

Role Of Social Media in Changing the Buying Behaviour of Adolescents in Thiruvannamalai District

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Abstract: The momentum of social media marketing is increasing in the technological world to influence their target consumers and have their capacity to change their buying behaviour and purchase decision pattern. Many marketers and manufacturers exploit the present marketing trends of social media marketing to reach their target consumers very easily and also they are able to interact with them frequently. The main aim of the study is to study and validate the different factors responsible for social media marketing perception prevailing among adolescents as well as to classify the adolescents buying behaviour based on their intensified social media activities. It is found that social media marketing and social media activities are found to dominate the adolescents based on their immediate communication and useful information to create perception about the products they intended to purchase. The social media marketing paves the way for the adolescents to have the frequent interaction with the social media users and the marketers directly. These information and interaction motivate them to transform the learned information through social media to others and are meticulously observe the promotions of the product by the marketers to take their decision ultimately. Similarly the buying behaviour of adolescents can be studied over six important factors that are specific interest of socialization and mingling with peer group and their friends.

Key words: Social media Marketing, Adolescent buying behaviour.

1. Introduction

The momentum of social media marketing is increasing in the technological world to influence their target consumers and have their capacity to change their buying behaviour and purchase decision pattern. Many marketers and manufacturers exploit the present marketing trends of social media marketing to reach their target consumers very easily and also they are able to interact with them frequently. The frequent interactions of marketers are able to change marketing strategies which are more suitable and viable for present-day adolescent consumers to take their purchase decision and also to compel their parents to support their purchase decision. The rapid changes in the technological world and growing popularity of social media particularly the social media platforms namely Facebook, Twitter, WhatsApp, YouTube, snapchat are playing the very important vital role in influencing the decision-making phenomenon of adolescents. The adolescents have the confidence that their awareness level, knowledge on products and information regarding product promotions and existing digital marketing systems are highly useful to increase their awareness level and in fact they perceived that they have more knowledge than their parents who are not accessible to the technological world Alkhalouf, A. (2021).

Social media marketing and their influence figures largely in the adolescents value system and in fact influence them over the purchase decision process regarding cost of the product, quality of the product and the popularity of the brands they intended to purchase. The marketers conveniently perceived that social media advertisement is one of the components of social media marketing to have a direct linkage with the adolescent consumers and offer them best product promotions, popularity promotions and awareness creation. The direct interaction of marketers with adolescents is able to identify the needs of adolescents and other convenience in purchasing the products with the help of their parents. There are two different types of adolescent consumers in the marketing arena namely logical adolescent consumers and the emotional adolescent consumers respectively Anirvinna, C., Kumar, A., Saini, M., & Meena, M. (2021).

These logical correlation consumers compel their parents through the strategies that the products are very important for their career growth, educational growth and the individual personality development. These arguments are also promoted by the marketers to restart the lessons so that they will communicate their parents logically to purchase the products without any hindrances. Similarly the emotional adolescent consumers persuade their parents emotionally by the true love and affection and compel their parents to identify that their lovable next of kin needs it for their educational purpose or for the individual satisfaction Baber, R., Kaurav, R. P. S., & Paul, J. (2020). Therefore the present study encounters how the logical adolescent consumers and emotional adolescent consumers are able to get the information from the marketers to social media marketing and also from other social media platforms and create their own strategies to convince their parents in the form of their buying behaviour.

2. Literature Reviews

Bhardwaj, A. & Kumar, V., (2022) These authors argued that the social media marketing activities are aimed to win the consumers directly to identify their needs and effectively create the strategies to convince them for the purchase decision process. The marketers require effective interaction from adolescents to express their opinion regarding product needs and popularity.

Chung, S., Animesh, A., Han, K., & Pinsonneault, A. (2014) Ascertained the significant difference between target consumers of the social media marketers and the general consumers as they perceived that social media marketing techniques are very easy to meet the target consumers and able to persuade them through attractive advertisements and promotional strategies. The general consumers require general advertisement and they are not the frequent users of social media which is observed by the social media marketers and find it difficult to reach them.

