

A Study on Impact of Social Media Advertising among the Youth - A Survey in Bengaluru City

Christina Liza Sreeba¹, Madhumitha S Nayak²

^{1,2}M. Com. Student, Department of Commerce, Mount Carmel College (Autonomous), Bengaluru, India

Abstract—Social media advertising, is a group of term that are used to describe forms of online advertising that focus on social networking services. This paper aims to understand the impact created on social media advertising among the youth in Bengaluru city and to analyse how advertisements on social media platform are affecting people's purchasing decision. To achieve this purpose, questionnaire was used as an instrument to gather primary data from the respondents using random sampling technique. Total number of responses collected were 50.

Index Terms—social media, online advertising, digital marketing, decision making.

I. INTRODUCTION

Social media is the collective of online communications channels dedicated to community based input, interaction, content-sharing and collaboration. Youth are presented to numerous ads for different Products and Services every day in social media. This unreasonable measure of online advertising through media in our everyday lives can't be side lined and effects each one of those encompassed by it. Social media advertisements create an impact on purchasing decision making on the youth by attracting them by using many visual effects. Individuals having a place with various age bunches utilize online life. Online advertising assumes an essential part throughout everyday life. Digital marketing changed the expectation for everyday comforts. The apparatuses give a few different ways of collaboration and diverse chances to learn outside dialects through around the world. The world turn into a worldwide town because of internet based life. Clients can associate with other individuals inside seconds and offer their thoughts and give remarks by video conferencing. Individuals of various culture can likewise chat on any issue. Online networking joins the general population to their way of life by demonstrating distinctive documentaries. Individuals likewise utilize internet based life to get data about other countries. Social media impact immature's life, it has both positive and negative effects. Understudies utilize online networking for learning reason, for excitement, and for advancement.

Understudies made and join diverse gatherings on Facebook to interface with individuals and examine distinctive points. Internet based life give chances to look to an occupation. A few organizations have online framework for enlistment and determination. A few organizations make their gathering or

page to advise their workers about their organization's circumstance. For the most part organizations utilize it for promotion.

II. STATEMENT OF THE PROBLEM

The present study is attempt to analyse the level of social media advertisements and factors having impact on youth in Bengaluru city. There are many factors that affect the decision making of the youth. They are psychological factors, visuals of the advertisements, demographics, income level, and product knowledge.

III. OBJECTIVES OF THE STUDY

The main objectives of the study are to measure the impact of social advertisements among the youth. Keeping this in view, the following objectives are being set up:

- To assess the perception of people towards social media advertising.
- To analyse how advertisements on social media platform are affecting people's purchasing decision.
- To determine the expectation & change that people want to see in social media advertisements.

IV. LIMITATION OF THE STUDY

The study on "Impact of Social Media Advertisement among the Youth - a Survey in Bengaluru City" has few limitations:

- The study has been restricted to Bengaluru city
- This study covers the limited segment of the youth.

V. RESEARCH METHODOLOGY

This study is descriptive in nature. Descriptive research is an exploration of certain existing phenomenon. It is mostly done when a researcher wants to gain a better understanding of the topic. Primary data is collected through a survey. The survey is carried out by the means of self-administered, structured questionnaire and secondary data is collected from articles, research papers of various journals.

VI. SCOPE OF THE STUDY

This study focuses about the impact of social media advertisements among the youth in Bangalore city. The

researchers can do further from this extent. This study has given the opportunity to the researchers to find the result of impact on social media advertising in Bangalore city.

VII. REVIEW OF LITERATURE

Susan villani m.d (2001) noted that their objective is to audit the exploration writing distributed inside the previous 10 years in regards to the effect of media on kids and young people. Media classes examined with PC innovation included TV and motion pictures, shake music and music recordings, promoting, computer games, and PCs and the Internet. Research before 1990 archived that youngsters learn practices and have their esteem frameworks molded by media. Media inquire about since has concentrated on substance and survey designs. The essential impacts of media introduction are expanded savage and forceful conduct, expanded high-chance practices, including liquor and tobacco utilize, and quickened beginning of sexual movement. The fresher types of media have not been satisfactorily contemplated, but rather concern is justified through the coherent expansion of prior research on other media frames and the measure of time the normal tyke goes through with progressively modern media.

Vanishree Pabalkar, Vilas balgaokar (2014) noted that through advertising effects affects Youth in both Positive and Negative ways. Youth have a tendency to differ that the impact of such plugs is insignificant when they choose to smoke or devour liquor. The associate weight really is prevailing element that drives Youth to such propensities. The part of advertisements in affecting their choice can't be ignored in the meantime. The false picture that the Youth plan to convey for the unimportant reason of being related among the gathering, and influencing them to catch everyone's eye, moves him to be habituated to the idea. The Youth today, need to pass on the message through the demeanor that they expect to convey. Be it smoking, liquor utilization or any such propensity. The Society is looked as it reacts to the mind-boggling measure of promotions, definitely gazing us in the eye and overwhelming our musings each and every course we turn. Be it Internet, Television, bulletins, signs, publications, magazines, fliers, and so on., notices do assume an essential part in the certain part in relatively every part of our day by day lives. The future extent of the examination can be towards researching the intensity of manipulative ploys utilized in ordinary promotions that impact our thoughts and activities, persuading the buyer to make the buy of a Product or a Service that we don't genuinely require right then and there.

