



Impact Of Social Media Marketing Strategies On Adolescent Costumer Behavior

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Abstract

The advent of digital transformation has significantly altered peoples' lifestyles in the last several years. Social media has developed into a helpful tool in today's world for consumers making purchasing selections. Rapid social media platform growth and acceptance have a significant impact on consumer purchasing decisions. As a result of their early adoption of innovations and developments, Adolescent people nowadays are referred to as innovators. Thus, the primary target audience for social media marketers is children. Owing to its user-friendliness, Adolescent generations are utilizing social media for a variety of purposes, particularly making purchases of goods and services. Analyzing how Adolescent digital consumers view social media influencers and whether or not they impact their purchase intents and choices is the goal of the current study. Primary data was gathered from 200 respondents for this purpose. To accomplish the study's goals, data was tallied and examined using statistical software. Adolescent consumer behavior is a dynamic junction of the digital landscape and youthful consumerism, and social media marketing methods have a significant impact on it. Through the use of social media sites such as Instagram, TikTok, and Snapchat, brands interact with teenagers in a way that has never been seen before, influencing their tastes, opinions, and buying habits. In order to create immersive brand experiences catered to the tastes and habits of digitally native teens, these methods make use of compelling imagery, interactive content, and influencer connections.

Keywords: Social Media, Marketing Strategies, Adolescent, Consumer Behavior.

1. INTRODUCTION

The effect of social media marketing methods on consumer behavior among teenagers has drawn a lot of attention in the modern digital world, as social media platforms are ingrained in the lives of teenagers. Teenagers, who are usually in the age range of 13 to 19, are an important consumer group with distinct tastes, habits, and patterns of purchasing. Because of their heavy reliance on social media sites like Twitter, Instagram, Snapchat, TikTok, and Facebook, marketers have a wealth of opportunities to interact with consumers and sway

their decisions. Adolescent customers can be attracted to and localized to brands using a wide range of approaches that are part of social media marketing strategies. Brands use a variety of strategies to build a digital presence and meaningful relationships with their teenage audience, from influencer partnerships and sponsored content to targeted ads and interactive campaigns. These tactics take advantage of social media platforms' innate social aspects, appealing to teenagers' needs for belonging, self-expression, and peer approval in virtual communities. Adolescent consumer behavior is impacted by social media marketing in a variety of ways and on multiple levels. Teenagers are exposed to carefully chosen content that presents brands in particular ways, which in turn molds their brand perceptions and preferences. Given that teenagers frequently look up to social media influencers and try to imitate their tastes and lives, influencer marketing is especially important in this context. Adolescents' goals, values, and identity formation can therefore be influenced by social media marketing, which directs their purchasing decisions toward companies that fit their projected identities and social circles. Second, by facilitating a smooth transition between content consumption and shopping experiences, social media marketing tactics influence the purchase decisions of teenagers. The distinction between entertainment, social interaction, and business is becoming hazier because to the introduction of shoppable features on platforms like Instagram and TikTok, which let users find and buy things straight from their feeds. Teenagers are prone to impulse purchases and instant satisfaction due to this convergence, as they are drawn to the ease and instantaneity of purchasing within their digital environments.

Additionally, adolescent customers' advocacy and brand loyalty are fostered by social media marketing methods. Brands may improve their emotional ties with teenagers by creating a feeling of community and co-creation through user-generated content, contests, and challenges, which encourage two-way communication and participation. Teenagers who have a sense of involvement and belonging are more likely to become brand champions, spreading the word about their positive experiences to their peers and increasing the visibility and effect of marketing initiatives. However, there are drawbacks and moral dilemmas that come with social media marketing in addition to its advantages. Concerns regarding adolescents' autonomy, privacy, and well-being in digital arenas are raised by their heightened susceptibility to persuasive messages and targeted advertising. Furthermore, the pressure to live up to idealized ideals of success, attractiveness, and lifestyle that are portrayed online, coupled with the addictive nature of social media platforms, can negatively impact the mental well-being and self-esteem of teenagers. Given these complexity, a thorough examination of the psychological, social, and ethical aspects of social media marketing methods is required to comprehend their effects on teenage consumer behavior. Stakeholders may create responsible and ethical marketing strategies that put the empowerment and well-being of Adolescent consumers in the digital age first by critically analyzing the dynamics of teenage digital engagement and consumption patterns.

