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A Study On Impact Of Social Media Marketing On Youth In Kumbakonam Town

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Abstract
Social media marketing has emerged as a vital component of modern advertising, significantly transforming how businesses engage with young consumers. Platforms such as Instagram, Facebook, YouTube and other social media channels enables businesses to connect with young audiences through targeted advertisements, influencers and engaging content.

As young people spend extensive time on social platforms, they are highly exposed to marketing messages and brand promotions. Social media can influence their attitudes, preferences, brand perceptions, and purchasing decisions. Factors such as attractive content, influencer recommendations, online reviews, discounts and peer recommendations can prompt young consumers to purchase goods and services.

KEYWORDS:
Social Media Marketing, Consumer Buying Behaviour, Digital Transformation, Purchase Intention.

INTRODUCTION

Social media marketing has transformed the way businesses connect with their audiences, specifically the youth. With the Sharp growth of platforms like Instagram, YouTube, Facebook and Snapchat companies have shifted from traditional advertising methods to more dynamic and interactive strategies that Connect with the digitally savvy generation.

The youth, being extremely engaged on social media, are not just consumers of content but also creators anddigital creators. This makes them a core demographic for marketers aiming to build brand awareness, drive engagement and foster loyalty. Social media marketing Functionalities like targeted advertising, influencer collaborations and user-generated content to appeal to the demographic.

The study discusses the importance of social media marketing in the lives of youth, highlighting its impact on their preferences, behavior and lifestylePreferences. It also examines the strategies of marketers use to capture the Focus of this tech-savvy generation while In light of the ethical implications of such efforts.

FUNCTIONS OF MARKETING

1. Buying and Selling
Buying Encompasses purchasing goods from producers or suppliers. Selling Encompasses transferring goods to customers. Both are basic Actions of marketing.

2. Transportation
Transportation means Shifting goods from the place of production to the place of consumption. It supports in making products available to customers at the right place.

3. Storage
Storage means keeping goods safely until they areneeded. It helps preserve a continuous supply of products and Averts shortages.

4. Financing
Financing Offers the money needed for various marketing activities. It encompasses purchasing, storing, transporting and selling goods.

5. Risk Bearing
Marketing involves risks such as damage, theft, price Alters and Modifies in customer demand. Marketers have to bear and Control these risks.

6. Promotion
Promotion generates awareness about products and servicesamong the target audience. Advertising, sales promotion and social media are common methods of promotion.

TYPES OF MARKETING

1. CONTENT MARKETING
Creating and sharing useful content (like posts, videos, blogs, tips) to attract customers, instead of pushing direct sales.
2. INFLUENCER MARKETING
Influencer marketing is a strategy where brands collaborate with people with a dedicated audience on social media to promote products.Instead of the brand directly advertising, the influencer endorses it to their followers.
3. EMAIL MARKETING
Email marketing is direct marketing where you deliver promotional messages to a group of people using email. Still the highest ROI channel in digital marketing.
4. DIGITAL MARKETING
Digital marketing is advertising products or services using digital channels like internet, mobile, social media and search engines. Apart from conventional marketing focused measurable, targetable interactive.
5. SOCIAL MEDIA MARKETING
Social media marketing (SMM) is leveraging social media platforms to build your brand, increase sales, and drive website traffic.
SOCIAL MEDIA MARKETING DEVELOPMENT
Social media marketing development can be defined as the strategic approach to leveraging social media platforms to promote brands, engage with customers and drive business growth.It comprises a number of crucial stages, such as selecting the right platforms based on the target audience, creating engaging content (e.g., text, images, and videos) andencouraging audience interaction via direct engagement.
REVIEW OF LITERATURE
Dr, Atul Sharma (2024) conducted a study on the impact of social media marketing on youth. The study concluded that each individual play a significant role in shaping the perceptions and preferences of youth, with their recommendations and endorsements often carrying substantial weight. Businesses must recognize the power of influencers and leverage their platforms effectively to amplify their brand messages with the help of econometric tools.
Rupinder Kaur and others (2025) the titled on A Study on Impact of Social Media on Marketing: A Comprehensive Analysis. The study concluded that factories and companies must regularity adapt to new trends, offer more reliable content in marketing, and for sustainable success to give priority to customer engagement.
Prof. (Dr.) Sameer Kulkarni and Prof. (Dr.) Bhawna Sharma (2026) titled on impact of social media marketing on consumer buying behaviour. The study concluded that the transition from traditional marketing to social media marketing has empowered the consumer while providing brands with unprecedented tools for targeting and engagement. However, the success of a brand now depends on its ability to foster a sense of community and trust within the digital ecosystem. As algorithms continue to evolve, the impact of social media on buying behaviour will only become more precise and profound.
PROFILE OF SOCIAL MEDIA MARKETING PLATEFORM

