IMPACT STUDY OF SOCIAL MEDIA MARKETING AMONG YOUTH: WITH SPECIAL REFERENCE TO JALANDHAR, PUNJAB

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*Abstract -*Social media and the related websites like facebook, whatsapp, twitter, google Duo, hike, instagram, etc. have changed our way of living to a certain extent, now our emotions are based on emoji's and our mood is dependent on likes and comments on our photos and other material uploaded on these respective sites. The studies show that new generation or youth i.e. born after 1990, is almost dependent on such sites for different things like, communicating with friends, college notes, new trends and fashion, current issues and many such things. This is a well known fact that globally youth is the biggest users and even consumers of such sites. There lies a vast scope for the marketers in this area, they use to promote their products on these sites and the respective sites use to earn income from such advertisers.This study will focus on the benefits of such social sites like exchanging knowledge, finding employment and increasing the social quotient and some other disadvantages like over exposure and privacy killing. Other than this, the researcher will also try to analyze the impact of marketing activities done on these social sites. The finding of this present research will enumerate the positive and negative impact of social websites on the youth of our country. This is a research based on primary data, and latest version of SPSS will be used to analyze the same.

Keywords: **Youth, Social Media, Marketing**.

Introduction

Computers were born in 1975 and since then, never the time came to look back. However, until twenty years ago, people rarely used computers for personal use. However, the last two decades have seen a remarkable change in the use of technology in the world and even more visible in India. Meanwhile, people between 5 and 70 use technology for other purposes. While some use technology for professional purposes, most use technology for personal needs. Technology through computers or smart phones with the Internet has made the use of technology more a necessity than a luxury. The exponential increase in the use of computers and the Internet has led to the emergence of social networking sites. Currently, there are 2.1 billion active social media users of 3 billion Internet users worldwide (Pew Research Center, 2015). Therefore, it is obvious to say that internet and special social networking sites have a major impact on society. This present study will analyze the problems of social relationships and their impact on the natural change of young people. Nowadays, articles can reach to the customer within no time and is having the capacity to develop and change the trends. Mass is increasingly strong in education and information by the virtue of developing technology. As **Susan (2010),**states that people are becoming more versed to the increasing aura of WWW and become active.

This present study will try to analyze the aura of social network and effect of the same on youth of the country. The other related questions which are to be answered are; use of social networking in routine life of young people and the effect of the same on the respective behavior? In the present scenario social networking has rooted deeply in our lives and has changed the same to certain extent. These new innovations in the field of IT have opened a lot of new gateways for youth of the country as far as communication is concerned. In India, youngsters are making the use of IT extensively in their education for the knowledge of concepts and ways & means to do things, other than this they are using it for entertainment, sharing views and ideas, etc. apart from the field of education youngsters are making the use of the same in their professional carriers as well. Today the whole world of world wide web has gathered in a small mobile phone which very easy to carry and access any where any time.

BACKDROP

The technology of internet is developing every now and then, and this is making the spread of the same very adoptive, there are a number of companies who have made their offices paperless and using whatsapp and other related tools to share reports and other information. If we talk of the features of internet in this concern, we can mention the ability of chatting, sharing pictures and documents, sharing opinions and even forming of opinions. Distance and time involved in communication has left behind, today we are able to communicate on real time basis and without any distraction.
Connectivity and nature of the connections can vary from one site to another. Through social networks, finding and making friends has become easier, becoming members of professional sites like linkedin can give a boost to our carrier, signing up on a job portal can bring us better career opportunities, matrimonial sites can give us best suited life partners, shopping sites can provide us with all the amenities of our routine life and many others.

This present study will focus on the assessment and belief system of youngsters regarding social media and try to evaluate the related pros and cons of the same.

STATEMENT OF THE PROBLEM

For the youth of the country, social media is still in the experimentation phase where youngsters are trying to test all the possibilities of the same. **LiveStone (2008)** states that for adolescents, the domain can be accepted enthusiastically because it represents the site of their children, visible to the peer group rather than adult supervision, an exciting opportunity and relatively safe to perform social adolescent psychological work build, which is having the ability to affect their behavior to a certain extent.

