



Social Media Analytics for Targeted Marketing in Special Reference to Youth

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Abstract :

Social Media connects with 2 words i.e. 'Social' and 'Media'. 'Social' means to connect with so many people on community and 'Media' means the channel to transfer the message.

As our topic is "Social Media Analysis for Targeted Marketing in Special Reference to Youth". In this paper we will be discussing about the Social Media, Target Market, and the behavior of youth towards using Social Media or how they are getting influence by Social Media Networking or sites.

In this paper we have prepared a Questionnaire for the targeted youth that is getting influenced by Social Media influences or sites. Main objective of this study to know the impact of Social Media on the youth of today. There are so many types of social platforms available for providing many types of assistance for youth to get connected with them like Twitter, Facebook, Instagram, WhatsApp, YouTube etc. these are some of famous on well-known platforms where a youth can get influence by their product or services. Social Media is targeting a large number of population in the form of advertising, influencers, bloggers etc.

This article is going to showcase the impact of social media in specific reference to youth.

Keywords : Social media, Targeting market, Youth, Social media platforms.

Introduction :

The topic of this article is "Social Media Analysis for Targeted Marketing in Special Reference to Youth" understanding the word Social Media.

Social media has truly transformed the way we communicate, connect and share information platforms like Facebook, Twitter, Instagram etc. allow users to express their thoughts and creating and playing a leading role in change in thoughts of society. If Social media is helping in the development of the society. It also comes up with few drawbacks that leads to unrealistic expectations, mental health issues particularly among young users but despite these drawbacks business are reaching to their leverage goals by using social media for marketing in innovative ways.

Impact on Youth :

Social Media has become an integral part of the lives of today's youth as it provides spaces for self-expression and creativity. Due to the significant aspect of social media youth can easily communicate with friends, share

experience and collaborate on projects regardless of geographical boundaries without any doubt Social media is a powerful tool for youth for their self-promotion and personal branding as many young individuals use these platforms to showcase their talents whether through art, music or entrepreneurship. This accessibility allows for opportunities that were once limited to traditional media channels.

Objectives :

Objectives of the study are as follows :

- To understand the scope of social media.
- To understand the targeted marketing.
- To understand the impact of social media on youth
- To study about the behavior of youth through questionnaire.

Research Methodology :

This research paper is based on primary as well as secondary data. Primary data was collected through questionnaire and collected secondary data through different sites. The research is based upon the responses of youth on questionnaire (primary data) and literature review through secondary data. The method of research is descriptive and analytical, that is helpful in understanding the impact of social media in youth.

Literature Review :

Targeted Marketing is an approach to raise awareness for a product or service among a specific group of audiences that are a subset of the total addressable market.

It helps to grow business, generate revenue, and improve overall ROI. We can say targeted marketing is the strategy of tailoring and personalizing online advertising according to data acquired from some intended audience.

In other words, instead of sending out ads to an incredibly large audience, a subset is selected based on their traits, interests and preferences.

Understand the word Target Market :

A Target market is a group of customer with shared demographic who have been identified as the most likely buyers of a company's product or service.

Identifying the target market is important in the development and implementation of a successful marketing plan for any new product.

A target market also can inform a product's specifications, packaging and distribution.

Definition of Target Marketing :

Target marketing is that strategy that breaks a market into segments and then concentrates marketing efforts on one or few key segments consisting of the customers whose needs and desires most closely.

Match the product or service offering through a marketer. It can be the key to attracting new business, increasing sales, and making business successful.

- Successful target marketing improves the efficiency of marketing efforts.
- Target marketing is easier than ever thanks to social media, e-mail and other technological advances.

Why is Target Marketing Important :

Target market helps companies/marketer to direct the right product to the right consumer. It is really hard to create a product that satisfies everyone. Through targeted marketing, companies develop a more focused marketing strategy. They have more knowledge of their customers' tastes and needs. Thus they can develop

strategies to reach target consumers most effectively. That way they can satisfy consumers and allocate resources efficiently.

How the Target Marketing Works :

Target marketing involves few stages as follows :

- Divide the market into several market segments through geographic, demographic or psychographic segmentation.
- Identify target segments based on aspects such as profit, size of demand, and potential for growth.
- Developing the appropriate marketing mix and marketing strategy for customers in the target segment.

Target marketing requires companies to identify various segments in the market, they use demographic, geographic or psychographic variables to explain buying needs, tastes and behavior variations. Then, they divide consumers in the market into small groups based on these variables.

