

Impact of Social Media Marketing on Brand Awareness among Adolescents

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Abstract— *The aim of this study is to identify the effect of social media marketing on adolescents and how they can be persuaded them into becoming consumers. Given that the concept is receiving increasing attention from marketing academia and practitioners, we have selected a few products that are an area of interest for the adolescents. We have taken those advertisements of health and fitness brands and products / pages / shopping apps that are widely circulated on popular social media platforms. The scope of the study consists of customers who not only just watch the advertisements on social media, but also observe the products and get inspired enough to discuss with their friends and compare it with a couple of brands. The study is based on primary data which is collected through the administration of a structured questionnaire with a sample of 500 adolescent girls from schools and colleges.*

Index Terms— *Adolescents, Brand Awareness, Health and Fitness Industries, Promotion and Marketing, Social Media Marketing*

I. INTRODUCTION

Advertising can sway the judgment of even the most informed consumers. Studies reveal that commercials in-between a programme amuse viewers more than the programme. According to Mediamark Research Inc., a marketing research company, teenagers are important to marketers because they "have significant discretionary income; spend family money, as well as influence their parents' spending on both large and small household purchases; establish and affect fashion, lifestyle, and overall trends; and provide a 'window' into our society – a view of how it is now and what it is likely to become" (Becker et al, 2002)

Social media has become an essential part of our lives. It has provided businesses with a platform, a free marketplace of ideas, for discovering truth and promoting their products and services. The easy availability and accessibility of media has led audience with entrée to different information.

In 2017, India had 1.06 billion individuals (or 79 % of the population) who had mobile subscriptions. There is a boom in the access to the internet now as mobile data plans are becoming more affordable and ubiquitous.

India has the second largest number of internet users in the world with 34.8 % of India's population (around 462 million out of 1.3 billion) using internet. There has been 30.5 % growth since 2015 in India for internet users. India has over 260 million active social media users. Facebook is the biggest social network in India, with around 241 million users in 2017. LinkedIn has around 42 million users. Twitter has 23.2 million active users, the second largest base in Asia-Pacific after Japan.

In a country where deep mobile penetration has made Facebook, WhatsApp and Twitter available at the fingertips of millions, social media platforms are a hub for opportunities for businesses. Advertising agencies find social media a very lucrative market for its growth of business.

II. OBJECTIVES

The following are the objectives for this study–

- To identify the effect of social media marketing on adolescents

- To compare the growth of social media usage between teenage school girls and young adult college girls.
- To understand the preference of actions used by school and college adolescent girls for weight loss.

III. REVIEW OF LITERATURE

In India, between the 18th and 19th centuries, a new economic system replaced feudalism, which was capitalism. Capitalism is marked by open competition in a free market, in which the means of production are privately owned. One impetus for the development of capitalism was Europe's exploration of the America where the increased efficiency of production of the industrial revolution produced great surplus that was not just agricultural goods, but also manufactured goods that needed to be consumed and marketed in a market place other than the European. Hence, this larger surplus was put up in the global market. This caused the need to sensitize global market in a way that would enable them into being consumers. Hence, the ideology of consumerism and materialism was put forward into the global market by using media as the mediator to change the mindset of the people (global market).

The mass media communicates a "culture" of the capitalist economy with its corresponding values of individualism, consumerism, and materialism. The impact of media on our society has been so deep rooted that it has become a major influence in our culture by changing lifestyle of most people in India.

Culture is a totality of various aspects; material artefacts, aesthetic experience, religious ideas, personal values, sentiments, and intellectual notions. Culture is a creation of people resulting from an interaction with the natural world around them. Culture is communicated across generations through various institutions like family, educational system and in the present days through the mass media. Culture cannot develop, expand, or survive with mass media. The media help the masses create and perpetuate the culture that they believe in.

Sociologist Gerhard Lenski differentiates human societies based on their level of communication, technology, and economy. According to him, they are of two kinds: One, humanity, mankind, upon which rests all the elements of society, including society's beliefs; and two, virtual society, a

society based on online identity, which is evolving in the information age.

Thus mass media, out of all the media outlets, use social media these days to disseminate culture and this has changed the target audience of the world and has created a new culture, which is the “Mass Culture” (McQuail, 2000). Mass medium has developed into a major selling enterprise that helps networks not only in expanding their businesses, but also by becoming a powerful force in changing the culture.

IV. METHODOLOGY

The present study is made based on primary data. A survey was conducted, to understand social media marketers and their efforts in creating and maintaining brand awareness among adolescent girls in schools and colleges of Vadodara district.

