

A STUDY ON THE ATTITUDES OF YOUNGSTERS TOWARDS SOCIAL MEDIA MARKETING IN THOOTHUKUDI

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Abstract

The company's marketing operations have been impacted at a new level by recent advancements in the field of internet-based social media technology, which provides a fantastic chance for business people to interact and create strong connections with their target customers. The use of social media has expanded, and it now satisfies internet users. It also provides a platform for businesses to reach out to clients 24 hours a day, seven days a week, and it has greatly changed customer perceptions and attitudes during the purchasing process. Because of this, businesses cannot ignore the value of social media platforms. With this background data, it was possible to examine and discover the attitudes of the younger generation (aged 19 to 30) toward social media advertisements, as well as see if there was any impact on their purchasing behaviour. The report uses a descriptive research approach and a closed ended questionnaire to obtain primary data from Thoothukudi social media users. The paper's conclusions reflect the attitude of India's future generation toward social media marketing.

Key words: Social Media marketing, Youngster, Attitudes, Social Media Network.

Introduction:

The internet is a formidable weapon, and since its inception, the social media revolution has occurred. Social media is transforming the information era into a social network era, and it is the medium through which individuals and businesses communicate. Companies now have a larger platform to meet customers in new and inventive ways, as well as a global potential. Companies may simply learn about their target clients and approach them at any time (24X7).

Social media networks such as Facebook, Twitter, and YouTube are dynamic platforms that let businesses connect with their target customers through online. When compared to other forms of advertising, it is quite inexpensive and allows businesses to communicate directly with their customers. Marketing strategy utilising social media plays an important part in establishing brand image, resulting in repeat purchases and increased economic value. Social media marketing strategies gain traction through websites and links to other social media sites. It raises awareness with the goal of grabbing the users' attention while also keeping them informed. Social media marketing is a powerful instrument for influencing customers to buy and buy again, as well as building a brand image. Customers affect brand value, and customers influence other consumers. These occurrences have an impact on repurchases, which has an impact on future profitability and long-term organisational viability. This research examines the attitudes and perceptions of young people in Thoothukudi. With this background information, convenient sampling techniques were used to obtain data from young people in Thoothukudi who use the internet. For the study, both primary and secondary data were collected, and the result was reached through analysis.

Attitude:

The way a person thinks or interprets something is known as their attitude. It can also be defined as one's mental state that influences one's actions. The individual's mental perspective on a particular issue is influenced by attitude, which is then followed by behaviour. With the emergence of the internet, consumer perceptions have shifted dramatically toward online marketing. Because the bulk of the young population spends so much time online on a daily basis, marketers are finding it to be the most effective platform for interacting with the general public. They've discovered that using social media to market their items is the most easiest way to reach out to potential customers or purchasers.

Importance of the study:

In the recent past, social media advertisements and internet usage have been increasingly popular among young people. Thoothukudi has more higher education institutions, like as arts and science colleges, engineering colleges, and a Medical College. As a result, there is a lot of room for research into whether social media marketing strategy has an impact on young people's purchasing habits. It will assist businesses in adapting and changing their methods to meet the needs of their customers. As a result, the research is regarded as significant at this time.

Implications of the Study

Social media plays an important role and is the most effective instrument for reaching out to the younger generation. It is simple for businesses to alter their strategies to meet the demands of the local youth if they understand their wants. It will assist them in achieving rapid business growth and thereby increasing brand value.

Review of literature

Khonika Gope (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’ Attitude 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 Archana Tyagi (2015) found following:

- In today’s scenario, both spouses are working. Due to the shortage of time and necessity of life they have positive attitude 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 attitude. 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 attitudes. 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:

The primary goal of the research is to determine how young people feel about the company's social media marketing strategy. The research also intends to:

- To learn about the youngster's socioeconomic situation.
- To learn about the attitudes and perceptions of young people towards organisations' social media marketing strategies.

Research Methodology

It's an exploratory study, and primary data was gathered using a well-structured questionnaire based on information from past studies. Primary data was gathered in the Thoothukudi area. A convenience random sampling approach of non probability sampling was used in this research investigation, with samples obtained from 150 respondents. Secondary data was gathered from books, websites, and other related publications.

Tools and Techniques:

The tools used in this study are percentage method and Likert's five point scale method.

Limitations of the Study

1. Primary data is gathered with a special focus on Thoothukudi.
2. The study is solely focused on people in the working population (ages 20 to 35).
3. In this study, only social media advertisements were used, and no other marketing approaches were used.

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	32	21
	25-30	60	40
	30-35	58	39
	Total	150	100
Gender	Male	88	59
	Female	62	41
	Total	150	100
Educational qualification	UG	72	48
	PG	50	33
	Professional course	18	12
	Others	10	7
	Total	150	100
Family Income	Below Rs.5000	10	7
	5001-10000	26	17
	10001-20000	20	13
	20001-30000	34	23
	30001-40000	36	24
	Above 40000	24	16
Total		150	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(60%), 59% of the respondents are male,48% of them have completed Under Graduate course and majority of the respondents family income fall between Rs.30001-40000 (24%).

Table 2- Consumer Attitude of social media networking

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean Score
Advertisements through social media alert about the new offering	280	168	78	30	11	567	20%
Advertisements on social media are informative.	230	120	99	54	14	517	18%
Advertisements on social media are fascinating.	360	96	84	22	15	577	20%
Advertisements through social media gives expert advice	295	220	51	24	7	597	20%
Advertisements through social media has increased the value of the products	340	208	63	12	3	626	22%

Sources Primary data

Interpretation:

The above table shows that the attitude 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 are more fascinating, 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(60%), 59% of the respondents are male,48% of them have completed Under Graduate course and majority of the respondents family income fall between Rs.30001-40000 (24%).
- The above table shows that the attitude 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 are more fascinating, has increased the value of the products and gives expert advice.

Suggestions of the study:

Following are some recommendations based on the research.

- The world has changed, and businesses are interested in tracking their marketing strategies through social media. Companies should take the steps necessary to recall their memories. Viewers can become consumers of their products as a result of recall.
- Customer comments should be handled with extreme caution. It could be useful to know if the businesses are reaching their intended customers.
- The majority of them thought that certain companies' commercials were interesting. Other businesses should be cautious about how they advertise.
- To attract their target clientele, market research should be conducted.

Conclusions

In today's dynamic world, the majority of businesses are eager to use social media as a platform, and they do so successfully. According to the findings, young people between the ages of 30 and 35 have seen Social Media networking and desire to buy. The strongest media about the networks is word of mouth, and friends and relatives are generating interest in watching the Social Medias. Only select companies' purchase decisions are influenced by the media, while other organisations should make their strategies more appealing and attempt to recollect their recollections. It could be done by a market survey. Companies should conduct market research and tailor their strategies to the needs of their target audience. As a result of the research, organisations may need to rethink their tactics and provide more to their target audiences in order to capture their long-term recollections of their products. It will assist them

in capturing a larger number of audiences, who will then become their customers. It is simple for businesses to convert their valuable clients into customers.

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