Marketers divide Consumers into four major Segments :

- **Demographic** : Everyone can be identified as belonging to a specific age group, income level, gender, occupation and education level.
- **Geographic** : This segment is increasingly relevant in the era of globalization. Regional preferences need to be taken into account.
- **Psychographic** : This segment goes beyond the basics of demographics to consider lifestyle, attitudes, interests and values.
- **Behavioral** : This segment relies on research into the decisions of a company's current customers. New products may be introduced based on research into the proven appeal of past products.

The Role of Social Media in Reaching your Target Audience :

Social media platforms are vital in reaching intended audience because they enable practice to communicate and interact with them more personally.

Social media is an effective tool for practices to connect with the ideal audiences. Social media can boost engagement, generate loyalty and drive revenues by establishing a strong presence on social media and giving value to the audience.

Social media is very helpful in reaching target audience by providing a platform to connect with potential audiences and build reputation marketer always focus marketing efforts and resources on the people most likely to buy the products.

From the following way Social media can help marketer with targeted audience :

- **Building brand awareness** : Social media lets the marketer showcase brand and traduce products or services to their intended audiences.
- **Engaging with their audience** : Social media focuses on relationship building in between marketer and intended audience and that will help to understand the preferences, interests and needs of their consumers.
- **Content Sharing** : Marketers can share their content through social media to reach targeted audiences through blog posts, videos, podcasts that enhances the chance for more people to visit websites.
- **Targeted Advertising** : Many social media platform offer advertising options that let marketer to target specific demographic interests and behaviours.

Why Social Media is important for businesses across industries :

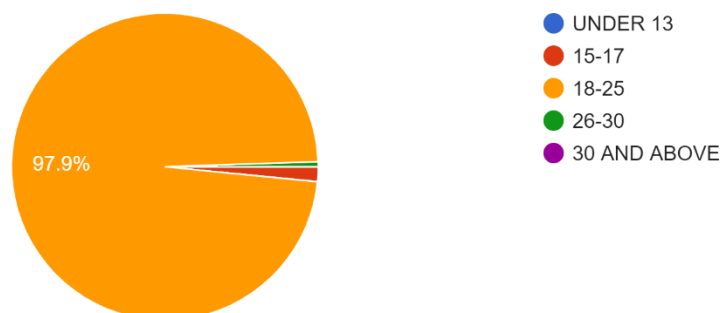
- Business leaders grow their market share and boost sales with the help of social media. The following statistics demonstrate social media impact on business.
- 94% of business leaders agree that social data insights have a positive impact on building brand reputation and loyalty.
- According to the 2023 state of Social Media Report, building brand reputation and loyalty is a top priority for business leaders across industries.
- It is widely accepted that social media playing a vital role in creating competition and building strong competitive positioning of industries.

Question Paper :

1. Are you using any social media platform?
2. On which social media platform you are available the most?
3. How often do you use social media?
4. Do you get influenced from selling through social media advertisement?
5. Which product/services inspired you to take a purchase decision influenced by social media?
6. Have you ever gone inspired for any product through social media?
7. Do you think customer feedback through online platforms helps marketers to take necessary decisions?
8. Do you think social media marketing is safer than any other option?
9. What ethical concern arises from influencer marketing on social media?
10. Which aspect of social media content is most likely to influence youth buying decision?
11. Do you think social media is just a story teller?
12. Social media is customer centric?
13. What is your main purpose of using social media?

AGE

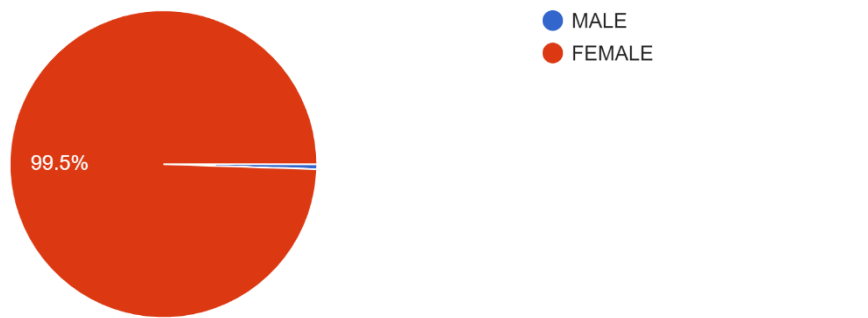
192 responses



After analysis the above Diagram 1. shows that age group between (18 to 25) using social media is 97.6% and from age (15 to17) are1.6% and from age Between (28 to 30) is only 0.5%.

