

A Study of Impact of social media in Fuelling Rebellion Among Teenagers

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ABSTRACT

People can freely engage with one another through social media. Social media platforms have been used by marketing strategists to boost sales, build brand recognition, and spread awareness. Converting civilian participation into financial enlargement is challenging, though. The current study therefore focused on the difficulties and success of social media marketing in luring customers. The study concentrated on the Indian food retail business since it has a diverse retail pattern and a concurrent development in social media and internet use. The research's quantitative component assisted in pinpointing the pertinent elements that clients believe have a big impact on the effectiveness of social media marketing. In order to understand the implemented tactics as well as the opportunities and problems related to social media marketing, interviews with social media strategists were conducted as part of the qualitative research component. The study's participants were important to India. The social component of social media marketing was not seen as beneficial by customers in reaching their objectives, according to the quantitative survey results. Social media's usefulness in obtaining current information and the ability to share experiences, community involvement (active participation on a retailer's social media pages and boosting the retail brand), financial benefits (getting better deals and freebies for purchases), and psychological benefits all had a significant impact on consumers' perceptions of the usefulness of social media marketing (seeking a sense of affiliation and belonging in the community and establishing and maintaining relationships with other members).

Keywords: *India; Retail of Food; Marketing Via social media; Challenges; Opportunities.*

1.INTRODUCTION

Along with the ongoing growth and development of the economy, the Indian food sector is also going through substantial changes¹.

The food retail industry is being modernised by modern retail chains, an increase in packaged food sales, and food imports. India, the fourth most populous country in the world, is changing its food consumption habits, making it simpler for shops to build brand value on social media platforms. (Globalization and Downsizing in India). Retail industry marketers work hard to keep clients informed about the numerous products offers as we enter the digital age. Thanks to social media feeds, instantaneous news and updates are now typical in millennial culture. Social media platforms enable two-way contact, which attracts innovative media marketing techniques. (Hasson & Janks, 2013). The degree of internet influence also frequently has an impact on in-store sales and customer behaviour. The gap between the consumer's digital expectations and the retailer's ability to deliver the desired level of experience cannot yet be closed due to retailers' rising knowledge (Lobaugh, Simpson, & Ohri, 2015). The focus of the current article is on the opportunities and difficulties that retailers encounter when attempting to close this gap. The importance of social media as a marketing tool must be further explained, and this requires highlighting the users recently formed online usage habits. Users actively participate in the ongoing development and consumption of digital material under the new use pattern. Users today don't merely consume content passively; rather, they continue to improve the online services that make it possible for them to do so. The traditional World Wide Web has evolved into an interoperable, collaborative, and interactive platform known as Web 2.0 (Campbell, Pitt, Parent, & Berthon, 2011). In terms of online retail activities, exciting new ways for users to gather product information and make purchase decisions have been introduced by social media. Therefore, the marketing methods try to alter how consumers view the market. However, for digital marketing strategies to be successful, consumers must meet specific

criteria. (Paquette, 2013). By understanding how consumers feel about innovation acceptance, marketers may create marketing strategies that are more effective. (Mady, 2011)¹.

Social media is used in marketing campaigns to establish brands, generate leads, conduct buyer research, and cultivate consumer connections. (Schmitt, 2012). These tasks can be finished and the corporate objectives met if the pertinent content is made available on the proper social media platform. According to consumer behaviours like bookmarking, linking, clicking, referring, subscribing, and sending queries, this could imply the definition of customised customer interaction behaviours. (Falls, 2010). Therefore, bridging the knowledge gap between consumers and marketers is the aim of producing helpful content for social media platforms. The literature has demonstrated the relevance of creative content-creation techniques that emphasise the advantages of superiority, undifferentiated product classes, and USPs. The brand's content developed in response to this may be consistent with consumers' aspirations, experiences, and emotions. Focused content ought to be able to cognitively engage consumers and direct their reactions in relation to their consumption patterns (Ashley & Tuten, 2015). The various steps that could be taken with the help of an efficient editorial team and an understanding of the appropriate word to communicate are shown in Figure 1.

