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## Research Article

# A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO KERALA STATE

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### ABSTRACT

The study sought to investigate of social media among the youth on behavior change. As stated above, the sought to find out the impact of social media among the youth on behavior change. Study objectives were formulated and research questions were derived from the objective. Questionnaires were the instrument used in collection of data. Quantitative data collected, was then coded and inputted in statistical package for social science. The result were carefully analyzed and presented to represent the actual situation on the ground. Qualitative data was closely analyzed qualitatively and important information extracted from what the respondents said. The view of the study it was evident that social media played a major role on behavior change of the respondents. The youth mostly used social media for communicating between their friends and families. The fact of that social media is part of them especially having been born in this era of emerging technology, most felt that they could not do without it. They depended on it for various positive things such as research and contacts with old friends and getting on the loop of what was happening either in their circles, nationally or internationally.

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## INTRODUCTION

The best way to define social media is to break it down. Media is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication. Regular or Traditional media has a one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter. Social media, on the other hand, is a two-way street that gives you the ability to communicate too. Social Media is the future of communication, a countless array of internet based tools and platforms that increase and enhance the sharing of information. This new form of media makes the transfer of text, photos, audio, video, and information in general increasingly fluid among internet users. Social Media has relevance not only for regular internet users, but business as well. Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.

#### Definitions of Social Media

Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."

Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals.

Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence.

There are many effects that stem from internet usage. According to Nielsen, internet users continue to spend more time with social media sites than any other type of site.

#### Social Media Websites

1. Social networking sites- Face book, Google Plus, CafeMom, Gather, Fitsugar
2. Interact by adding friends, commenting on profiles, joining groups and having discussions.
3. Micro-blogging sites- Twitter, Tumblr, Posteriors
4. Publishing tools- Word Press, Blogger, Square space
5. Collaboration tools- Wikipedia, WikiTravel, WikiBooks
6. Rating/Review sites- Amazon ratings, Angie's List

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7. Photo sharing sites- Fliker, Instagram, Pinterest
8. Video sharing sites- YouTube, Vimeo, Viddler
9. Personal broadcasting tools- Blog Talk radio, Upstream, Live stream
10. Virtual worlds- Second Life, World of War craft, Farmville
11. Location based services- Check-ins, Face book Places, Foursquare, Yelp
12. Widgets- Profile badges, Like buttons
13. Social bookmarking and news aggregation- dig, Delicious
14. Interact by voting for articles and commenting on them. Interact by tagging websites and
15. Searching through websites bookmarked by other people.
16. Group buying- Group on, Living Social, Crowd savings

### **Popular Social Media Tools and Platforms**

**Blogs:** A platform for casual dialogue and discussions on a specific topic or opinion.

**Facebook:** The world's largest social network, users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can "like" brands' pages.

**Twitter:** A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (140 character limit).

**YouTube & Vimeo:** Video hosting and watching websites.

**Flickr:** An image and video hosting website and online community. Photos can be shared on Facebook and Twitter and other social networking sites.

**Instagram:** A free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites.

**LinkedIn Groups:** A place where groups of professionals with similar areas of interest can share and participate in a conversations happening in their fields.

**Pinterest:** a social carnation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual.

Clicking on an image will take you to the original source, so, for example, if you click on a picture of a pair of shoes, you might be taken to a site where you can purchase them. An image of blueberry pancakes might take you to the recipe; a picture of a whimsical birdhouse might take you to the instructions.

### **Statement of the Problem**

This study is to find out the impact of social media on the youth's behavior. Theology has many positive aspects but, in the wrong hands, it can become dangerous. For the youngsters it is experiments to do what they feel is good or exciting to them and the friends and at the same time avoid adult supervision. Livingstone (2008) opinions that for teenagers, the online realm may be adopted enthusiastically because it

represent 'their' space, visible to the peer group more than to adult surveillance, an exciting yet relatively safe opportunity to conduct the social psychological task of adolescence to construct, experiment with and present a reflexive project of the self in a social context, as for some, for flouting communicative norms and other risk-taking behaviors.

### **Objective of the study**

1. To assess the beneficial and preferred form of social media for college students.
2. To study factors affecting preference towards social media marketing.