GENDER

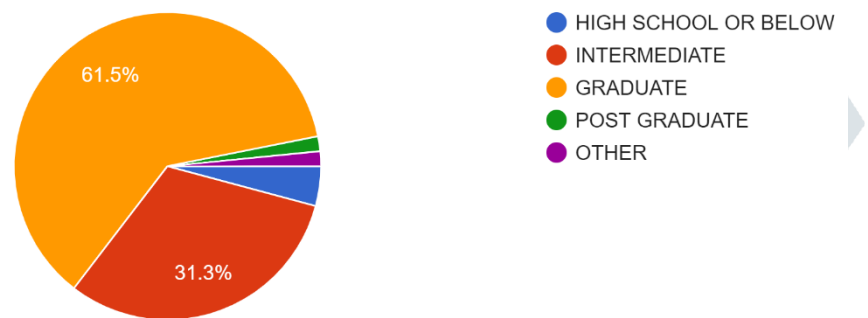
192 responses



Above diagram shows that 99.5% are female and 0.5% are male

QUALIFICATION

192 responses



Above Diagram represents qualification that 61.5% are graduate, 31.3% are Intermediate, 4.2% are high school or below and 1.6% shows are Post graduate and 1.6 show others.

1.ARE YOU USING ANY SOCIAL MEDIA PLATFORM ?

192 responses

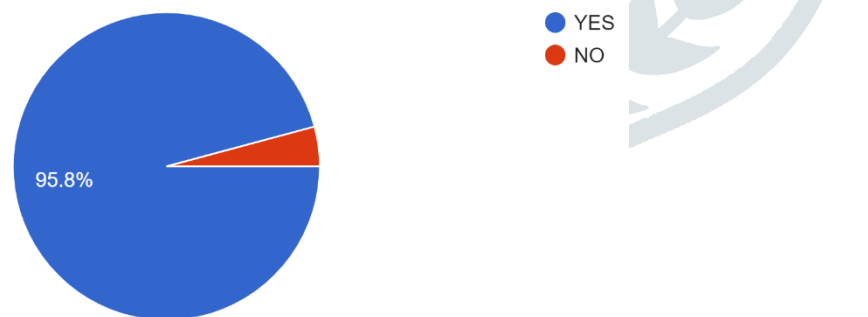


Diagram represents that (95.8%) are using social media and (4. 2%) are not using any social media

2.ON WHICH SOCIAL MEDIA PLATFORM YOU ARE AVAILABLE THE MOST ?

192 responses

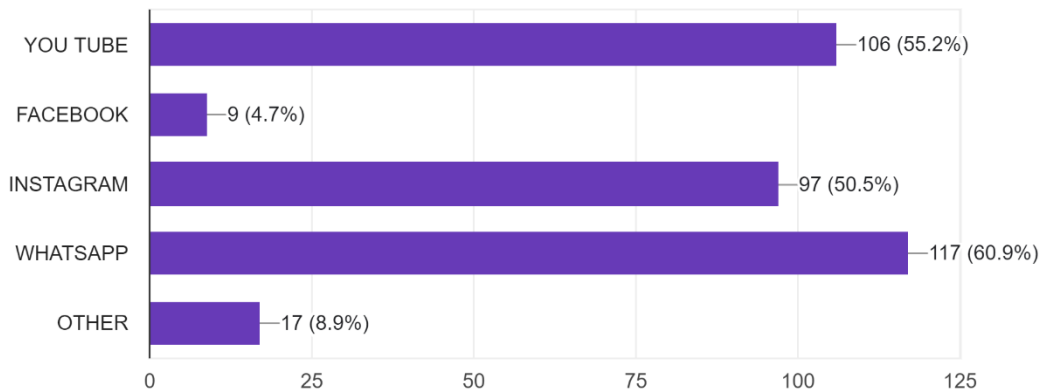


Diagram 2 represents that 56.2% are using YouTube, 4.7% are using Facebook, 50.5% people are using Instagram, 60.9% people are using WhatsApp