To understand the impact of media on teenage & young adult girls, it was decided to conduct a survey in schools and colleges Vadodara district. The total numbers of samples were 500 girls, equally divided between schools and colleges. We have divided the age group of adolescent girls into 13 to 17 years of school girls and 18 to 22 years of college girls.

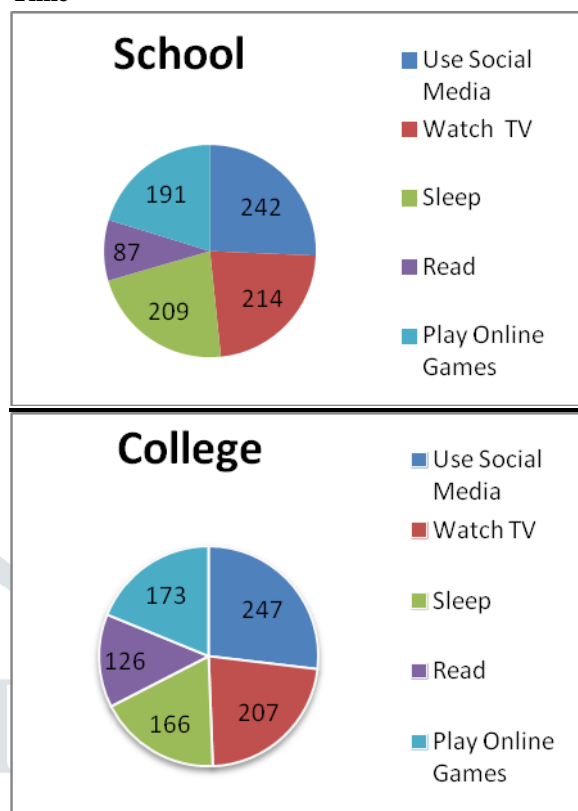
The areas covered in the field are Pratapgunj, Sayajigunj, Waghodia, and Padra that were chosen by simple random sampling from the list of wards of Vadodara Municipal Corporation. We have used a guided self-administered questionnaire to record Socio-demographic data of the respondents, and the variables have been derived keeping in mind the Social Cognitive Theory.

V. RESULTS

1. Growth of Social Media Usage amongst Adolescents:

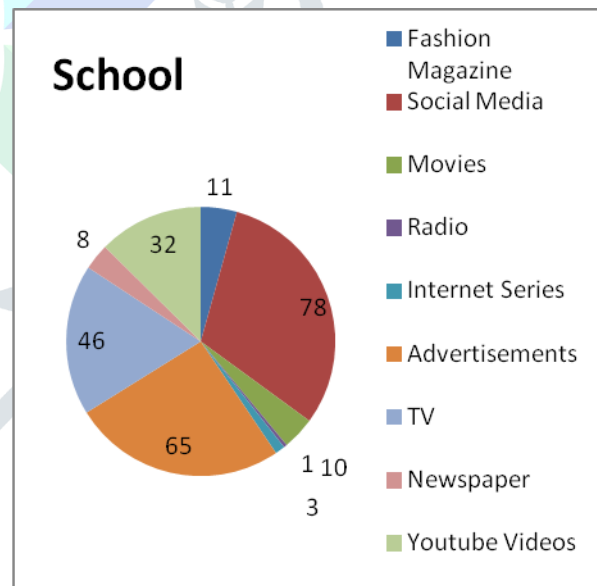
Table – 1 shows the most popular activities done during free time, which is usage of social media followed by online games; 242 school girls and 247 college girls (489 out of 500) use social media, 214 school girls and 207 college girls (423 out of 500) watch TV, while 191 school girls and 173 college girls (364 out of 500) prefer to play online games. Social media provides a huge platform to all kinds of advertisers and business entrepreneur for marketing their products and services. This shows the rampant growth of this platform and its importance in the lives of young girls.