In addition, it is essential to establish goals and objectives as well as a social content strategy that should be constantly evaluated and enhanced in light of the interests of the target audience².

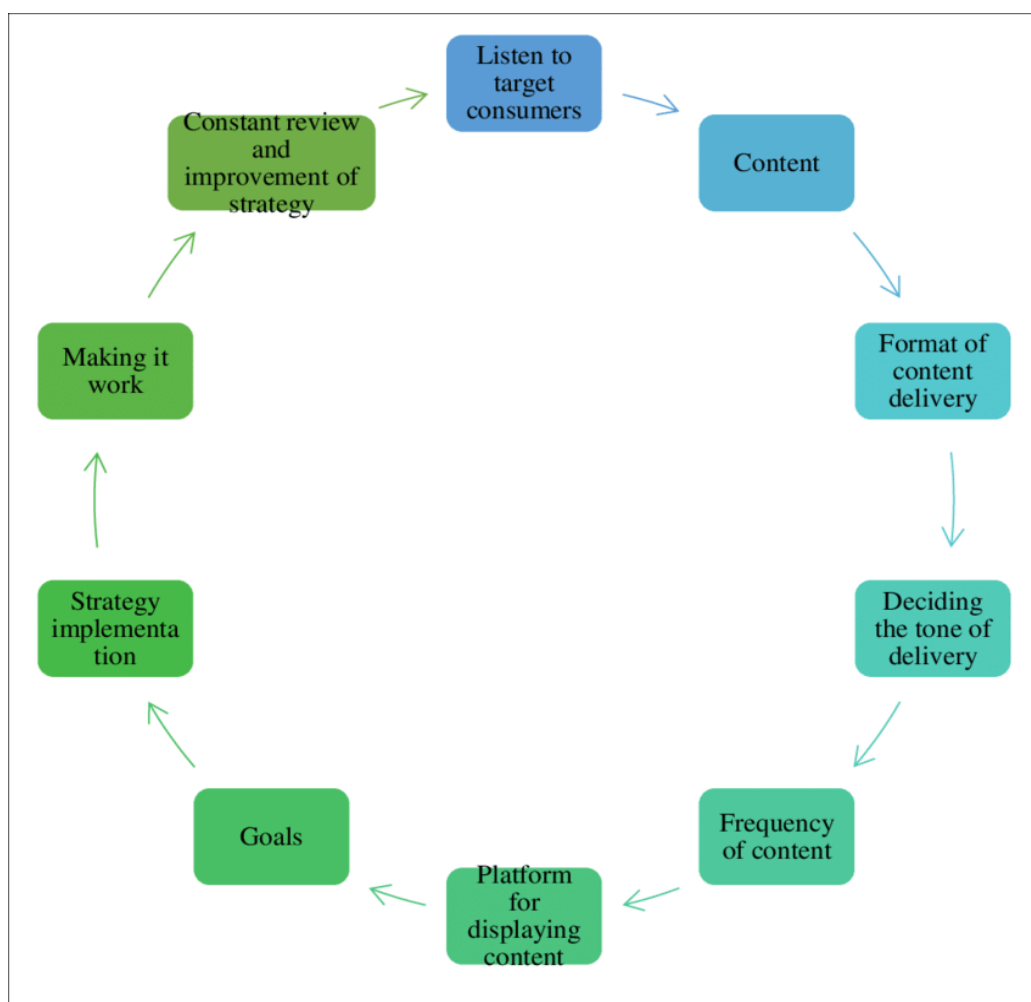


Figure 1: Steps for Developing Social Media Strategy

(Source: chrome browser)

Social media networks can really offer a wide range of chances for marketers to connect with and sway their target audience. s. However, in addition to the numerous opportunities it presents (Rana & Kumar, 2016), it also presents a list of challenges, such as providing a competitive edge, brand recognition, improved brand loyalty, gaining brand authority, creating rich consumer experiences, and receiving improved consumer insights. The rapidity with which social media comment is obtained could be both a benefit and a drawback.