3. HOW OFTEN DO YOU USE SOCIAL MEDIA ?

192 responses

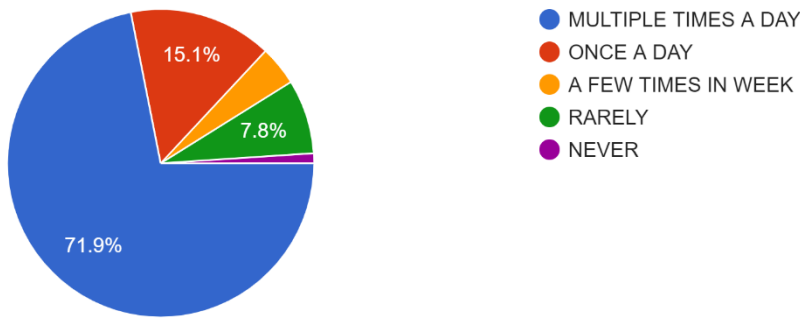


Diagram 3 represents that 71.9% use social media multiple times a day, 15.1% use once a day, 4.2% use social media a few times in week, 7.8% use rarely and rest one person never use social media

4.DO YOU GET INFLUENCED FROM SELLING THROUGH SOCIAL MEDIA ADVERTISEMENT ?

192 responses

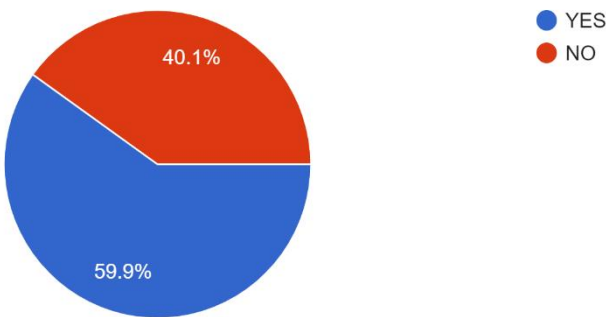


Diagram 4 represents that 40.1% say no to get influenced from social Media advertisement and 50.9% says yes.

5.WHICH PRODUCT/SERVICES INSPIRED YOU O TAKE A PURCHASE DECISION INFLUENCED BY SOCIAL MEDIA ?

192 responses

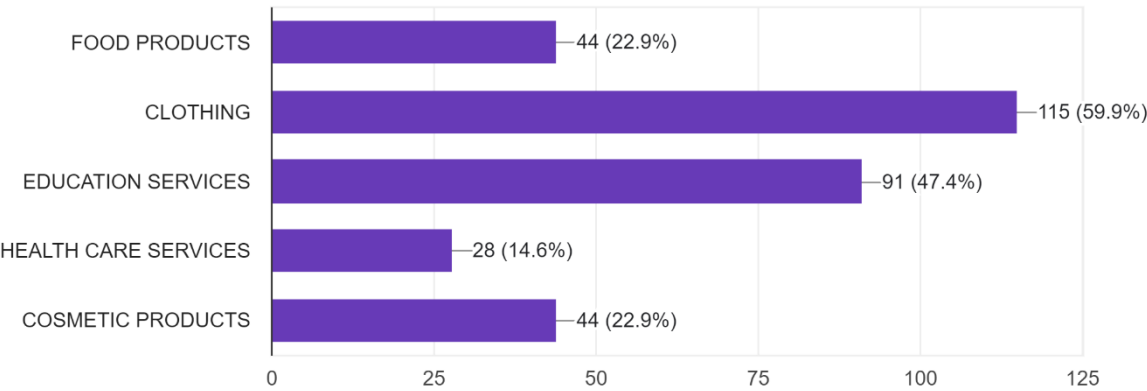


Diagram 5 represents that 2.9% people purchase food products through social media, 59.9% purchase cloths, 47.4% go for educational services, 14.6% p represent healthcare services and last 22.9% represents cosmetic products.

6.HAVE YOU EVER GONE INSPIRED FOR ANY PRODUCT THROUGH SOCIAL MEDIA ?

192 responses

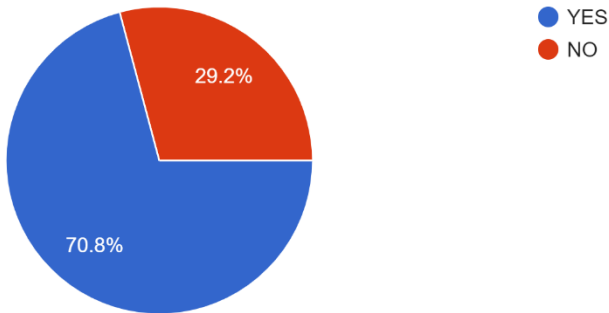


Diagram 6 represents that 70.8% people inspired for any product through social media and 29.2% said no.

7.DO YOU THINK CUSTOMER FEEDBACK THROUGH ONLINE PLATFORMS HEPLS MARKETERS TO TAKE NECESSARY DECISION ?