The respective standards of social media are changing every now and then; these standards are made and exercised according the commercial needs of the same. Broadly it can be said that these are less humanitarian and more commercial. Every day a lot new people are joining the social media and the maximum users are the youngsters, they are making all the possible uses of these social networking sites, no one has ever notices that the thin line between the right and wrong has been crossed. Today it is very easy to destroy the private life of anyone, thanks to social media. But this is not the end there are positive aspects as well, sharing good thoughts, making new friends, finding jobs, shopping, availing various services at the minimum possible cost are some of the positive features of the same. these features are very much able to save time and money in many respects. Online ordering has become more frequent that buying from a retail store.

REVIEW of LITERATURE

Livingstone et al (2005) The anxieties about safety, health and other related issues can be put into the categories of concerns about exposure, an unwanted issue. He studied the behavior of the youngsters on the above lines and stated that the social media is having the power to manipulate the behavior of young people and can also impact their mindset; this is sometimes positive and sometime negative.

Mancanza, Beck and Hoover (2009) investigate the use of sites for the socialization of the part of the experts of labor psychology. Most students who use Facebook and their account information have access to plurality and some user profiles that have a questionable nature in their accounts that can be viewed publicly. They suggest that formal education should be president to students regarding the use of these sites.

Cavus (2010) volute the use of social media sites in the field of educational technology of computer information and control of the site of social interest. He also stated that internet is now the integral part of the daily lives of the students in the selected colleges and the same can be generalized for all the universities and colleges of the same level.

Moira Burke and Cameron Marlow (2011) analyzed the perspective for using social networking sites. He says that the use of these sites can be considered as a monolithic activity, all the time, even in his social environment and its impact is the same for all users. The study examines how Facebook and social suggestions of customer service, individual communication, transmission of grander information, news and social networks, diversity of communication opportunities, inclusion of social and automatic communication.

Meier et al (2012)studied the social media with respect to the Korean youngsters, working in different IT companies and enumerate the cause and effect relationship between the usage and advantage of social sites. The study revealed that the increase of Korean employees in international companies can be the result of such social networking on the other hand he also states that the excessive use of internet and social sites have made them isolated and irrigative at times and is affecting their real life to a certain extent.

Kyriaki et al. (2013) examine the problematic use of the site of social networks (SNS). A sample of 143 young adults in Greece who varied between 18 and 34 years old completed questionnaires about personality characteristics, depressive symptoms, problematic use of the SNS and sociodemographic factors. However, the problematic use of SNS is not related to Consciousness, Openness to Experience and Extraversion, but is the last negative state associated with depression.

Bahire et al (2014)stated that the friendships of real life with the friendships formed through SNS, in meeting the needs of the students of the English Preparatory School at the University of the Eastern Mediterranean. It was designed as a case study of students of the English Preparatory School of the University of the Eastern Mediterranean during the academic year 2011. Of the 600 students enrolled in the course, 100 (n = 77 women, 23 men) by random sampling for participate in the study.

OBJECTIVES OF THE STUDY

1.   To know the extent of usage of social media by the youth of Jalandhar, Punjab
2.   The assess the inclination of youth in Jalandhar, Punjab towards the use of social networking for interacting and sharing as compared to old methods of the same.
3.   To evaluate the behavioral changes in Indian youth w.r.t. social media.

Hypothesis of the Study

Hypothesis 1:
H_0:There is no relationship between youth live and impact on social media on it.
H_1:There is a significant relationship between youth live and impact on social media on it.

Hypothesis 2:
H_0:There is no relationship between time spend in Social Networking and routine life.
H_1:There is a significant relationship between time spend in Social Networking and routine life.

Research Methodology

This present study is based on primary data, which is being collected first hand from the respondents. This present study attempts to study the causes for inclination or non−inclination of the youth towards social sites.

Sampling

The respondents for the present study were the youngsters between the age group of 25 years to 35 years, both male and female. Alumni of Five engineering colleges working in different IT companies, of Jalandhar city were selected for the purpose of sample. Total 200 respondents from different backgrounds were selected for the study.

Source of data collection

In the present study the data was collected using a detailed questionnaire, consisting of questions of different nature like closed ended, open ended, scale based, etc.

Tools of analysis

Statistical tools like one way ANOVA, was used for the analysis of data. The software used for the study was SPSS Ver. 22.0.

