

THE IMPACT OF SOCIAL MEDIA MARKETING ON BUYING BEHAVIOUR OF YOUNG CUSTOMERS IN CHAMPA CITY

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ABSTRACT

Social media is the most popular marketing of today's contemporary society which shows consumer behavior and development in regard towards the marketing behavior of the youth. Social media marketing is one of the most important aspect of development in the marketing sector. Consumers earning, saving, and expenditure patterns are rapidly changing now a days. Expenditure is one of the major factors determining effective marketing. All the youth are expending a part of their incomes in marketing . All of them do not spend money in the same manner. All youth differ from each other on socio-economic and psychological ground. Champa city is the developing city consisting of youth belonging to different educational qualification, age groups and income groups with variation in craze towards social media marketing. So, the effort is taken to study the impact of social media marketing on behavior of youth. In Champa city the detailed information of 100 sample of youths is collected through field work by questionnaire and survey method. On the basis that the objective wise study is carried out. The conclusion and the suggestion are presented in this paper.

Keywords : Social media, Social media marketing, consumer buying behavior ,Expectation, Modernization.

1.Introduction

Social Media is a reasonable promoting that help boomed, rocked & enhanced all the other ways of marketing. It is a convient manner by which only due to movement of our fingers, we can bring all the desired world into our own hands. In other words, we can say the whole desired marketing is within our fingers, completely under our control. We can operate it by sitting on a particular place i.e; our home , office ,cars, parties for any part of the world. We receive Information, Social media, Vedios and many more by the means of social media marketing (SMM) liked : You tube , Face book, Twitter, Email...

Today selling appears to be not possible while not the utilizations of social media selling at dawn, it appears that we tend to do washing by mistreatment net once we search our desired product with the assistance of Social media selling (SMM).Thus, it became a very important a part of our life. The web and significantly social media have changed the patrons and marketers human action medium. With the assistance of web and therefore the presence of assorted social media sites it's currently doable for business individuals to fulfill worldwide customers at single click of the button. client purchase call is influenced by social media through cluster communication. The analysis of client behavior is that the core activity for commercialism product and repair since most shoppers area unit mistreatment the web and on-line social media tools. Thus, Social media become a very important media to introduce and market product and additionally to try to to surveys. This study focuses on understanding the Influences of Social Media social medias that have the first goal of engaging customers to shop for product and services. it'd be valuable to grasp whether or not the Influence of Social Media social medias result in Purchases of the publicized product or services.

2. Objectives of the study

- To know the opinion and perception of youth towards social media marketing in Champa, City.
- To identify the most credible and influential element of social media marketing by youth in Champa, City.
- To suggest the measures for carving effective social media marketing for enhancing consumer perception and shopping experience

3. Features of Social media ads

Social media is wide employed by firms and advertisers to push their merchandise and services. online social media options, therefore, play a major role (Adam, 2003; Baltas, 2003; Kumar, 2008; Yoo et al., 2004; Taylor et al., 2008; Wise et al., 2008). In keeping with Rowley (2001), internet's high speed, user-friendliness, low value and wide accessibility have contributed to its development within the sort of on-line marketing—a new platform for generating attention and awareness among shoppers through on-line social media. Burke and Edell (1989); Escalas and Rutgers (2003) had projected transmission, photos and Content as 3 options of on-line social media that will generate the very best influence on purchase intention. The options of social media ads mention in four generic dimensions:

- **Informative:** Customer preference, updated, flexibility and and purchase tracking and the capability of forming stronger relationships with customers.
- **Interactivity :** Attitudes toward social media, communication & behavior.
- **Entertainment :** Visual source of entertainment, social messages, new information about latest & desired products & styles.
- **Credibility :** Customers can rely social media marketing as it has ability to perform the undertaken service dependably & accurately

4. Importance of social media marketing

The study helps in understanding the concept of social media marketing (SMM) along with its various elements. It throws a light on the effect created by social media marketing used by online shopping companies on consumer perception. It was known that how marketing previously require face to face contact with the retailer and the consumer but social media marketing has made it easy and convent for the consumers by the mode of online order advertisement etc and home delivery for receiving the desired product. Influencing the consumers in the race of modernization advancement and convent.

5. Methodology Used

This study is aimed assessing the impact of social media marketing (smm) on youth, hence all the youth of champa City. To analyze the behavior of customer toward social media marketing would be study and a survey among young customers to the impact of buying behavior in social media was done. Researcher has selected 100 sample under graduate & post Graduate customers for this study. A sample size of 50 respondents will be taken from each i.e.; Under Graduate (UG) and Post Graduate (PG) has been selected using Quota & convenience sampling techniques which comprises 53 male customers and 47 female customers. Data collected from survey is analyzed with the help of Excel.