192 responses

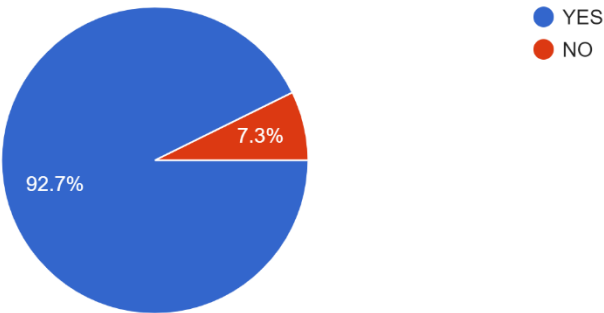


Diagram 7- represents that 92.7 people Say for feedback through online platforms and 7.3% people said no

8. DO YOU THINK SOCIAL MEDIA MARKETING IS SAFER THAN ANY OTHER OPTION ?

192 responses

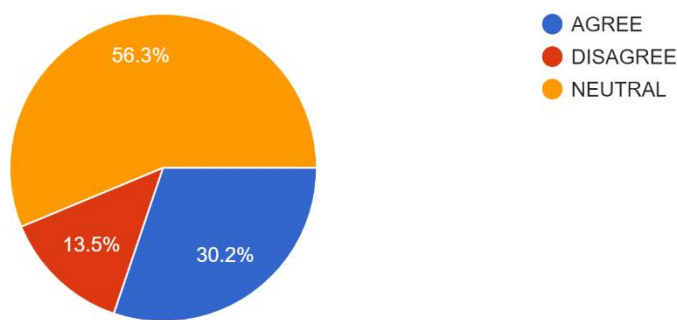


Diagram 8 shows that 30.2% Are agree for accepting social media Marketing is safer than any other option, 56.3% Shows neutral behaviour towards social media marketing, and rest 13.5% disagree

9.WHAT ETHICAL CONCERN ARISES FROM INFUENCER MARKETING ON SOCIAL MEDIA ?

192 responses

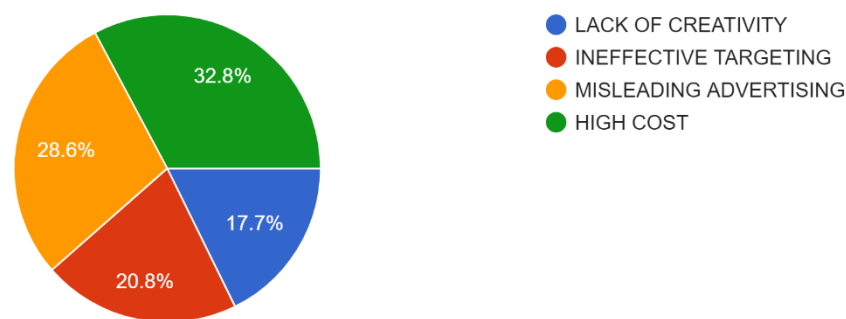


Diagram 9- shows that 32.8% represents high cost, 17.7% shows lack of creativity, 2.8% shows in effective targeting and 28.6 shows misleading advertising

10.WHICH ASPECT OF SOCIAL MEDIA CONTENT IS MOST LIKELY TO INFLUENCE YOUTH BUYING DECISION ?

192 responses

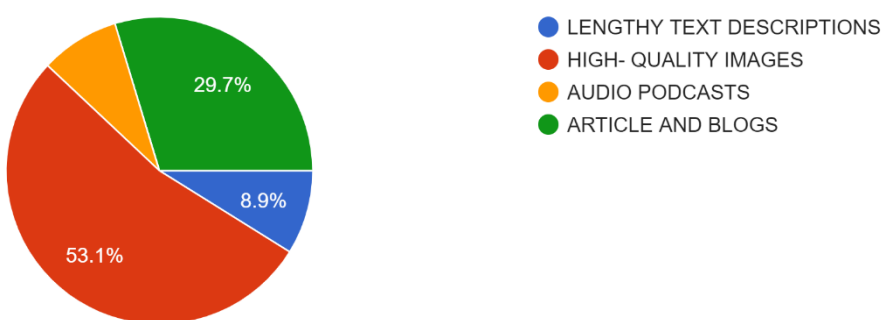


Diagram 10-shows that 53.1 represent high quality images, 8.9 represent lengthy text description, 29.7 represent article and blogs and 8.3 represent audio podcasts

11.DO YOU THINK SOCIAL MEDIA IS JUST A STORY TELLER ?