Data Analysis and Interpretation

Graphical Presentation of Data

Time Spent on Internet by the respondents
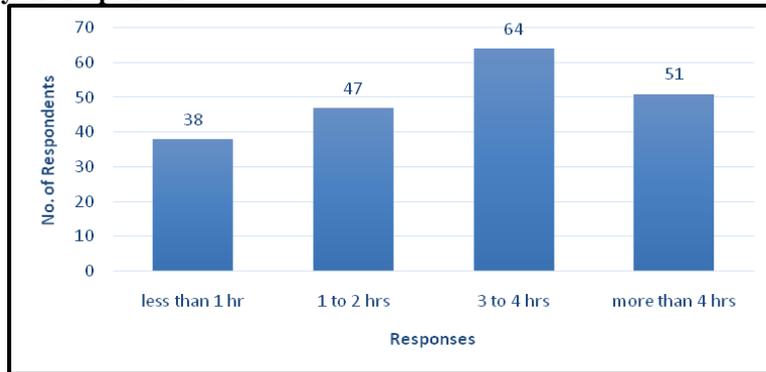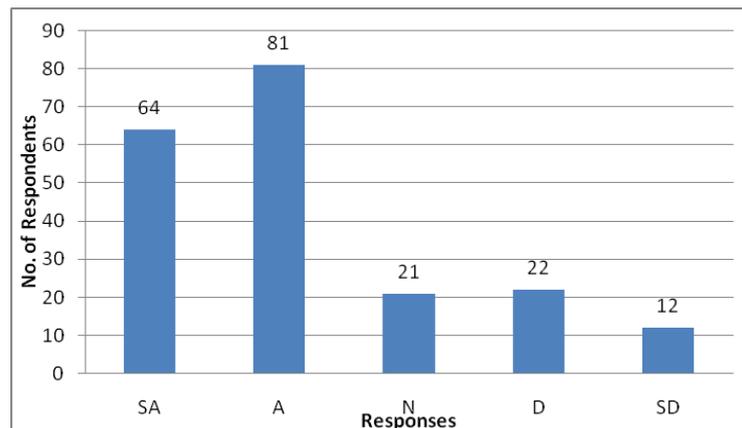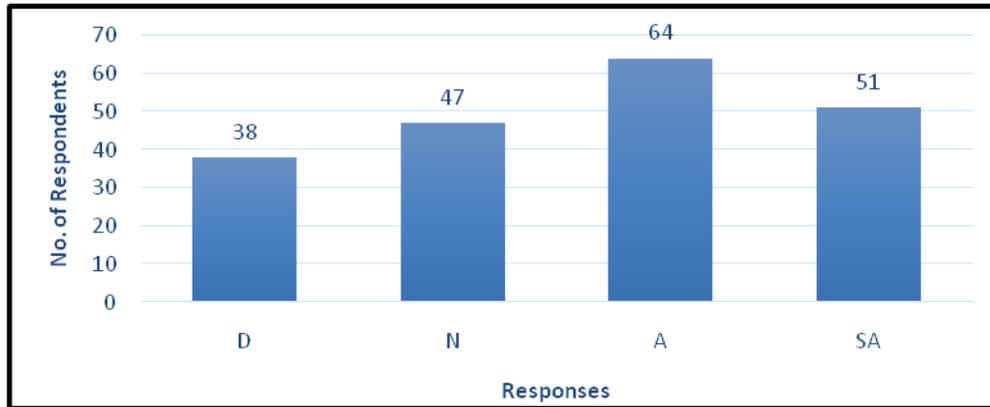