If managers want to receive reviews soon, they must act promptly and efficiently. Brands must take care to adhere to the legal framework controlling market research and advertising rules when publishing or transferring internet content. Additionally, there is no moderation in the manner in which customers criticise the brand. It is challenging for them to understand the approach of others because social media unites all of the competitors on a single platform. (Van Gorp & Batura, 2015). Timing is another challenge in social media marketing. Choosing a good moment for social media engagements can be challenging. One of the biggest challenges in social media marketing is content management. Because social media marketing requires constant content generation, which is again a difficult task for some business owners, social marketing causes reluctance to embrace social media marketing tactics (Eriksson, 2012)³.

2. REVIEW OF LITERATURE

Social Media Marketing in India

Social media marketing is still in its infancy in India, despite the global digital ecosystem being swiftly transformed and reaching new levels of creativity. The relative stagnation of digitization in India may be due to the country's poor information and technology infrastructure. The country's development of e-commerce systems is still constrained by a lack of tech-savvy human capital (Das et al, 2016). However, India's vibrant social media culture contrasts with the country's slow digital growth, creating a paradox. It has also been discovered that social media activities have an impact on the political acts of the young Indian democracy, where social media platforms are employed for information transmission. The creation and publication of content on social media platforms is entirely up to the users of those networks. Because they are free to shape information there without having to adhere to publishing norms, political parties can utilise social media sites for political marketing. (Gainous & Wagner, 2014)¹.

When creating effective marketing efforts for political parties or any other industry, social media usage trends used to assess and understand user behaviour. In relevance to the current subject, the literature on the Indian retail market was examined. The enormous retail industry in India, which is increasing as a result of its cities' quick urbanization, offers several chances for business owners. However, social media and the internet are not often favoured by customers when it comes to conducting business. However, they are beginning to favour social media channels for foreign and private label clothing, footwear, confections, and packaged food (Deloitte, 2015)⁴.

To build effective portfolios of consumer engagement, firms are advised to focus on e-commerce and digital media channels in order to take advantage of the immense potential of the developing digital market. To maximise impact, engage customers before they make a purchase, and sway their decisions, businesses. Customers in India continue to show rising patterns of usage of social media, and engaging customers in on-going social media interactions offers the potential to develop significant customer relationships. Retailers of packaged foods might build a direct line of connection with their customers online by fostering frank dialogue between them and the business. (Wijeratne, Teng, Caoili, & Sircar 2016)⁵.

Another social media marketing tactic that shops could benefit substantially from is advertising loyalty programmes. It has been discovered that the markets in the Asia-Pacific region have the highest rates of consumers participating in such programmes. Because these third-party apps allow users to keep several prizes in a single area, customers found the loyalty mobile apps to be extremely desirable as the preferred channel. The incorporation of digital payment systems into loyalty programs increases customer retention and their frequency of interaction with the retailer (Nielsen, 2016, crowd-sourced social media marketing has been seen as having untapped potential. Adopting this tactic, which enables customers to take part in the brand's marketing activities directly, could lead to a sizable following and increased consumer involvement. (Russina Venture Company, 2016)⁶.