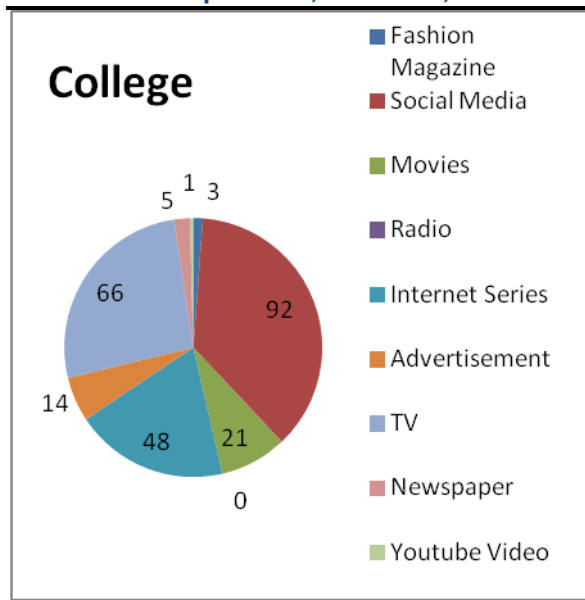
Table - 1: Choices of Activities Undertaken During Free Time



*as there as multiple responses; results are in numbers and not in percentages

Table – 2: Media Viewership Pattern





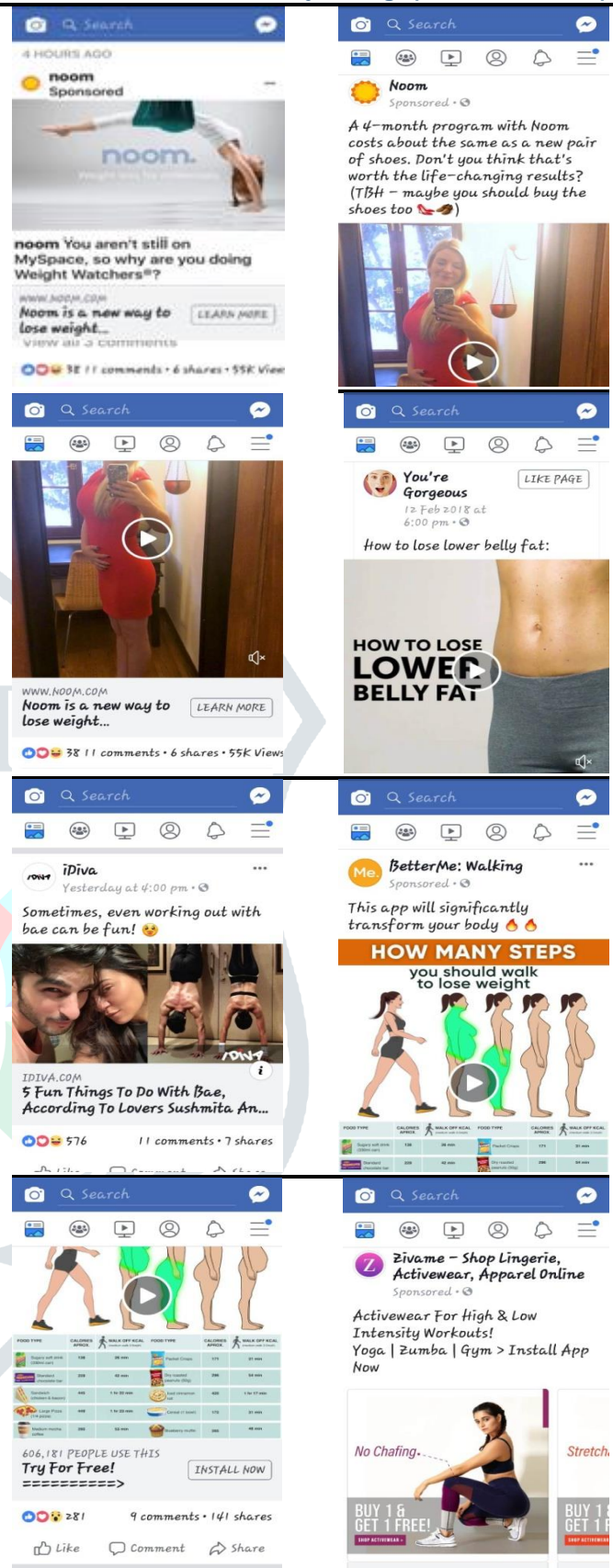
*multiple responses; results in percentages

Social media usage is high with 78% of school girls and 92% college girls indulging in it, followed by other media outlets with lesser interest in them. The social media trend is caught up amongst these teenage school and college girls as the usage and viewership of social media is the most popular among adolescents.

Every mass media was used by individuals in specific ways. The newspaper became a source of news where the common mass could get to know about the happenings of the world; and radio gave the masses access to both news and entertainment. While television, with its combination of moving picture and sound gave news, views, education and entertainment. Now social media caters to all that and more. That is why it is so popular and in demand by the adolescents.