1. **Facebook** – A social networking platform used to connect with people, share content, and promote businesses.
2. **WhatsApp** – A messaging platform used for text messages, voice/video calls, file sharing, and business communication.
3. **YouTube** – A video-sharing platform used to watch, create, and share videos.
4. **Instagram** – A visual platform mainly used for sharing photos, videos, reels, and stories.
5. **Telegram** – A messaging platform that supports chats, groups, channels, and file sharing.
6. **Snapchat** – A social media platform known for temporary photos, videos, stories, and creative filters.
7. **Twitter (X)** – A platform used to share short posts, news, opinions, and real-time updates.
8. **Pinterest** – A visual discovery platform used to find and save ideas, images, designs, and inspirations.
9. **LinkedIn** – A professional networking platform used for career development, job searching, and business networking.
10. **Quora** – A question-and-answer platform where users ask questions and share knowledge and opinions.

OBJECTIVE OF THE STUDY
To analyze the performance of social media marketing strategies in influencing purchasing decisions and brand awareness among young consumers.
To examine the role of social media in shaping consumer preferences and trends among the youth.
To understand how social media marketing affects the lifestyle and decision-making behavior of youth in Kumbakonam.
STATEMENT OF THE PROBLEM
Social media has become a powerful marketing platform, especially among youth in Kumbakonam.Businesses use platforms like Instagram, Facebook, and Twitter to influence youth preferences and buying decisi-ons.Excessive advertising may cause impulsive buying and unrealistic expectations.The study examines the positive and negative effects of social media marketing on youth.The findings can help develop effective and ethical marketing strategies.
METHODOLOGY OF THE STUDY
The paper is based on primary as well as secondary data. The primary data is collected through a structured questionnaire distributed within a sample group of youth in Kumbakonam. The sample isselected via a convenience sampling technique to ensure accessibility and relevance. Secondary data is gathered from books, journals, articles and online sources related to social media marketing and consumer behavior. The data gathered is analyzed through statistical method of Chi-Square test to obtain valuable insights and identify patterns in the influence of social media marketing on the target demographic. This methodology provides a comprehensive understanding of the research objectives and valuable insights for businesses and marketers.
DATA ANALYSIS AND INTERPRETATION

Table No.1 Platform Influence on Purchases

S. No	Social Media Platform	No. of Respondents	Percentage
1	Facebook	8	11
2	Instagram	27	36
3	WhatsApp	20	27
4	YouTube	14	18
5	Other	6	8
	Total	75	100

Source: Primary Data/ Questionnaire

Interpretation:

The above Table indicate that the majority of respondents (36%) consider Instagram as the most influential platform for their purchasing decisions. WhatsApp follows with 27% of respondents relying on it, while YouTube influences 18% of respondents. Facebook is a purchasing decision influencer for 11% of respondents and 8% prefer other platforms. This indicates that Instagram plays a significant role in shaping purchasing decisions, followed by What Sapp and YouTube.