### **Limitation of the study**

The survey is subjected to bias and prejudices so the respondents may not provide accurate information. It was very difficult to do research in a stipulated time for the customers were not cooperative in giving answer for the question. Finding and Suggestions are based only on the information given by the respondents.

### **REVIEW OF LITERATURE**

Keol Lim and Ellen B Meier (2012), in their study clearly highlighted how and why Korean students use Social Networking Sites and what are the advantages they find by using Social Networking Sites. The study as such begins with the explanation how number of international students getting admission in US universities has increased. It also refers to psychological experience of international students such as disorientation, nostalgic depressive reactions, and feelings of isolation, alienation and powerlessness. However, international students may have limited ways to cope with stress, which could lead to stress-related illnesses such or depression. Moira Burke and Cameron Marlow (2011), discuss extensively about the perspective to look at the uses of Social Networking Sites. It says though usage of Social Networking Sites is often treated as a monolithic activity, in which all time is and its impact the same for all users. The study primarily examines how Facebook affects social capital depending upon: types of site activities, contrasting one-on-one communication, broadcasts to wider audiences, and passive consumption of social news, and individual differences among users, including social communication skill and self- esteem. Kuan-Yu Lin and His-Peng Lu (2011), applied network externalities and motivation theory to understand the use of Social Networking Sites among college students. After conducting an empirical research involving 402 samples, using Structural Equation Modeling (SEM) Approach, Lin and Lu (2011) found that "Enjoyment" was the most influential factor for the increasing usage of Social Networking Sites among the college students. Bicen and Cavus (2010), evaluated the usage of Social Networking Sites among students in the department computer education instructional technology and found which social networking sites are the most preferred by students. The study revealed that to use and sharing of knowledge on Internet is made an integral part of college students' lives. Results show that Live Spaces and Facebook are the commonly used sites by the students.

### **Research Methodology**

Descriptive Research is used in this research. The reason for choosing descriptive research design is that to describe

characteristics of a population or phenomenon being studied and it will access to get knowledge about phenomena by asking why, when, how, where, what. 100 Respondents was taken as the sample size for the study. Random Sampling Method is used which is a part of non-probability sampling method. Primary data were collected from the respondents through structured questionnaire and personal interview. Simple percentage analysis is used to analyze and interpret the data.

**Analysis and Interpretation**

**Table showing respondent’s opinion towards most preferred social media site**

SI No.	Social media site	Frequency	Percentage
1	Face book	47	47%
2	Twitter	5	5%
3	You tube	18	18%
4	Google+	4	4%
5	Linked in	3	3%
6	Ibibio	8	8%
7	Yahoo Messenger	12	12%
8	Flicker	3	3%
	Total	100	100%

**Interpretation:** The researcher has found out from percentage analysis of the sample that 47% of the respondent are most preferred social media site is face book,18% of respondents are most preferred social media sites is You Tube,12% of respondents are most preferred social media site is Yahoo messenger,8% of respondents are mostly used in Ibibo,5% of respondents are mostly used in Twitter ,4% of respondents are most used social site is Google + and 3% of respondents are most preferred social media sites is Flicker, Linked in.

**Table showing respondent’s opinion towards spending time on social media**

SL NO.	TIME	Frequency	Percentage
1	Less than 1 hour	10	10%
2	1-3 hours	25	25%
3	3-4hours	30	30%
4	4-7 hours	20	20%
5	5-10 hours	15	15%
	Total	100	100%

**Interpretation:** The researcher has found out from percentage analysis of the sample that 30% of the respondents are spend time on social media is 3-4 hours, 25% are spend time on mass media is 1-3 hours, 20% are spend time on mass media is 4-7 hours, and 15% of the respondents are spend time on 5-10 hours, 10%of the respondents are spend time on mass media is Less than 1 hour.

**Table showing respondent’s opinion towards The Purpose**

SI No.	Purpose	Frequency	Percentage
1	Communication	36	36%
2	Leisure &Entertainment	15	15%
3	News & Information	20	20%
4	Personal productivity	17	17%
5	Shopping	12	12%
	Total	100	100%

**Interpretation:** Table showing the respondents opinion of the purpose of the social media 36% of the respondents opinion is communication, 20% is news and information, 17% are answered personal productivity, 15% are answered Leisure &Entertainment, 12% of the respondents opinion for the purpose of the social media is shopping.