1.1 Objectives

- 1) To determine the perceptions and assessments of social media influencers by Adolescent digital consumers;
- 2) To determine the impact of social media marketing influencers on Adolescent consumers' buy intents and decisions

2. REVIEW OF LITERATURE

The study by Bae and Zamrudi (2018) addresses the difficulties that merchants encounter when putting into practice social media marketing tactics that work and looks at case studies to find solutions. The study gives shops useful advice on how to interact with customers more successfully and offers insightful analysis of the intricacies of social media marketing. The study's emphasis on particular retailer case studies, however, would restrict its generalizability; a larger sample size might improve the validity of the conclusions. All things considered; this post is a helpful tool for retailers looking to maximize their social media marketing campaigns.

The critical assessment by Bala and Verma (2018) provides a thorough analysis of digital marketing strategies, covering a range of topics like email marketing, social media marketing, and SEO. For practitioners and researchers alike, the study offers a thorough examination of the major trends, obstacles, and opportunities in the field of digital marketing. The paper, however, would benefit from a deeper examination of particular digital marketing techniques and their applicability in various sectors and situations. However, in the current digital era, this assessment is an invaluable tool for comprehending the changing dynamics of digital marketing.

Florental (2019) synthesizes the Uses and Gratifications (U&G) and Technology Acceptance Model (TAM) frameworks to investigate the motivating drivers of brand engagement behavior among Adolescent consumers on social media sites. The research offers a thorough grasp of the variables influencing Adolescent consumers' engagement with companies on social media platforms by integrating these theoretical views. The study's conclusions provide marketers looking to create successful plans for interacting with this group with insightful information. The study's relevance to other demographic groups and marketing environments may be limited, though, due to its concentration on Adolescent consumers and social media activity. However, this study adds a great deal to our knowledge of how brands and consumers engage in the digital age.

3. RESEARCH METHODOLOGY

3.1 Primary Source: primary data collected via a well-structured questionnaire from Adolescent digital consumers.

3.2 Secondary Source: The journals, magazines, and websites are among the numerous secondary information sources that were used for this study.

3.3 Tools used for Data Analysis: Garrett Ranking, Chi-square testing, frequencies, percentages, and T-tests were used to examine the data that was gathered. Additionally, charts are prepared.

3.4 Period of the study: The research was carried out from January to July of 2022.

3.5 Sampling Design: The study exclusively includes a subset of youth, ages 15 to 24. A practical random sample procedure was employed in this investigation, and 200 respondents were chosen at random.

3.6 Hypothesis Testing

1. The parameters influenced by youth through social media marketing and educational background do not significantly correlate
2. There is no discernible correlation between parameters influenced by youth through social media marketing and occupation.
3. Factors determining gender that are influenced by youth through social media marketing do not differ significantly.

4. DATA ANALYSIS

The demographic profile of the sample respondents is made explicit in Table 1. In comparison to other educational categories, the majority of responders are female, and their graduate-level qualifications are high. The majority of respondents are employed in both the public and commercial sectors, and the majority of respondents' families make more than \$50,000 each month. The majority of respondents said that their family consists of more than four people.

Table 1: Socio-Demographic Overview of the Participants

Demographics	No. of respondent	Percentage %
Gender		
Male	120	60%
Female	80	40%
Educational Qualification		
SSLC	40	20%
HSC	40	20%
Graduation	50	25%
Post graduation	50	25%
Others	20	10%

Occupation		
Student	50	25%
Employee	40	20%
Entrepreneur	60	30%
Others	50	25%
Family Monthly income		
Below 10000	40	20%
10000-20000	60	30%
30001-40000	50	25%
40001-50000	60	30%
Number of members in a family		
2	60	30%
3	60	30%
4	40	20%
More than 4	40	20%

60% of the sample population is male and 40% is female, according to the respondents' demographic profile, which shows a minor bias in favor of men. The distribution of educational qualifications is as follows: 20% go toward the SSLC and HSC, 25% go toward graduation and post-graduation, and 10% are classified as "Others." In terms of occupation, 25% are students, 20% work as workers, 30% are business owners, and 25% are classified as "Others". Family incomes fall into four categories: 20% are under \$10,000, 30% fall between \$10,000 and \$20,000, 25% fall between \$3000 and \$40000, and 30% fall between \$4001 and \$50,000. In addition, there is variation in family sizes: 30% of families have two individuals, another 30% have three, 20% have four, and the other 20% have five or more. With the help of this thorough demographic analysis, researchers, marketers, and policymakers can better understand the origins and conditions of the respondents, which is essential for developing focused strategies.