Falebita, O. A., Ogunlusi, C. F., & Adetunji, A. T. (2020) The growing popularity of the digital marketing and augmentation of technological world increase the importance of social media marketing and the marketers realized the wider coverage of effectiveness of advertisements through social media advertisement is less expensive budget. The advertisement process in the marketing has been changed by the social media and create new era for digital retailing.

Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017) These authors identified a significant difference between regular communication of marketers through commercial advertisements and social media advertisements. The authors empirically proved that social advertisements are able to cover maximum number of adolescent consumers rather than general advertisements and TV commercials. The social media communication can build and sustain the consolidated relationship between adolescent consumers and marketers.

Gulati, S. (2017) In another innovative study the authors identified the factors influencing RLS and consumers through social media marketing namely product needs, quality of the products, perceived prestige realised by the consumers in the adolescent groups, demographic backgrounds and convincing explanation for parents.

Hanaysha, J. R. (2022) In another study the authors distinguished the buying behaviour of logical adolescent consumers and emotional adolescent consumers. The social media advertisements can easily persuade the emotional adolescent consumers whereas the social media advertisements found it very difficult to convince the logical adolescent consumers as they are scientific in nature in analysing all the avenues before they take their purchase decision.

Hootsuite & WeAreSocial (2020) These authors clearly proved that social media advertisements are able to reach maximum number of customers at the same time they have the chance to interact to know the optimistic and pessimistic strategies in their marketing techniques. Most of the marketers offer price discounts to convince the adolescent consumers at the same time they give new information to the parents that the product needs are very important for the present-day adolescents.

Kaushik, R., & Prativindhya. (2019) In another study the authors empirically proved the relationship between adolescent consumers intensified activities in the social media and their dynamic changes in their buying behaviour. It is identified from the study that social media users, gathering the information, sharing the information, reviewing the information are the regular activities accomplished by these adolescents and also create awareness among the social media users to have careful purchase.

3. Research Gaps

The above mentioned national and international literature pertaining to social media marketing perception of adolescent consumers and their dynamic changes in the buying behaviour clearly revealed that the following issues are not empirically addressed by the national and international researchers namely

- Are the particular factors responsible for the social media perception prevailing among the adolescents in the study area?
- What are all the components directly influencing the buying behaviour of adolescents during their purchase?
- What are the possible relationship among the variables of demographics and purchase details of adolescents on their social media marketing perception as well as the changing buying behaviour?
- Therefore, the present research work is focusing on the above-mentioned three research questions to find empirical evidences in the form of responses from the adolescent consumers in the study area.

4. Objectives Of The Study

The above mentioned research questions leads to the following research objectives

1. To study and validate the different factors responsible for social media marketing perception prevailing among adolescents.
2. To classify the adolescents buying behaviour based on their intensified social media activities.
3. To estimate the influence of demographic variables of adolescents and their social media marketing perception and the buying behaviour.

5. Hypotheses

A above mentioned research questions together with objectives of the research are useful to frame the following meaningful hypotheses

1. There is a significant difference among the factors of social media marketing perception of adolescents.
2. There is a significant difference among the factors affecting the buying behaviour of adolescents.
3. There is a significant influence of social media marketing perception of adolescents on their buying behaviour.
4. There is no influence of demographic variables of adolescents on their social media marketing perception and buying behaviour.

6. Research Methodology

The study is conducted in a narrow geographical base area of Tiruvannamalai district which consist of both semiurban and rural areas. The study responses are obtained from adolescents distributed across all the 12 Taluks of Tiruvannamalai district with the coverage of semiurban and rural areas. Since the penetration of mobile phone is very high in this district of Tamil Nadu, India, the rural and semiurban adolescents are well acquainted with social media and are inclined to have more social media activities. Therefore the justification is done to the study in selecting the study area. The primary data collected from adolescents through a structured questionnaire which consist of three important segmentations namely demographic and purchase details part followed by social media marketing perception of adolescents and the third part which can evaluate adolescents buying behaviour.

The researcher conducted the pilot study before venturing into the main study to check the reliability of the questionnaire and the variety and depth of understanding of the adolescents after going through the questionnaire. The questionnaire is also converted into vernacular language for the better understanding of the adolescents in the study area. After the pilot study and obtaining the cronbach alpha value 0.894, the researcher venturing into the main study by collecting the responses through simple random sampling method.

