

Impact of Social Media Advertising on Youth

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Abstract- Advertisements can be defined as the paid form of non-personal presentation and promotion of idea, goods or services by an identified sponsor. A common message regarding the product is given by the marketer or producer. The use of various social media platforms for the purpose of advertising a product or a service is called social media advertising. It identifies, evaluates, and synthesizes the relevant literature within a particular field of research. Social media has grown globally in recent years and it has had a revolutionary impact on its user's attitudes and behaviors. Youths are the one you ones social media the most. So youths will be affected more by social media advertisements.

Keywords: Advertisement, Social Media, Revolutionary Impact.

I. INTRODUCTION

A research study was conducted on "To which extent users feel change in their behavior after encountering advertisements on their homepage". Majority of the people agreed that social media advertisements trigger them to purchase a product. When asked if exposure to social media advertisements is making them E-shoppers, most of them agreed. The majority of them agreed that they feel change in their attitude after reading comments on social media for that product. Majority of the respondents agreed that any feedback on social media about a product left by others affects their purchasing decision regarding that product. When asked if they feel encouraged to voice an opinion on social media regarding a product, most of the respondents were neutral.

A study was conducted on "consumer's attitude towards social media advertising". It was analyzed that there exists a correlation between age of consumer and their attitude toward social media advertising. It was concluded that college aged users have the most favorable attitude toward social media advertising. They also analyzed that enjoyment is the major factor that influences consumers to use social media as a platform for assisting buying decisions. Consumer technology readiness is also a factor that influences consumers' attitudes toward social media advertising. Half of the respondents said that they are neutral regarding social media's privacy policies.

A study was conducted on the impact of social media advertising. It was analyzed that Instagram is the

most used social media platform. The research shows that students are affected by social media advertisements the most. The majority of the people said that they ignore the advertisements. It was concluded that the reasons for ignorance of the advertisements are distrust of advertisements, the irrelevance of the product being advertised, and fear of being misled by advertisements. So it was concluded that advertising alone cannot induce the purchase of a product but rather it works with other factors also. Coming to the impact of social media networking sites, the majority of respondents feel that social media has both positive and negative impacts on their life.

II. RESEARCH GAP

A research gap is a question or a problem that has not been answered by any of the existing studies or research within your field. Sometimes, a research gap exists when there is a concept or new idea that hasn't been studied at all. Sometimes you'll find a research gap if all the existing research is outdated and in need of new/updated research. From the above literature review, it can be carved out that studies have been carried out on the impact of social media advertising on customers. These studies could be further used by researchers to analyze customer behavior toward social media advertising. In today's technology-driven world, social media has become an avenue where retailers can extend their advertisements to a wide range of customers.

The above studies touch the factors like customers' attitudes towards social media advertising, customers' perception towards it, the role played by age regarding the purchase of products, to which extent users feel the change in their behavior after encountering advertisements on their homepage, etc. All these factors give a general overview of the impact of social media advertising on people.

But there lies a need for research that goes deep into understanding the need and challenges faced by consumers. To survive in Indian markets it has become really necessary for advertisers to understand customer's needs. There lies a factor that has been left untouched by the researchers.

"Expectations and changes that youth wants to see in social media advertisements" is the factor that has not been noticed yet by the researchers. This would help the companies to discover more about the expectations of customers. This factor is included in this research and it will help to know what expectations people or youths have towards social media advertising. It will reveal the various hesitations youth have towards social media advertising. It will make social media advertisements more useful and beneficial for the youths.

Previously, research has not been conducted on this factor, therefore a clear picture is not available regarding what changes youth wants to see in social media advertising. By including these factors, companies will be able to form new strategies which will help them to achieve their objectives in a better way and also, customers will be benefited as they'll get the desired type of social media advertisements.

III. RESEARCH OBJECTIVES

1. To analyze whether social media advertisements have a positive or negative impact on youth.
2. To determine the extent by which social media advertisements trigger youth to purchase a product.
3. To determine expectations and changes that youth wants to see in social media advertisements.

IV. SAMPLING TECHNIQUE

In non-probability sampling, the sample is selected based on non-random criteria, and not every member of the population has a chance of being included. Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

In such a design, the personal element has a great chance of entering into the selection of the sample. The investigator may select a sample that shall yield results favorable to his point of view. There is always the danger of bias entering into this type of sampling technique. But in the investigators are impartial, work without bias and have the necessary experience so as to take sound judgments, the results obtained from an analysis of deliberately selected samples may be tolerably reliable.

V. DATA ANALYSIS

Question 1: Do you use social media?

A) Yes B) No

Table 1: Opinion on Social Media uses

OPTION	RESPONSES
A	20
B	0

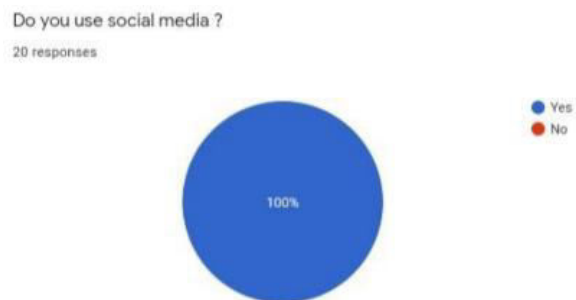


Figure 1: Graphical Analysis of Social Media Uses

From the above pie chart, it can be concluded that all the respondents use social media. There is no respondent who doesn't use social media.

Question 2: What is the frequency of usage?

A) Daily

- B) Weekly
- C) Occasionally

Table 2: Opinion on Frequency Usage

OPTIONS	RESPONSES
A	19
B	1
C	0

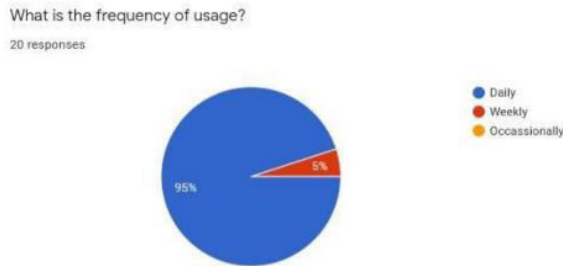


Figure 2: Graphical Analysis of Frequency Usage

From the above pie chart, it is evident that almost all the respondents use social media on a daily basis. None of the respondents uses social media occasionally.

VI. CONCLUSIONS

This research was set to know whether social media advertisements are creating a positive impact or a negative impact on youth. Many respondents felt that social media advertising affects them positively as it makes them aware of new products. There were some respondents who felt that social media advertisements affect them negatively as it makes them materialistic. So we can conclude that social media advertisements have both positive and negative impacts on youth. The research has studied the extent to which social media advertisements trigger them to purchase a product and it was concluded that the majority of the respondents are not triggered by social media advertisements to purchase a product. This research also found out the various changes that youth wants to see in social media

advertisements. It will help the advertisers to develop advertisements according to the needs of the customers.

Social media opens up a whole new world for retailers by providing an endless array of potential interactions with consumers, which is the main reason why there is a need for an increase in studies examining its impact on customers.

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