2. Social Media Viewership of Adolescents:

Mass media constructs a tailored picture of our planet for us. It sets up the major link between worlds' events and its reflection in the minds of public. The ads that we see on social media platforms are styled by corporates for their profit motive and as social media is currently the trendiest of all media platforms (refer Table – 1 and 2). The following pictures are screenshots of few of those advertisements of health and fitness brands and products / pages / shopping apps that these adolescent girls have mostly come across. They have given use one screenshot each of the most viewed advertisement on social media. These are the widely circulated advertisements on popular social media platforms and also the ones that we received in majority.



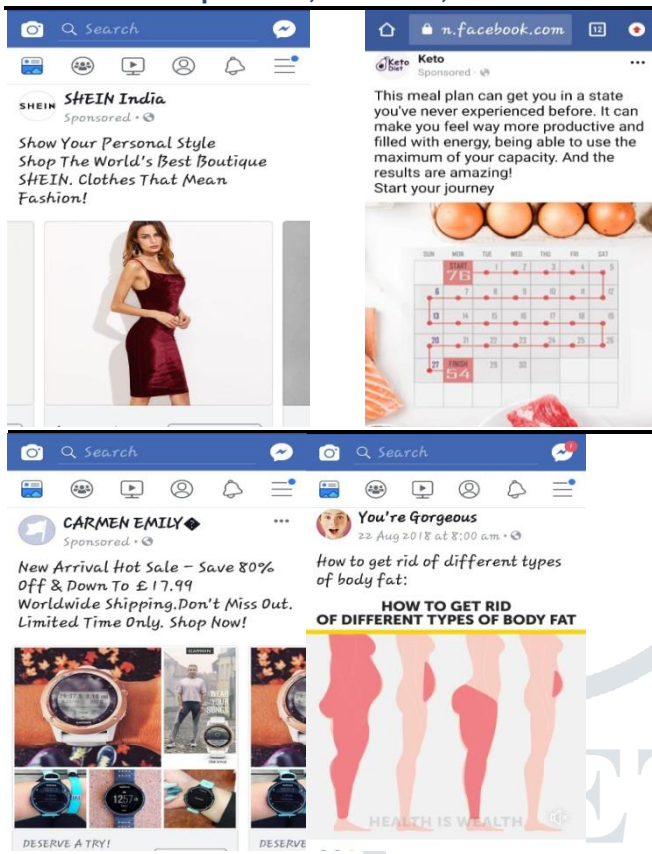
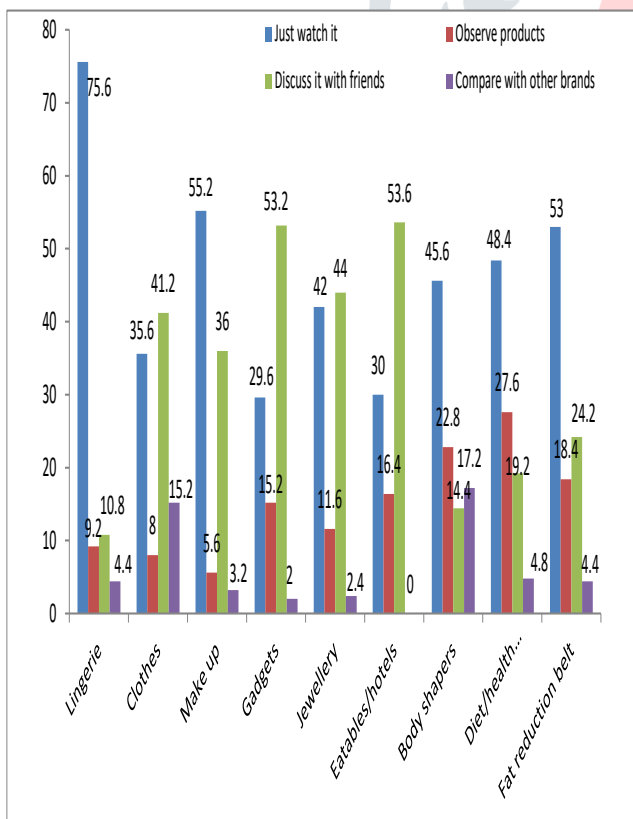
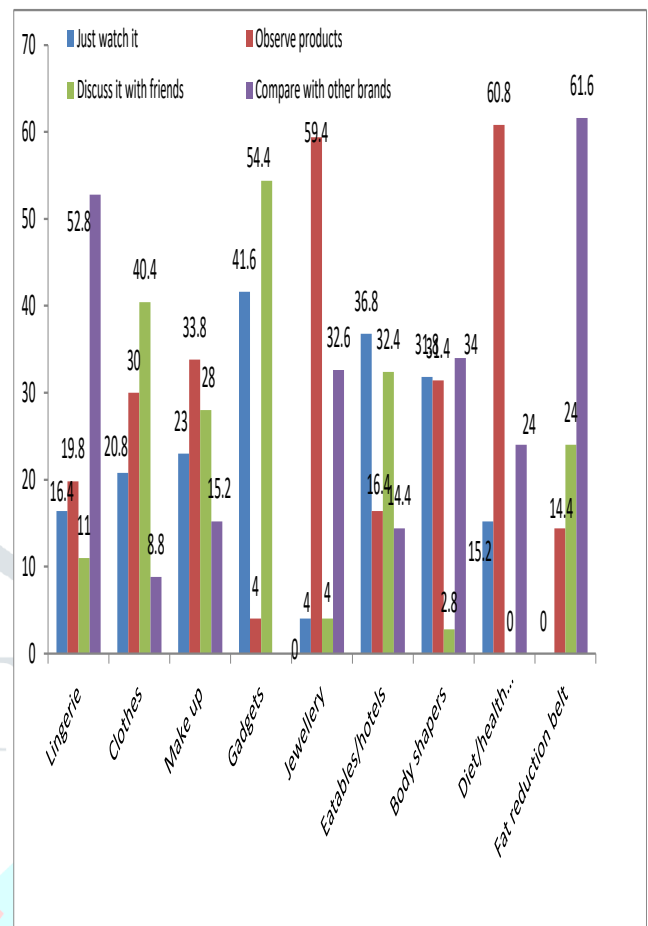