192 responses

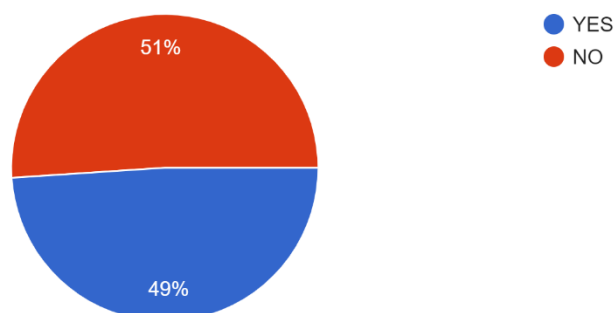


Diagram 11-shows that 49% people think social media is just a storyteller and 51% Do not think so.

12.SOCIAL MEDIA IS CUSTOMER CENTRIC ?

192 responses

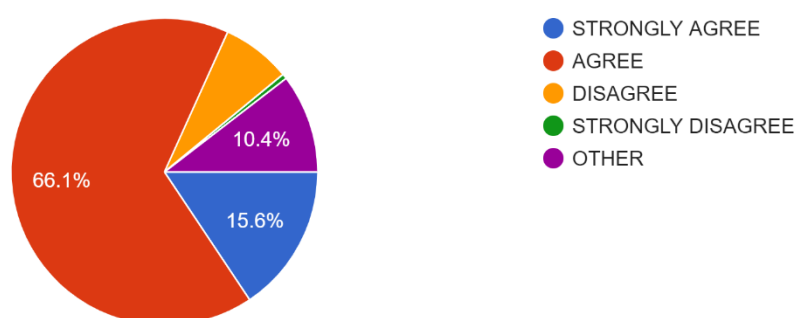


Diagram 12--shows that 66.1% think social media is customer centric, 7.3% people disagree, 15.5% are strongly agree, 0.5% strongly disagree and rest 10.4% are others.

13.WHAT IS YOUR MAIN PURPOSE OF USING SOCIAL MEDIA ?

192 responses

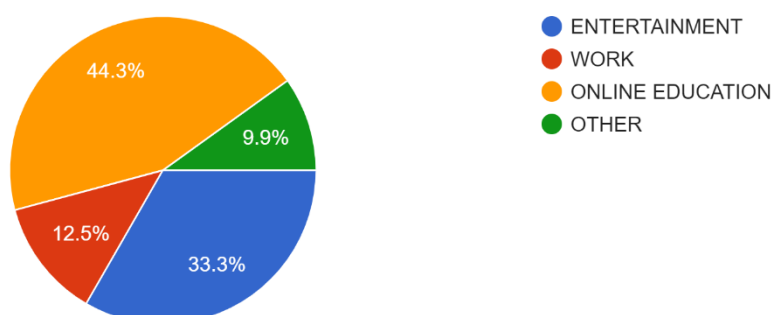


Diagram 13-- shows that 44.3% people use social media for online education, 33. 3% used for entertainment, 12.5% use social media for work and rest 9.9% are others.

Conclusion :

Few years back there was a big barrier for sellers to sell their product that is the “lack of awareness” but with the help of social media network each and every user may get information/knowledge in any related field. Whether to buy a product/service or enhance professional and vocational skills, many applications or modes are available. To attract people either employed or non-employed, students or people from another profession keeping them updated.

We can say social media is not only for entertainment but also for the updation of human beings people also may get appreciation and earn money with the use of social media platforms through showcasing their skills

like cooking, dancing and singing etc. Social media influencers/industrialist specially focusing on today's youth, attracting and giving them quality in social media platforms. Youth is more focusing on social media either for education or for fun the use of media is helpful but sometimes it is very dangerous as it may provide unnecessary information which is not connected to the user. The main problem of social media is secrecy and privacy.

As we can see the analysis of responses of questionnaire social media significantly impacts youth, often in negative ways one of the primary concern is the rise in mental health issues, such as anxiety or depression. The addictive nature of social media can lead to poor academic performance. The influence of social media on youth behavior raises ethical concerns. Many young users share personal information.

On social platforms and may face privacy concern due to lack of awareness and can have long lasting consequences.

As social media continues to evolve, so do the challenges it presents to youth. In conclusion we can say, while social media offers opportunities for connection and creativity, it's negative impact on youth cannot be neglected, understanding the opportunities as well as risk associated with social media is essential for the well-being among today's youth.

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