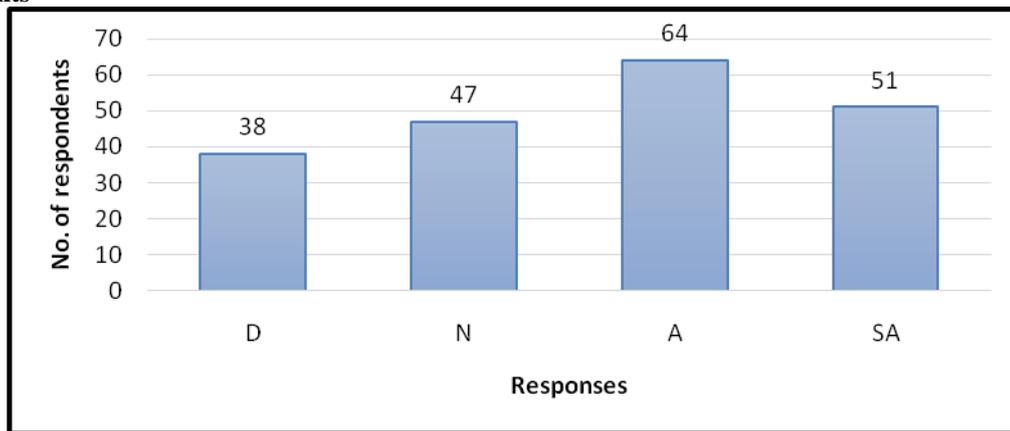**Suggestion for checking products on Internet**

a.   Beauty Products
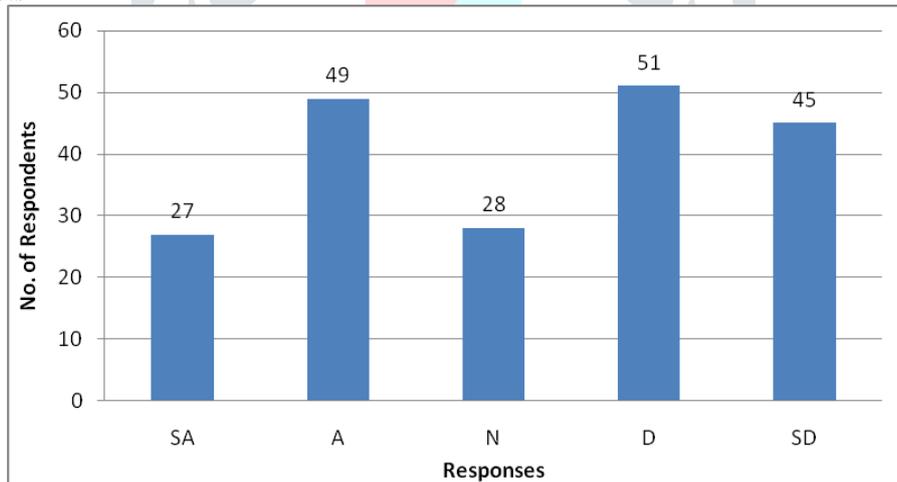
b.   Fashion Apparel

c.   **Electronics**
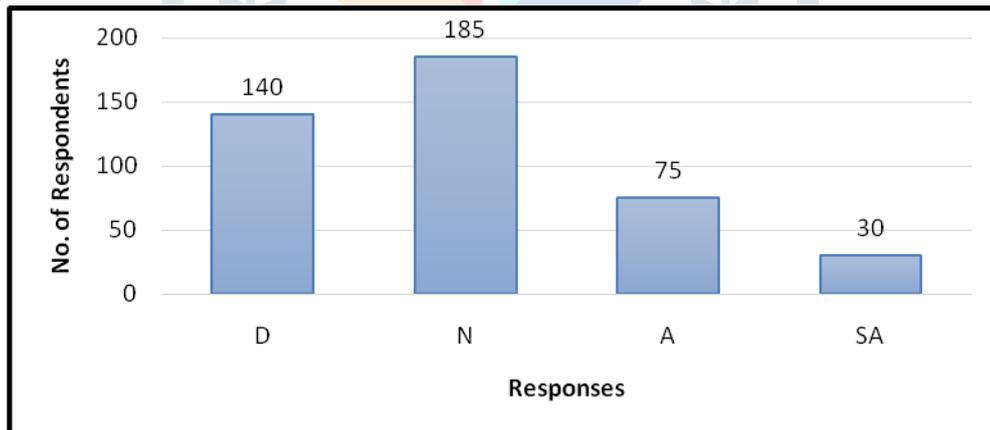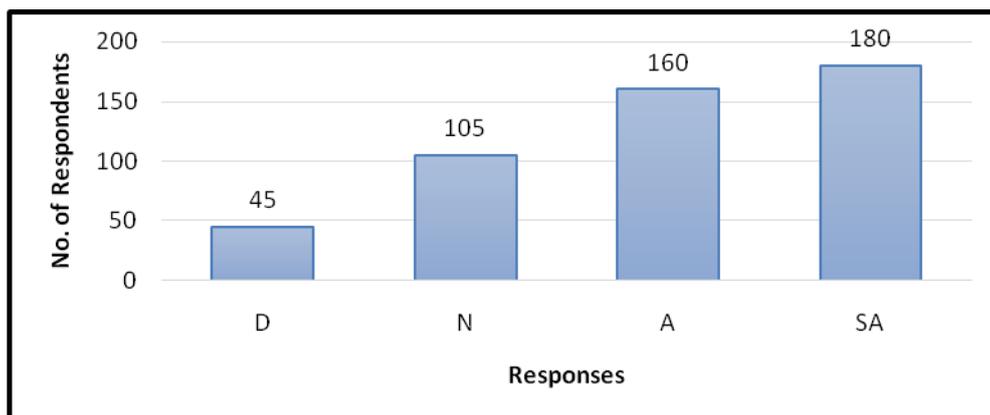