Table - 3: Viewership Pattern of Advertisements by School Girls



(The above figures that shown on the graph's bars are in percentages)

Table - 4: Viewership Pattern Advertisements by College Girls



(The above figures that shown on the graph's bars are in percentages)

The viewership pattern of advertisements revealed limited brand awareness in school girls. They preferred just watching ads of products like lingerie (75.6%), makeup (55.2%), jewellery (42%), body shapers (45.6%), diet / health supplements (48.4%), and fat reduction belt (53%). They discussed with their friends about products like clothes (41.2%), gadgets (53.2%), eatables and hotels (53.6%). But careful observation of products and comparison with other brand was found to be moderate. However college girls who show a higher brand image consciousness; they not just watched these advertisements but also carefully observe the products in ads of makeup (33.8%) and jewellery (59.4%), they discussed with their friends about products like clothes (40.4%), gadgets (54.4%), fat reduction belts (61.6%) and body shapers (34%) and majority of them even preferred to compare the products of different brands. This shows high consciousness related to products. Thus brand consciousness increases with age as the girls grow from teenagers into young adults.

VI. CONCLUSION

From this study we understood that the growth of social media is rising at an increasing rate. The social media trend is caught up amongst these teenage school and college girls as the usage and viewership of social media is the most popular among adolescents. The ads that we see on social media platforms are styled by corporates for their profit motive and as social media is currently the trendiest of all media platforms

The effect of social media marketing is highly impactful on adolescents, especially young adults as the brand consciousness increases with age as the girls grow from teenagers into young adults.

Also we have seen how social media marketing firms chiefly use social media to help adolescents identify their products from other brands.

Also, this research shows how social media helps in consumer based brand awareness and creating a bridge between marketers and buyers with the help of social media marketing activities.

From this study we understood that social media has become so influential and powerful, that the world has now become a small marketplace. Building a brand image and marketing it over social media are one of the central approaches of marketers during recent times. Marketers have utilized various means to maintain the brand loyalty of their customers. One of the recent means is the social media marketing. Creating needs for the products and services in the mind of customers while they simultaneously share music, technological-related, and funny contents on social media platforms, marketing a product is now more than just a tedious task.

The process of business is now being altered into a consumer-friendly style where the needs and wants of consumers are given utmost importance on a platform where the world has suddenly become a near. Firms are now using social media to showcase their products and services with a customized, personal-touch in a way that the consumers would feel the need and would be drawn towards wanting to purchase their products and services.

Social media uses leisure as an essential ingredient in the new mass culture, both as a means of motivating consumerism and of providing activities for the free time for the masses. Mass media content caters to the leisure time of people. Through advertisements and advertorials, media influence people to buy commodities and services by presenting new trends in fashion and designer wear. Thus launch designers, models and brand ambassadors. In fact media and advertising control us: our thoughts, our world view, our information, our attitudes & our behaviour.

VII. ACKNOWLEDGEMENT

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