCH METHODOLOGY

SAMPLE

The sample size of this research was confined to 140 youths of Indore city and distribution of sample is given below. The researcher used random sampling technique for selection of sample.

TOOLS
SOCIAL MEDIA ACCESSING HABITS:-TEST

A test to measure social media accessing habits was developed.

SCALE

A scale to know the impact of social media advertising on youth was developed by the investigator.

A.   The drafting of questionnaire took most of the time.
B.   The suggestions for the first draft were made as follows:
   a) More questions were needed for social media accessing habits.
   b) Include more statements emphasizing on the features of social media advertising.
C.   The second draft was made based on above suggestions and presented to the supervisor for further improvement. But no improvement was needed.

PROCEDURE OF DATA COLLECTION

This study was survey in nature. The investigator went personally to collect data for about 0 questionnaires while the rest of the questionnaires were distributed through Google forms and to other peoples who cooperated in this research.

ANALYSIS OF COLLECTED DATA

- For analyzing media habits based on age, gender, marital status, educational qualification, occupation and domicile frequency and percentage were used.
- For analyzing the impact through scale statements following methods were applied frequency, percentage.

5. FINDINGS AND INTERPRETATION

Media habit of the Users:

- 97.1% of the urban population access to internet. This means that the awareness as well as use of internet is at a higher level.
- 65.7% of the sample population access internet on their mobile device whereas 17.1% of the sample population access internet at outside. This means that most of the respondents prefer accessing internet on their mobile device.
- 60.7% of the sample population says accessing internet in a day is depends while 22.9% says they access internet once in a day, 11.4% says twice and 5.0% says they access internet thrice in a day. It means that accessing internet in a day depends on certain conditions.
- 59.3% of the sample population says duration of accessing internet Depends while 26.4% says they access internet for 1-2hours,11.4% says they access internet for 2-3 hours and 2.9% says that they access internet for 3-4hours.It means that accessing internet in a day depends on certain conditions and situations.
- 50% of the respondents use internet for entertainment,17.1%use internet for social networking,17.9% for education and 15.0% for Emails. It means that most of the respondents use internet for all the above purposes.
- 94.3% of the respondents says that they access social networking sites while 8% says that they do not access. It means that awareness as well as use of social networking site is at higher level.
- 36.4% of respondents have their account on Facebook, 35.0%, 17.1% on Twitter , 2.1% on Instagram,2.1% on ibibo and 7.1% on others. It means that most of the respondents have their account on Facebook, and Twitter.
- 43.6% respondents have their account on 1 social networking site, 35.7% on 2,12.1% on 3 and 8.6% on more than 3.It means that most of the respondents have their account on 2 social networking sites.
- 87.9% respondents were aware of social media advertising while 12.1% respondents were not aware of social media advertising. It means that awareness of social media advertising is at higher level.
- 71.4% of the respondents respond to social media advertising while 28.6% respondents not. It means that respond towards social media advertising is at higher level.

6. CONCLUSION

To study the impact of social media advertising on youth.

- It is concluded that respondents know about social networking sites.
- It is concluded that respondents can easily access these sites.
- It is concluded that registration on this sites is easy.
- It is concluded that they know about social media advertising.
- It is concluded that they respond to social media advertising.
- It is concluded that some of the respondents do not respond to social media advertising.
- It is concluded that most of the respondents are helped by social media advertising in knowing about a product/service.
- It is concluded that some of the respondents are not helped by social media advertising in knowing about a product/service.
- It is concluded that social media advertising is a perfect platform for promotion of a product/service.
- It is concluded that social media advertising helps in buying a product/service.
- It is concluded that social media advertising helps in saving time.
- It is concluded that social media advertising is a faster and easier way to find out perfect product/service.
- It is concluded that information provided on social media advertising is always correct. But still most of the respondents are undecided on this statement.
- It is concluded that advertisers put fake information on social media advertising
- It is concluded that respondents have trust on social media advertising information. But still most of the respondents are undecided on this statement.
- It is concluded that social media advertising helps to find product/service of their interest.
- It is concluded that information provided on social media advertising is not enough to buy a product/service.

- It is concluded that more/full information should be provided on social media advertising.
- It is concluded that people use social media advertising just for fun.
- It is concluded that social media advertising sometimes create hindrance for its users
- It is concluded that social media advertising is helpful in knowing about new offers of a product/service.
- It is concluded that social media advertising have long lasting effect on the minds of its users.
- It is concluded that social media advertising helps to create brand image of a product/service.
- It is concluded that social media advertising is a future of advertising.
- It is concluded that social media advertising helps to connect directly with the customers.

7. IMPLICATIONS OF THE STUDY

The present study has following implications:-

- It would be helpful for social media advertisers.
- It would be helpful for social media advertisers in knowing about the perception of social media users.
- It would be helpful for social media researchers in their research.