The History and Application of Social Media Marketing

The writing showed a creating virtual entertainment culture in India, which was rather than the data and correspondence construction of the country. the factors that influence social media marketing and encourage users to use it. An examination of social media usage precedes the discussion, which then moves on to the motivational factors that drive consumers' behavioural tendencies. Social media provides a modern platform for mass participation and communication as well as elements of interaction. Chat groups, online communities, and virtual groups have resulted in the establishment of consolidated communication platforms that have made it simpler to transmit multimedia content (Mustafa & Hamzah, 2011). A lot of research on how people use social media has been done because of how important they are and how they affect marketing. The main goals of social media marketing are to raise brand awareness and improve customer retention and satisfaction (Kaplan & Haenlein, 2010). Prospective customers must participate in social activities in order to achieve these goals, and it has been suggested that certain motivational factors influence this engagement. Food retail businesses can better understand and anticipate the consequences of engaging customers in social activities if they have a solid understanding of these motivations. The concept of COBRA—Consumers' Online Brand-related Activities—has been found to play a significant role in comprehending the motivating factors that drive brand-related social media usage (Augustini, 2014). **Figure 2** depicts the COBRA concept in which the motivational constructs are linked to the different drivers of motivation, which ultimately combine into consumers' social media usage tendencies (Muntinga, Moorman, & Smit, 2011). Customers' brand-related actions are categorized into three categories: consuming, making, and contributing. Consuming means doing little online business with the brand; People take part without making any contributions or content⁷.

Drawbacks and Issues with Social Media Marketing

A lack of clarity regarding ownership, a possible disconnect between departments, and an absence of an integrated approach are the primary obstacles that could result in the failure of a social media marketing plan. These obstacles, in addition to traditional obstacles, are the most significant obstacles (Frost & Sullivan, 2010). Although uncommon, the problem of unclear ownership and accountability persists. The businesses frequently result in overseeing the development of a sound plan for carrying out social media customer initiatives. There is a lack of clear roles and responsibilities, and processes for task differentiation and allocation are not heavily influenced. In addition, because it is difficult to define, identify, and quantify the return on investments from social media initiatives, department leaders are reluctant to approve necessary investments, and accountability issues frequently arise between departments⁸.

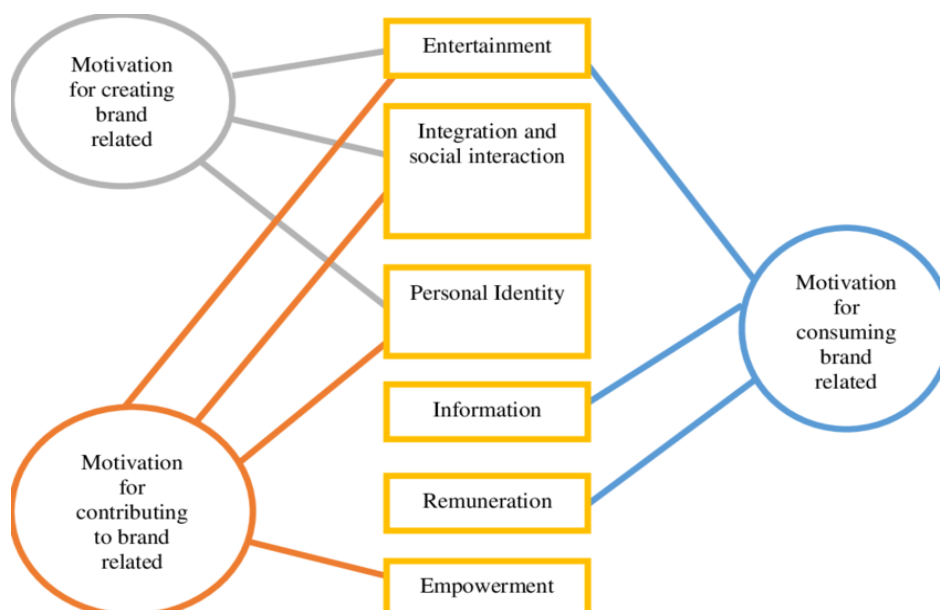


Figure 2: COBRA Concept (Source: Choi, Kim, & McMillan, 2009)

3. RESEARCH METHODOLOGY

This study included both quantitative and qualitative research approaches. To eliminate bias in the data, 53 individuals of diverse ages and genders were questioned. The detailed and structured Google Forms questionnaires provided the primary data for the respondents. The poll was taken by youths between the ages of 15 and 25. This age group makes for the bulk of social media users worldwide, and young people often employ technology more frequently than older generations. Secondary data is information that has already been gathered and analysed by someone else. When seeking for secondary data, researchers have to look into a lot of various sources to gather it. In this case, they most likely won't have to deal with the difficulties associated with obtaining original data⁹.