Table 2: Children's Social Media Usage Time

Time Spend	No. of Respondent	Percentage
Up to 1 hr per day	120	60%
1hr - 3hr per day	40	20%
Over 3 hours per day	40	20%

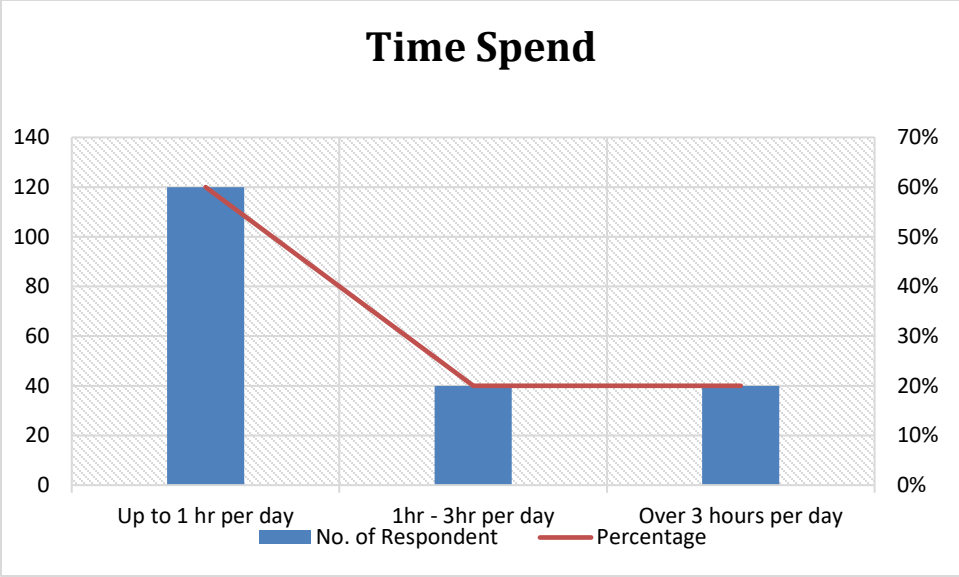


Figure 1: Children's Social Media Usage Time

An important window into respondents' digital engagement habits is provided by the data on how much time they spend on social media platforms. Sixty percent of those surveyed said they used social media for up to an hour a day. This suggests that a considerable segment of the population under study utilizes social media platforms on a daily basis, albeit for comparatively shorter periods of time. Furthermore, 20% of participants indicated that they spent one to three hours a day on social media, indicating a smaller but significant group of users who commit to moderate amounts of time to online activities. Moreover, an additional 20% of respondents reported using social media for more than three hours a day, indicating a noteworthy segment of the population with higher levels of digital engagement. Overall, this distribution highlights how ubiquitous social media is in respondents' daily lives, with different time commitments reflecting different usage and engagement patterns across the sample group.

Table 3: Adolescent Consumers Buying Behavior and Social Media Marketing Influencers

Particulars	No. of Respondent	Percentage%
The frequent exposure of products/advertisement	50	25%
Positive comments of previous users	60	30%
Inclusion of celebrities in advertisement	50	25%
Discounts and promotion	20	10%

Photos & videos and content of the products posted	20	10%
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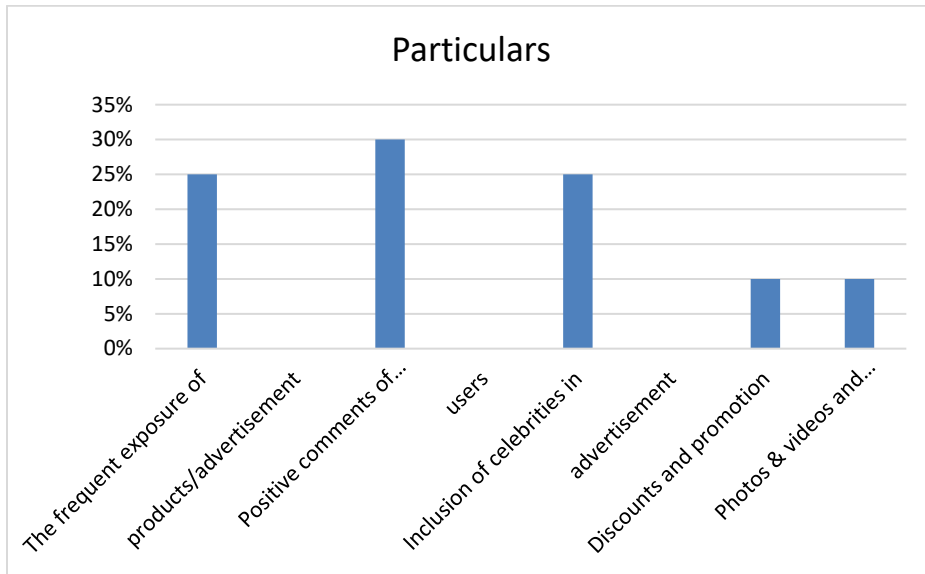