The researchers selected 12 semiurban and 12 rural areas randomly from the 12 taluks of Tiruvannamalai district and circulated 20 questionnaires each in these 24 segmentations which comes to the total of 480. Among these 480 questionnaire, the researcher is able to get 445 responses from adolescents and found 421 of them are usable and the remaining 24 are filled with flaws therefore they are rejected from the research. After getting the responses of usable 42, the researcher entered them and recorded the responses into the numerical values in the SPSS package version 23 for the deep analytical analysis. The application of confirmatory factor analysis, linear multiple regression analysis and one way analysis of variance and found useful to verify the objectives and also to test the hypotheses framed by the researcher.

7. Analysis And Discussion

In this section of analysis and discussion the researcher considered 20 variables pertaining to social media marketing perception of the adolescents to identify the existence of predominant factors with respect to the responses of the respondents. Therefore at this juncture the researcher meticulously has chosen exploratory factor analysis to apply on these 20 variables in five point Likert's scale to identify the predominant factors. The results of exploratory factor analysis is presented in the following tables

Table-1-Number of factors of Social media marketing perception of adolescents

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.589	27.946	27.946	2.678	13.391	13.391
2	2.725	13.623	41.569	2.345	11.725	25.116
3	1.365	6.823	48.392	2.025	10.126	35.242
4	1.028	5.141	53.533	2.021	10.107	45.350
5	.907	4.537	58.070	1.997	9.983	55.333
6	.860	4.302	62.371	1.408	7.039	62.371
7	.791	3.957	66.328			
8	.746	3.732	70.060			
9	.727	3.635	73.695			
10	.662	3.310	77.005			
11	.636	3.180	80.185			
12	.582	2.912	83.097			
13	.575	2.877	85.974			
14	.518	2.591	88.565			
15	.463	2.313	90.877			
16	.428	2.141	93.018			
17	.399	1.994	95.012			
18	.383	1.915	96.927			
19	.314	1.570	98.497			
20	.301	1.503	100.000			

From the above table it is found that the 20 variables pertaining to social media marketing perception are decomposed into meaningful six factors to the respective underlying variables with cumulative variance of 62.371%. The meaning of these underlying variables and their group representation made the researcher to name the factors communication, socialization, interaction, transformation, observation, promotion respectively

Table-2-Number of factors of Buying behaviour of adolescents

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.508	37.540	37.540	7.508	37.540	37.540

2	1.567	7.833	45.373	1.567	7.833	45.373
3	1.129	5.645	51.018	1.129	5.645	51.018
4	1.085	5.427	56.444	1.085	5.427	56.444
5	.877	4.386	60.830	.877	4.386	60.830
6	.847	4.235	65.065	.847	4.235	65.065
7	.754	3.769	68.834			
8	.690	3.449	72.283			
9	.613	3.063	75.346			
10	.581	2.903	78.250			
11	.554	2.769	81.019			
12	.540	2.698	83.716			
13	.496	2.481	86.197			
14	.471	2.355	88.552			
15	.469	2.343	90.895			
16	.433	2.163	93.059			
17	.394	1.972	95.031			
18	.378	1.891	96.921			
19	.324	1.621	98.542			
20	.292	1.458	100.000			

Extraction Method: Principal Component Analysis.

A similar approach is exploited by the researcher to ascertain the adolescent's buying behaviour in the backdrop of technological social media engagements and participation of adolescents. The application of exploratory factor analysis on 20 variables of adolescent's buying behaviour clearly revealed the existence of six predominant factors of adolescent's buying behaviour with respective underlying variable and their loadings for each factor. These twenty variables exhibited 65.065 % cumulative variance. The results of exploratory factor analysis are clearly presented in the above table. Based on these underlying variables in the beginning the researcher derived six predominant factors responsible for the determination of adolescent buying behaviour namely Information, exploration, financial position, purchased decision, satisfaction and domination.