4. ANALYSIS AND DISCUSSION

Primary data is collected from 51 respondents.

How many hours do you spend on social media every day?

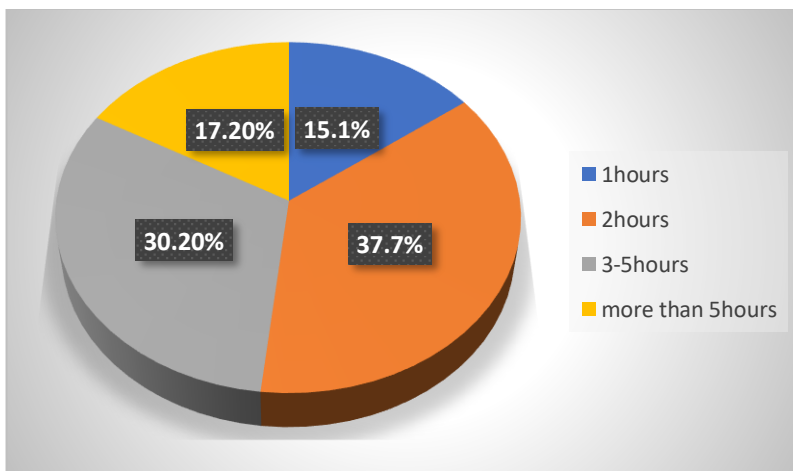


Figure 3

Figure 3 shows how long the respondents are active on social media. The blue part says 7 respondents are active for 1 hour. The red part says 20 respondents are active for 2 hours. The yellow part says 15 respondents are active for 3-5 hours which means they are kind of addicted to social media. The green part says 9 respondents are active on social media for more than 5 hours which means they are completely addicted.

How useful is social media for learning?

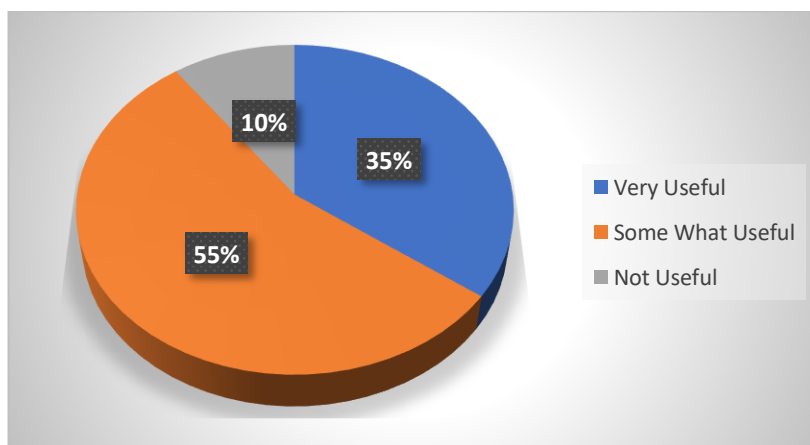


Figure 4

In figure 4 respondents answered how useful social media is for them. Where 19 respondents found it very useful. 30 Respondents found it somewhat useful. And 2 respondents didn't find social media useful for learning

What do you use social media for?