**Table showing respondent’s opinion towards purchasing product of the social media site**

SI No.	Product	Frequency	Percentage
1	Book, magazine, news paper	10	10%
2	Computer/mobile	12	12%
3	Concert/movie ticket	17	5%
4	Clothing	15	15%
5	Hotel& travel arrangements	10	10%
6	Jewelry & accessories	20	20%
7	Food items	4	4%
8	Games	2	2%
9	Home appliances & furniture	5	17%
10	Insurance& renewals	5	5%
11	Total	100	100%

**Interpretation:** The researcher has found out from percentage analysis of the sample that 20% are purchasing jewelry & accessories, 17% of the respondents are purchasing home appliances & furniture 15% of respondents are purchased cloths, 12% of respondents are purchasing computers & mobiles, 5% are purchases concert/movie ticket, and Insurance & renewals, 4% of respondents are purchasers food items, and 2% of respondents are purchased the game product at the social media sites.

**Table showing respondent’s opinion towards factors influencing to follow a particular brand or joining a brand page in social media**

Factors	1	2	3	4	5
Brand Invitation	63	21	11	2	3
Friend’s Invitation	81	11	6	1	1
Personal Research	59	31	7	3	0
Loyalty towards the brand	47	29	14	6	4
Advertising	54	22	13	8	3

**Interpretation:** Table shows 63% of respondents were answered that brand invitation. 81% were answered as friend’s invitation, 59% were answered as for personal research, 47% respondents were answered as this is loyalty towards the brand, and 54% of respondents were opinioned that it is for advertising.

**Table showing respondent’s opinion towards the usefulness of social media websites**

Uses	Very Useful	Useful	Less Useful	Least Useful	Never
Awareness of new Technologies	46	31	12	7	4
Increases Knowledge	58	23	9	8	2
Information exposure	72	21	6	1	0
Helpful for decision making	48	34	13	2	3
Useful for adoption	39	22	18	18	3

**Interpretation:** The researcher has found out from percentage analysis of the sample that 46% answered social media is very useful to awareness of new technologies, 58% answered to increase knowledge, 72% answered social media websites are very useful to information exposure, 48% answered social media is helpful to decision making and 39% answered social media websites are useful for adoption.

**Table showing respondent's opinion towards factors that drives social media than traditional mass media**

Factors	SA	A	N	D	SD
To get information about product or service	83	6	9	2	0
To find friends review	67	19	5	7	2
To get exclusive offers	54	23	21	1	1
To interact with brand	36	47	8	5	4
A better two way communication	93	5	2	0	0
Cost effective	30	62	4	3	1
To organize social events	28	34	21	15	2
To make business contacts	38	42	12	7	1
To stay in touch with friends	91	9	0	0	0
To find out old school/university/workplace friends	97	3	0	2	1

**Interpretation:** The Chart shows 83% were answer to get information about product or services, 67% answered to find out friend review, 54% were answered to get exclusive offers, 36% of respondents were to answered to interact with brand, 93% were answered to social media is helpful to a better two way communication, 30% were answered to cost effective, 28% were answered to organize social events, 38% were answered to makes business contract, 91% respondents were answered to stay in touch with friends, 97% respondents were answered that social media is helpful to find old school/university/work place friends.

## CONCLUSION

As the global citizenship is increasing in social media, it is the same scenario youth of Kerala also spending a good amount of quality time on social media. We come to understand they spend more time for information gathering and to stay update on the current political and social situation. They do search products and collect the information through online, get testimonies of consumers who were using the products. When it comes to purchase these youths prefer showrooms or retail shops for the final decision making. They strongly believe, before making purchase they want to physically feel the product but social media creates a virtual image of the product and prepares the minds of the customers towards the purchase decision making. Hence it is important for the firms to maintain a good social media page and proper promotion of the same, it will help them to reach the target audience in a smart and effective way.

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