d.   **Restaurants**

e.   **Education**

f.   **Others**

Interpretation

As can be seen from the above given diagrammatic presentation of data, most of the respondents are found to be spending 3 to 4 hours on internet for various purposes like shopping, education, business, developing reports, projects and other number of uses. The total quotient of time spent on social sites is around 1 to 1.5 hrs on daily basis, some of the respondents have reported, spending more than 3 hours a day on social sites. As far as the suggestions and following the advertisements on the social sites are concerned, most of the respondents are showing interest in the generic products like fashion, electronics, education material and others. For specific products people still believe on window shopping, this includes products like insurances, vehicles, apartments, etc.

Statistical Inferences

Hypothesis 1:

H_0:There is no relationship between youth live and impact on social media on it.

H_1:There is a significant relationship between youth live and impact on social media on it.

In order to test the above hypothesis, variables are tested against the stipulated variables of gender, Income and occupation. The test used for the above hypothesis is one way ANOVA where the variation among the responses is being checked.

Summary of the test results are given below:

On the Basis of Age	F	Sign
You give opinions on social issues using social media	.155	**.326**
You give opinions on religious issues using social media	.688	**.559**
You give opinions on Political issues using social media	.660	**.577**
You use internet to make friendly comments	.365	.478
You manage your basic contacts using social media	.889	.446
On the Basis of Gender		
You give opinions on social issues using social media	.316	.814
You give opinions on religious issues using social media	17.921	.000
You give opinions on Political issues using social media	2.371	.070
You use internet to make friendly comments	2.459	**1.862**
You manage your basic contacts using social media	3.445	**3.017**
On the Basis of Income		
You give opinions on social issues using social media	.983	.817
You give opinions on religious issues using social media	1.885	1.112
You give opinions on Political issues using social media	1.117	1.348
You use internet to make friendly comments	1.443	1.219
You manage your basic contacts using social media	3.445	.017

Interpretation

Above given components are being tested on the parameters of age, gender and income of the respondents, responses of the same are being tested for the variance using ANOVA. As given in the above table it can be seen that in most the cases the difference between the 'F' value and 'Sign' value which shows that the level of variation among the responses is not much and it can be established that the impact of social media on the lifestyle of youth is positive in nature. There are some variables where the difference between the 'F' value is more that the 'Sign' value which indicates that in such cases the level of variation in the responses is high like managing contact using social media, political and religious issues in the age and income sections.

Result

On the basis of above analysis and interpretation it can be said that there is a positive impact of social media on the lifestyle of youngsters and the null hypothesis '*There is no relationship between youth live and impact on social media on it*' can be rejected and the alternate hypothesis '*There is a significant relationship between youth live and impact on social media on it*'can be accepted.

Statistical Inferences
Hypothesis 2:
H₀: There is no relationship between time spend in Social Networking and routine life.

H_0: There is no relationship between time spend in Social Networking and routine life.
H_1: There is a significant relationship between time spend in Social Networking and routine life.

As far as the routine life of the youngsters is concerned, it can be said that the factors like online purchasing, interacting with friends and colleagues, managing contacts, sharing of thoughts and views are the part of routine life of youngsters. Here the component of time is being tested for the effect of the same on the routine life of the youngsters. One way ANOVA is being used to test the level of variability of the responses for the life style of youngsters.