Swati Bisht (2013) "noted that there is a positive connection between TV Advertising and youth buy and that there is sure relationship of passionate reaction with buyer purchasing and TV Advertisements. Along these lines, it is reasoned that buyers buy items by passionate reaction, rather that ecological reaction.. Television promoting sway on purchasing conduct of young people identified with various private foundations (i.e., country and urban) and sexual orientation gatherings (i.e., male

and female). Notices on TV affect the preliminary of the item by the client.

Dr. K. R . Subramanian(2015), noted that for purchasers Advertising mess may end up being the greatest test of the present occasions. The children in —Generation, youngsters who have a tendency to be capable at utilizing media, continually on the web and incredulous—are progressively insusceptible to the platitudes of prime-time TV and radio and rationally block out these aggravations. Individuals toss out regular postal mail messages since it is unimportant to them; spam is the plenty of email you'd never need to peruse. The answer for mess is for sponsors to will pay the cost for messages encompassed by less of it.

Zain-UI-Abideen, Salman Saleem(2011) noted that The aftereffects of this exploration think about plainly show that there exists a frail relationship between ecological reaction with the customer purchasing conduct including the attitudinal and additionally social parts of the shoppers purchasing conduct. Enthusiastic reaction then again settled solid relationship with the customer purchasing conduct. In this way, it is set up through this exploration that buyers buy items in the territories of Islamabad, Rawalpindi and Lahore by enthusiastic reaction, rather that ecological reaction. The natural reaction of the obtaining partners these purchasers with imprompt or drive purchasing yet in this exploration customer buy those items from which buyer are sincerely connected. Moreover, these connections are made through commercial as sound, video and content shape, which offers him or her.

TABLE I
AGE AND NO. OF RESPONDENTS

Age of the respondents	18-20	20-22	22-25	Total
No. of the respondents	9	22	19	50
Percentage	18	44	38	100

VIII. DATA ANALYSIS AND INTERPRETATION

From the above table observes that 18% of the respondents fall under the category of 18-20 years, 44% of the respondents in the category of 20-22 years and 38% of the respondents under

TABLE II
GENDER RESPONDENTS

Gender respondents	Male	Female	Total
No of the respondents	21	29	50
Percentage	42	58	100

TABLE III
CHI-SQUARE ANALYSIS

Degree of freedom	Calculated value	Table value	Level of significance	Accepted not accepted
2	3.256	0.103	5%	Not accepted

the category 22-25 years. We conclude that majority of the respondents (44% come under the category of 20-22 years)

Ho: There is no significant relationship between the age of the respondents and the perception or opinion about the online advertisements

H1: There is a significant relationship between the age of the

respondents and the perception or opinion about the online advertisements.

The table value is less than the calculated value so the null value is rejected hence there is relationship between the age of

TABLE IV
CHI-SQUARE ANALYSIS

Degree of freedom	Calculated value	Table value	Level of significance	Accepted not accepted
5	3.486	1.145	5%	Not accepted

the respondents and the perception or opinion about the online advertisements

H0: there is no significant relationship between the gender of the respondents and the important aspect in an online ad which draws your attention about the online advertisements

H1: there is a significant relationship between the age of the respondents and the important aspect in an online ad which draws your attention about the online advertisements.

The table value is less than the calculated value so the null value is rejected hence there is relationship between the gender

TABLE V
CHI-SQUARE ANALYSIS

Degree of freedom	Calculated value	Table value	Level of significance	Accepted not accepted
2	0.767	0.103	5%	Accepted

of the respondents and the perception or opinion about the online advertisements.

H0: there is no significant relationship between the age of the respondents and the changes that has to made in ads you see in the online advertisements.

H1: there is a significant relationship between the gender of the respondents and the changes that has to made in ads you see in the online advertisements.

The table value is less than the calculated value so the null value is rejected hence there is relationship between the gender of the respondents and the perception or opinion about the online advertisements.

IX. FINDINGS AND SUGGESTIONS

With respect to the topic considered for the study, all the respondents are youngsters ranging from 18-25. Majority of the respondents (78.4%) have recognized the fact that the online ads creates a positive impact on the online browsing experience. 42.2% of the respondents constitutes that they click on the advertisements at least once a week followed by 27.5% constitutes that they click on the advertisements at least once a day, and the other two respondent categories 21.6% and 8.8% constitutes they watch advertisements at least once a month and once a year respectively. 75.5% of the respondents watch advertisements fully and the others does not watch it fully.