After the derivation of 6 factors of social media marketing perception of adolescents and 6 factors of adolescent's buying behaviour, the researcher computed the total average scores for all these predominant factors using the underlying variables and the new scores computed are used further in the analysis. After the exploratory factor analysis it is the duty of the researcher to confirm and validate those factors therefore confirmatory factor analysis is applied on the computed total average scores of adolescent's buying behaviour as well as their social media marketing perception. The application of confirmatory factor analysis and their diagram and table indicates the 6 fit indices and their significant values with respect to their benchmark values.

Table-3-confirmatory factor analysis for social media marketing perception.

S.NO	Fit indices	Values	Bench mark values
1	Chi-square	101.45	-
2	P-value	0.423	>.05
3	Goodness of fit index(GFI)	0.988	>.9
4	Comparative fit index(CFI)	0.987	>.9
5	Normed fit index(NFI)	0.986	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.0751	<=0.08

Table-4- confirmatory factor analysis for Adolescent buying behaviour.

S.NO	Fit indices	Values	Bench mark values
1	Chi-square	123.65	-
2	P-value	0.425	>.05
3	Goodness of fit index(GFI)	0.985	>.9
4	Comparative fit index(CFI)	0.983	>.9
5	Normed fit index(NFI)	0.982	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.078	<=0.08

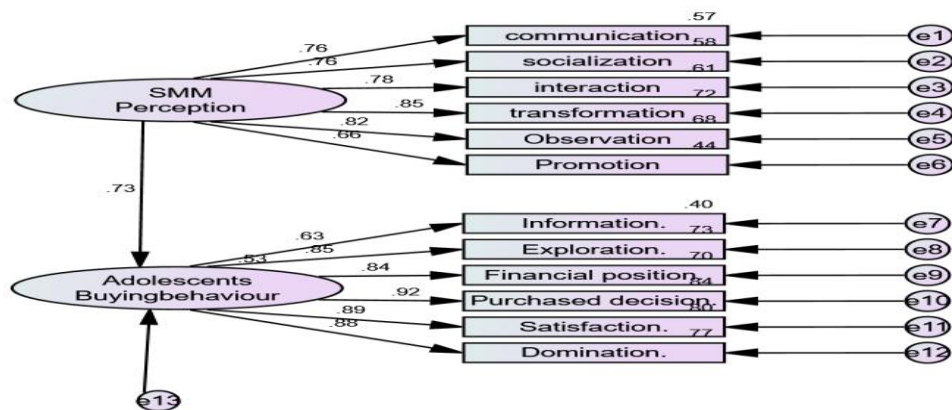
From the above tables of confirmatory factor analysis independently for social media marketing perception of adolescents and their buying behaviour indicated that all the 6 fit indices between the observed and unobserved factors namely social media perception and buying behaviour are ranging within the required bench mark values . This implies that all the six factors of social media marketing perception and the buying behaviour of adolescents throughout the exploratory factor analysis are further confirmed and they are validated. This validation through confirmatory factor analysis is useful to test the first two hypotheses of the research and concluded that these two hypotheses are accepted and supported at 95 percent confidence level.

In order to test the hypothesis 3, the researcher applied the structural equation model which is the combination of confirmatory factor analysis which was done already in the above two analysis sections and linear multiple regression analysis which would reach the point of culmination in structural equation model. The best fit of the structural equation model is useful to confirm the relationship between social media marketing perception of the

adolescents and the subsequent changes in their buyer behaviour. The best 6 fit indices and their bench marks are very essential for confirmation of best fit of model including good confirmatory factor analysis and the linear multiple regression analysis. The results of the structural equation model on the total average scores of social media perception of the adolescents and their buying behaviour brought the following results

Table-5- Structural equation model for validity.

S.NO	Fit indices	Values	Bench mark values
1	Chi-square	86.765	-
2	P-value	0.478	>.05
3	Goodness of fit index(GFI)	0.987	>.9
4	Comparative fit index(CFI)	0.985	>.9
5	Normed fit index(NFI)	0.982	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.077	<=0.08



From the above table is found that the 6 fit indices satisfy the bench mark values required to consolidate the relationship between adolescent's perception on social media and the subsequent impact on their buying behaviour. The relationship between these two aspects is denoted by the correlation value above .6 which is above the required benchmark value of .3 therefore the hypothesis 3 proposed by the researcher is accepted and supported at 95 percent confidence level.