6. Data analysis & Discussion

Table 1 reflects the demographic profile of the respondents. The results of descriptive analysis for demographic information indicated that among the analyzed samples (n = 100), 47% of the respondents were female and 53% were male. In terms of age group, the ages of the respondents ranged from upto 20 years to above 40 years old, with the majority of respondents falling between the age group of “21-30” (56%), followed by the age group “31-40” (29%), upto 20 years (10%), “> 40” (5%). Majority respondents of education upto post graduate level (32%) followed by graduate 45% and others (15%). About 70% of the respondents were working people (salaried or self-employed), followed by 10% from others category and 20% were students. Majority of the respondents have a monthly income of 25,001 – 75,000 (72%).

Table 1. Demographic details of the respondents (n= 100)

	Demographic	Frequency	%
Gender	Male	53	53
	Female	47	47
Age	Upto 20 Yr	10	10
	21 – 30 Yr	56	56
	31 – 40 Yr	29	29
	Above 40 Yr	5	5
Education	Upto Higher Secondary	8	8
	Graduate	45	45
	Post Graduate	32	32
	Others	15	15
Occupation	Govt. employee	56	56
	Private employee	14	14
	Student	20	20
	Others	10	10
Income	Upto 25,000	9	9
	25,001 – 50,000	72	72
	50,001 – 75,000	12	12
	Above 75,000	7	7

Source: Primary Data

Table 2: Respondent's Profile of Social media (n = 100)

Social Media Users	%	Favourite Social Media	%	Motivational Behind joining social media	%	Time spend On social media	%	Reason for using social media	%
Facebook	43%	Facebook	48%	Brand Invitation	25%	0 – 30 mins	25%	Trends	31%
Whatsup	40%	Whatsup	42%	Friends	35%	31– 60 mins	63%	Legitimate Friend focus	42%
Twitter	9%	Twitter	4%	Personal	19%	More than 60 mins	12%	Peer influence	11%
LinkedIn	0%	LinkedIn	0%	Loyalty towards the brand	7%			Ease to use simplicity	10%
Others	8%	Others	6%	Some other reason	14%			Any other	6%

Source: Primary Data

Table 3 : Attitudes of users of social media towards Advertisement (n=100)

Variables	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Interesting and attractive	20%	10%	5%	25%	40%
Interactive	29%	13%	8%	14%	36%
Informative	11%	19%	5%	23%	42%

Reliable	17%	21%	13%	29%	20%
Credibility	13%	21%	15%	22%	29%
Sharing comments	15%	18%	10%	21%	36%
Relying on ads.	27%	19%	20%	21%	13%
Truthful & ethical	30%	19%	11%	22%	18%

Source: Primary Data

Table 3. shows that 20% respondents strongly disagree towards interesting and attractive to social media advertisement, where 10% disagree, 5% remains neutral, 25% were agree and remaining 40% of them were strongly agree . Then 11% respondents are strongly agree to interactive towards social media advertisement, 13% are disagree, 8 % remains neutral ,whereas 14% are agree and 36% of them strongly agree. For informative , there are 11% respondents are strongly disagree, whereas 19% disagree, 5 % neutral, 23% were agree and 42% were strongly agree . Whereas question is for reliable towards social media advertisement , 17% were strongly disagree, 21% were disagree, were 13% are neutral , 29% were agree and remaining 20% were strongly agree. For customers credibility towards advertisement are 13% were strongly disagree, 21% were disagree, 15% were neutral, 22% were agree and remaining 29% were strongly agree. For sharing comments in social media towards advertising 15% respondents were strongly disagree ,18% were disagree, 10% were neutral ,21% were agree, and remaining 36% were strongly agree. For truthful and ethical 30% respondents were strongly disagree, 19% were disagree, 11 % remains neutral , 22% were agree, and remaining 18% of them were strongly agree. An empirical investigation will be done by reviewing this fig. to quantify the connection between Social Media Ads and Consumer's Purchase Intention mediate by Informative, Interactivity, diversion and quality.

7. CONCLUSION

Various varieties of on-line advertisements area unit offered on the web. Though on-line advertising is an efficient tool to succeed in larger audiences, it's vital that advertisers incorporate options to form it more practical. in keeping with Tsang and Tse (2005), on-line advertising is effective if it's able to generate an on the spot response from shoppers. Majority of studies are restricted to the impact of on-line advertising characteristics supported content, quality, pictures, animation and kinds of ads. Whereas it indicates that angle of shoppers relates absolutely to get intentions, the factors that mediate the connection between attitudes and intentions to shop for area unit unclear. However, in keeping with previous literature, Informative, Interactivity, diversion and credibleness area unit the common options of social media advertisements that influence shoppers purchase intention.

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