Diagram No.1

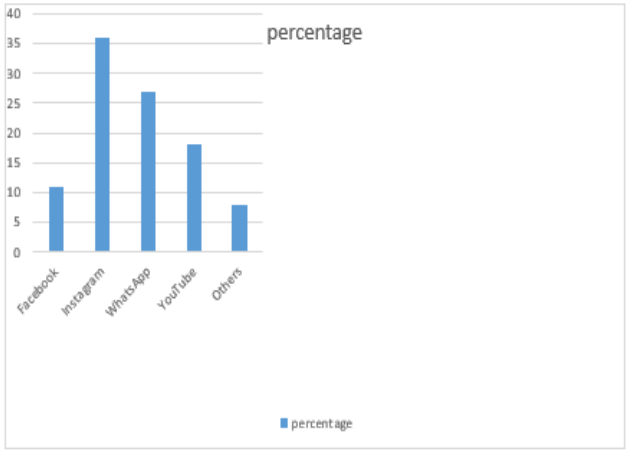


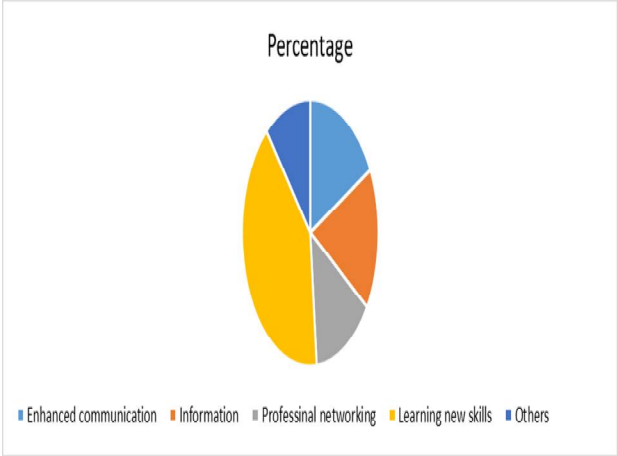
Table No. 2 Positive Impacts of Social Media Usage

S. No	Positive Impacts	No. of Respondents	Percentage
1	Enhanced Communication	13	17
2	Information/News Dissemination	13	17
3	Personal/Professional Networking	11	14
4	Learning New Skill/Knowledge	30	40
5	Other	8	11
	Total	75	100

Source: Primary Data / Questionnaire

Interpretation:

The above Table shows that 40% of respondents believe social media helps in learning new skills and gaining knowledge, making it the most significant positive impact. Enhanced communication and news dissemination each account for 17%, while 14% find it beneficial for personal and professional networking. A smaller portion, 11%, see other benefits. This suggests that social media is primarily valued for educational purposes and information sharing.



STATISTICAL TOOLS

Chi-square test

Step 1: Calculate the expected frequencies

E = RT × CT / GT

Step 2: Differences between O and E

Step 3: Divide the value

Hypothesis

H0: There is no significant relationship between the social media platform that influences your purchasing decision the most and the time spent on social media per day.

Table No.3 – Chi-Square Analysis

2.1	2.5	1.6	0.74	1.06	8
7.2	8.3	5.4	2.5	3.6	27
5.4	6.1	4	1.9	2.6	20
3.7	4.3	2.8	1.3	1.9	14
1.6	1.8	1.2	0.56	0.8	6
20	23	15	7	10	75

Degree of Freedom:

= (C - 1) × (R - 1)

= (5 - 1) × (5 - 1)

= (4) (4)

= 16

Table value (16) = 26.296

Calculate = 32.294

Result

The calculated value (32.29419) is greater than the table value (26.296 - 32.000), so the hypothesis is rejected. Hence, there is a strong link between social media marketing and its effect on young people in Kumbakonam.

FINDINGS OF THE STUDY

36% of the respondents reported instagram that influences their purchasing decision the most.

40% of the respondents believes that social media has helped them to learn new skills and gain knowledge.

SUGGESTIONS

Social media platforms can strengthen their contribution to educational content promotion through partnerships with educational institutions and creators. Platforms like YouTube, which are viewed positively, can expand their constructive and informative content. Awareness campaigns on responsible social media use can help users maximize educational benefits while reducing misinformation risks.

Businesses can enhance engagement on a budget by making use of popular features like Likes and Favorites. Partnering with trusted influencers can enhance customer trust. Platforms can promote responsible marketing practices through transparent advertising. Additionally, productivity tools and features such as screen time can help students manage distractions, fostering a balanced and enriching social media experience.

CONCLUSION

Social media is now an integral part of contemporary life, particularly among youth, offering immense potential for education, interaction, and business. Platforms like YouTube and Instagram not only provide access to educational content but also serve as spaces for creativity, self-expression, and professional growth. However, the excessive use of social media can lead to challenges such as mental health concerns, sleep disturbances and reduced productivity.Therefore, it is essential to promote responsible usage through digital well-being initiatives, including prompts to monitor screen time and encourage balanced consumption.Social media offers many benefits, but mindful and balanced usage is crucial to harness its full potential. Collaboration between platforms, businesses, educators, and users can ensure it remains a valuable space for learning, connection, and innovation. Through responsible engagement, it can contribute to personal development, community building and the overall well-being of youth.

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