After exploration and confirmation of factors of social media marketing perception and adolescent's buying behaviour, the researcher intended to verify that these objectives and also to test the hypothesis 4 stating that measurement of influence of demographic variables of adolescents and their social media marketing perception and adolescent's buying behaviour. Therefore the researcher underpinned the appropriate tool one way analysis of variance by considering demographic variables as independent variables and six factors of social media marketing perception and the six factors of adolescent's buying behaviour as dependent factors. In this analysis of variance the computation of F-statistics and P values always indicate the influence of particular segmentation of demographic variable on the factors of social media marketing perception and adolescent buying behaviour. The details of one way analysis of variance are clearly presented below

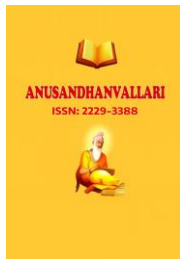
Table-6-Influence of Demographic variables on social media marketing perception adolescent's buying behaviour

Demographic Variables	Dependent variables	F-Values	P-values
Gender	communication	9.524	.000
Age	socialization	8.217	.000
Educational qualification	interaction	9.258	.000
Parental occupation	transformation	10.147	.000
Parental income	Observation	10.587	.000
Parental education	Promotion	11.159	.000
Gender	Information.	8.257	.000
Age	Exploration.	8.211	.000
Educational qualification	Financial position.	7.324	.000
Parental occupation	Purchased decision.	10.225	.000
Parental income	Satisfaction.	9.654	.000
Parental education	Domination.	8.256	.000

From the above table it is found that the F- values and P-values are significant for independent variables gender, age, educational qualification, parental income, parental occupation and parental education are found to influence the factors communication, socialization, interaction, transformation, observation, promotion respectively. Similarly the adolescents consumer behaviour factors Information, exploration, financial position, purchased decision, satisfaction and domination are also influenced by the demographic variables. This leads to the test of hypothesis 4, the null hypothesis is rejected at 5% level of significance due to significant F-values and p-values and concluded that there is a significant influence of independent demographic variables of adolescents on their perception towards social media marketing and their buying behaviour.

8. Findings And Conclusion

The statistical analysis clearly revealed that social media marketing perception of adolescents is not a unique phenomenon in the marketing world whereas it is the combination of six predominant factors namely



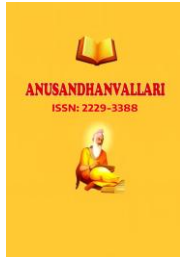
communication, socialization, interaction, transformation, observation and promotion respectively. The social media marketing and social media activities are found to dominate the adolescents based on their immediate communication and useful information to create perception about the products they intended to purchase. The social media marketing paves the way for the adolescents to have the frequent interaction with the social media users and the marketers directly. These information and interaction motivate them to transform the learned information through social media to others and are meticulously observe the promotions of the product by the marketers to take their decision ultimately. Similarly the buying behaviour of adolescents can be studied over six important factors that are specific interest of socialization and mingling with peer group and their friends. They explore all the possible information regarding their products they intended to purchase. The existing financial position of the family of adolescents motivates them to use both the emotional strategies and logical strategies to convince their parents to purchase the products they need. The purchase decision is completely based on their logical approach it convincing the parents and after obtaining the satisfaction about the performance of the products they used to dominate their friends and relatives by stating their present experience with the product and their purchase using social media. There is a significant influence of social media marketing perception of adolescents on their buying behaviour. In fact the social media dominates and also have the capacity to change the behaviour of adolescents dynamically towards the product purchase and promotion. The intensified social media activities of adolescents actually engage them and pave the way to the marketers to employ different marketing strategies to change their behaviour as well as to have acquaintance with them for the successful design of marketing strategies in future.

9. Suggestions

The study clearly indicated that the social media and social media marketing are playing a very important vital role in changing the behaviour of adolescent consumers therefore it is suggested that the marketers must have their marketing strategies through social media to have direct relationship with adolescent consumers to promote their products. Similarly it is suggested that adolescent consumers and their parents should have the social media communications effectively and meticulously to observe about the product performance of the information over the social media to take their participation.

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