On the Basis of Time

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Following Advertisement campaigns online	Between Groups	.505	2	.168	.439	.525
	Within Groups	536.717	198	1.082		
	Total	537.222	199			
Shopping online	Between Groups	1.956	2	.652	.897	.962
	Within Groups	469.836	198	.947		
	Total	471.792	199			
Use job portals	Between Groups	2.246	2	.749	1.825	1.142
	Within Groups	562.832	198	1.135		
	Total	565.078	199			
Use of professional networks like linkedin, etc.	Between Groups	1.368	2	.456	3.114	3.026
	Within Groups	620.110	198	1.250		
	Total	621.478	199			
Use of facebook and other social sites	Between Groups	1.732	2	.577	.207	.891
	Within Groups	321.980	198	.649		
	Total	323.712	199			
Sharing views and ideas over websites	Between Groups	13.119	2	3.280	.497	.485
	Within Groups	524.103	198	1.059		
	Total	537.222	199			
Give opinions	Between Groups	2.026	2	.507	3.114	.026
	Within Groups	469.766	198	.949		
	Total	471.792	199			
Mange contacts	Between Groups	4.451	2	1.113	.439	.725
	Within Groups	560.627	198	1.133		
	Total	565.078	199			
Online education	Between Groups	9.327	2	2.332	.897	.962
	Within Groups	612.151	198	1.237		
	Total	621.478	199			
			2			
Use of services like taxi and holiday booking	Between Groups	3.981	198	.995	1.825	1.142
	Within Groups	440.921	199	.891		
	Total	444.902	2			
Use other services	Between Groups	3.730	198	.933	.439	.525
	Within Groups	319.982	199	.646		
	Total	323.712	2			

Interpretation

As far as time factor is concerned, the researcher found that people are giving suitable time to internet surfing, but they do not do it at the cost of their professional requirements, as most of the respondents are working in one or the other company hence they use internet as and when they use to get time. As a matter of fact most of the respondents are taking most of the services available on internet and making extensive use of social media for different requirement. As can be seen from the above table that in most of the cases the amount of variation in the responses is not significant, like for Following Advertisement campaigns online, Shopping online, Use of professional networks like linkedin, etc, Online education, Use other services, Sharing views and ideas over websites.

Then there are some components where the amount of time consumed on internet is not computable like the Use of facebook and other social sites, Give opinions, Mange contacts etc. now this shows that gradually youngsters are devoting less time on internet for surfing social sites, but yes they access them on regular basis and also update the information as and where required.

Result

On the basis of above analysis and interpretation it can be said that there is a positive impact of social media on the lifestyle of youngsters and the null hypothesis '*There is no relationship between time spend in Social Networking and routine life*' can be

rejected and the alternate hypothesis *'There is a significant relationship between time spend in Social Networking and routine life'* can be accepted.

Conclusion

The growth of social media sites shows an important change in Indian Students and teenagers behavior in their life.The social media websites has become an important part of our life today. It could extinct the future of Indianteenagers and children and it had a very bad effect on education as it is argue above. There is no other society or anythird party which could check for what actions are been performed by which user, so it is strongly recommended tocheck teenager's activities on social media websites and don't let them use social networking websites. It is also astrong recommendation for international and Government cyber control to take part and ban these type of socialnetworking websites, other than government and jurisdiction, every parents should closely banned the use of socialnetworks on their children and secure their future.

As the technology is growing the social media has become theroutine for each and every person, peoples are seen addictedwith these technology every day. With different fields itsimpact is different on people. Social media has increased thequality and rate of collaboration for students. Business usessocial media to enhance an organization's performance invarious ways such as to accomplish business objectives,increasing annual sales of the organization. Youngsters areseen in contact with these media daily .Social media hasvarious merits but it also has some demerits which affectpeople negatively. False information can lead the educationsystem to failure, in an organization wrong advertisement willaffect the productivity, social media can abuse the society byinvading on people's privacy, some useless blogs caninfluence youth that can become violent and can take someinappropriate actions. Use of social media is beneficial butshould be used in a limited way without getting addicted.

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