According to the survey conducted it has been felt that the most preferred offer is flat 50% discount (76.5%), 21.6% buy one get one free, and the rest is lucky draw and no respondents preferred spring contest . Around 57.8% of the respondents prefers advertisement in amazon site, 24.5% prefer to purchase from flipkart, 10.8% prefer nykaa and the others are olx and

myntra. 80.4% of the respondent's feels online advertisements are useful and beneficial where as 19.6% feels like it's not worth spending time to see ads in social media.

According to the survey the most important aspect in an online ad which draws your attention is the product itself and its price (24.5%), others constitutes visual design (14.7%), the amount of information it provides (17.6%), headline and the title of the ad (6.9%) and lastly the any deals mentioned in the ads (11.8). Around 4% only prefer to purchase products from social media ads and other 36.3% youngster's purchase decisions always depends on the ad they see in social media, 6% of youngster's never prefer to get things from online sites and 36.3% prefer to purchase sometimes if they feel like.

Social media has a to a great degree enduring effect on youngsters psychosocial advancement. In this way, it is amazingly foremost to confine the negative effects of publicizing, for example, brutality, self-perception issues, sleep deprivation and inappropriate eating conduct and demonstrating after big names. Besides it is similarly critical to expand the beneficial outcomes of promoting, for example, sexual orientation mindfulness, political learning and so forth. The specialist expresses this can be built up through the endeavors of both the guardians and the media/publicizing organizations.

There is an expanding requirement for the guardians to be more mindful of the substance of promoting that their kids are being presented to. The analyst likewise trusts that powerful correspondence inside families with respect to the media is amazingly basic and will go far in decreasing the negative effect of publicizing.

The obligation of the media houses and publicizing offices to make notices which are useful and wealthy in quality substance. Promoting morals and laws ought to be regarded and ads ought to maintain the ethics of the general public as opposed to mutilating them with the end goal of commercialization. We additionally feels that the youngsters bear the greatest brunt of negative promoting and hence it has never been more fundamental to make mindfulness and also constrain the negative introduction of media in youngsters between the ages of 18-25 years.

X. CONCLUSION

In spite of the fact that online Advertising effectively affects Youth in both Positive and Negative ways. Youth have a tendency to differ that the impact of such digital marketing ads is insignificant when they choose to smoke or expend liquor. The companion weight really is prevailing component that drives Youth to such propensities. The part of digital ads in affecting their decision can't be neglected in the meantime. The false picture that the Youth expect to convey for the simple reason of being related among the gathering, and influencing them to captivate everyone, drives him to be habituated to the idea. The Youth today, need to pass on the message through the state of mind that they plan to convey. Be it smoking, liquor

utilization or any such propensity. The Society is looked as it reacts to the staggering measure of commercials, unavoidably gazing us in the eye and inundating our musings each and every course we turn. Be it Internet, Television, boards, signs, publications, magazines, fliers, and so on, promotions in social media do assume a crucial part in the unpreventable part in relatively every part of our day by day lives. The future extent of the examination can be towards researching the intensity of manipulative ploys utilized in regular social media promotions that impact our thoughts and activities, persuading the shopper to make the buy of a Product or a Service that we don't really require right then and there.

REFERENCES

- [1] https://en.wikipedia.org/wiki/Social_network_advertising
- [2] <https://whatis.techtarget.com/definition/social-media>
- [3] <https://www.sciencedirect.com/science/article/pii/S0890856709603877>
- [4] https://www.researchgate.net/publication/299537920_THE_EFFECTS_OF_ADVERTISING_ON_YOUTH
- [5] https://www.abhinavjournal.com/images/Management_&_Technology/Mar13/19.pdf
- [6] https://www.researchgate.net/publication/308168801_ADVERTISING_CLUTTER_AND_CONSUMER_APATHY
- [7] [http://pakacademicsearch.com/pdf-files/ech/517/55-65%20Vol%203,%20No%203%20\(2011\).pdf](http://pakacademicsearch.com/pdf-files/ech/517/55-65%20Vol%203,%20No%203%20(2011).pdf)
- [8] Susan villani m.d (2001), "Impact of media on children and adolescents". Journal of the American Academy of Child & Adolescent Psychiatry. Volume 40, Issue 4, April 2001, Pages 392-401.
- [9] Vanishree Pabalkar, Vilas balgaokar(2014), "The effects of advertising on youth". International Journal of Management (IJM), Volume 5, Issue 6, June (2014), pp. 63-70.
- [10] Swati Bisht(2013), "The impact of TV Advertisements on youth purchase decision". Abhinav International Monthly Refereed Journal of Research In Management & Technology, Volume II, March'13.
- [11] Zain-UI-Abideen, Salman Saleem(2011), "Effective advertising and its influence on consumer buying behaviour". Ge-International Journal of Management Research vol. 3, no. 6, pp. 309, June 2015.
- [12] K. R. Subramanian, "Advertising clutter and consumer apathy". European Journal of Business and Management, 2015.