Figure 2: Adolescent Consumers Buying Behavior and Social Media Marketing Influencers

According to research on what influences consumer behavior, 30% of respondents said that recommendations from satisfied customers have the most influence. The frequent exposure to goods and advertisements and the use of celebrities in advertisements, both at 25%, come in close second. Surprisingly, just 10% of respondents mentioned discounts and promotions in addition to content connected to the product, such as images and videos. This implies that, even while conventional marketing strategies like advertisements and sales are still effective, social proof and celebrity endorsements have a greater influence on consumer choices. Marketers ought to give top priority to tactics that employ celebrity endorsements and user-generated content to build trust and connect with customers.

Chi - Square Test

Null Hypothesis 1

The parameters influenced by youth through social media marketing and educational background do not significantly correlate

Chi - Square

Value = 23.57

Table Value = 29.51

Significant level = 7%

Result: Since the χ^2 value is smaller than the table value, the hypothesis is accepted. Thus, there is no discernible link between factors influenced by youth through social media marketing and educational background.

Null Hypothesis 2

There is no discernible correlation between parameters influenced by youth through social media marketing and occupation.

Chi - Square

Value = 30.41

Table Value = 26.08

Significant level = 7%

Result: Since the χ^2 value is smaller than the table value, the hypothesis is accepted. Consequently, there is no correlation between parameters influenced by youth through social media marketing and employment position.

Hypothesis:

Factors determining gender that are influenced by youth through social media marketing do not differ significantly.

Table 4: t - Gender-Based Test Classification

Particular	Gender	Mean	T-value	Significance	Remark
Factors Influencing	Female	22.26	4.02	0.001	Significant
	Male	26.35			

A considerable difference in mean scores between males and females (26.35) is found in the analysis of factors influencing consumer behavior, broken down by gender. This difference is statistically significant, with a t-value of 4.02 and a significance level of 0.001. This suggests that views of these elements are significantly shaped by gender, since females have a lower mean score than males. The low p-value and the t-value that is above the critical threshold highlight how strong this difference is. According to these results, marketers should adjust their approaches to better connect with the unique influences and preferences of each gender in order to effectively engage their target audience and impact customer behavior.

Table 5: Effectiveness of Social Media Marketing

Particulars	No. of Respondent	Percentage %
Extremely effective	50	25%

Very effective	30	15%
Moderately effective	20	10%
Slightly effective	40	20%
Not at all effective	60	30%

Data on respondents' perceptions of a marketing campaign's efficacy shows a wide variety of answers. 30% of respondents said the campaign was completely ineffective, and twenty-five percent said it was very effective. Furthermore, 15% said it was very successful, 10% said it was fairly effective, and 20% said it was little effective. This fluctuation implies that respondents are divided about the campaign's effectiveness, with a sizable portion voicing discontent. Marketers that want to improve overall campaign success and better match customer expectations should carefully evaluate feedback from consumers and modify methods to address areas of weakness and capitalize on features deemed effective.

5. CONCLUSION

To Conclusion the examination of the demographic profile, social media practices, factors that impact consumer behavior, and the efficacy of marketing efforts on social media provides significant insights into the digital purchasing patterns and youth participation. The data indicates that the population is primarily female, has better educational credentials, works in a variety of fields, and comes from families with bigger household sizes and moderate to high earnings. People's daily lives are being influenced by social media, to differing degrees. Notably, consumer decisions are heavily influenced by social proof and celebrity endorsements, and opinions on the efficacy of marketing campaigns are divided. The report clearly indicates that Facebook and Instagram are the two most popular social media platforms among users. The majority of respondents stated that positive reviews from prior users had persuaded them to purchase a product through social media marketing. The majority of Adolescent people claimed that social media marketing works incredibly well. Adolescent digital consumers' purchasing decisions are influenced by social media marketing and social networking sites. Adolescent people are positively impacted by social media advertising. The study found that favorable feedback from prior users, ease of access, discounts and promotions, celebrity endorsements, and posted images, videos, and product content all positively impacted Adolescent digital buyers' intentions to make a purchase.

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