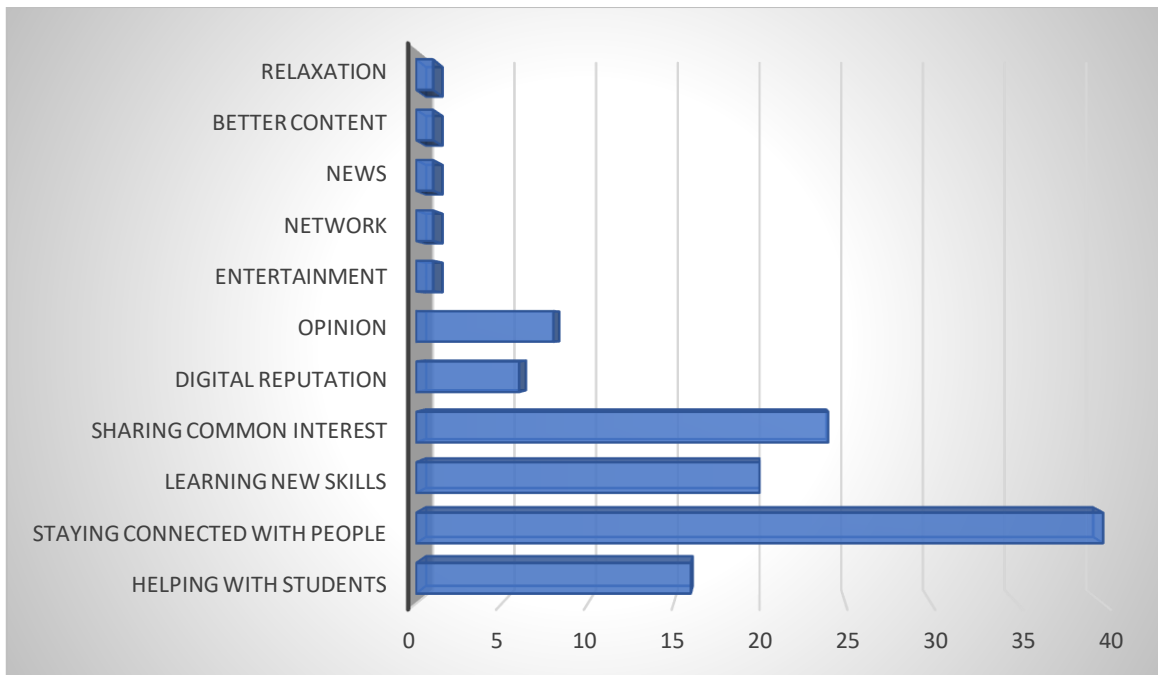


Figure 5

In **figure 5** shows a graph of what they use social media for. The graph shows that most of the respondents use social media to connect with people, the fact that social media makes it easier to stay in touch with loved ones is the single most important reason to use it. You learn about the activities of your friends and family. Even if you don't get together very often, social media can help you form and keep that emotional connection. With more and more people joining social media, it allows you to make new friends, meet new people from any corner of the world. The web space is filled with content from various genres. Social media sites are the most commonplace to get these contents based on your interest. It helps you in finding content that is entertaining and gives you a break from your daily activities. It has now become a source of entertainment too.

How often do you post on social media?

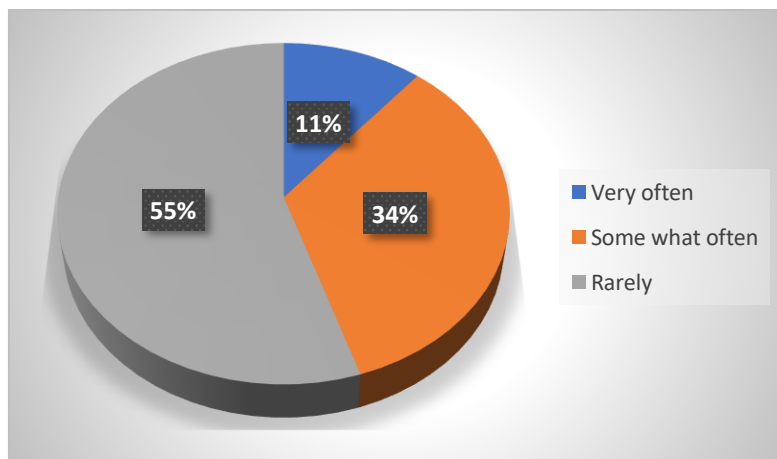


Figure 6

In **figure 6** it shows that how often the respondents post their social media account. 32 respondents post rarely on their social media. And 14 respondents post somewhat often their social media. Where 5 respondents post very often on their social media.

Do you feel like the number of “likes” you get on your photos or post makes you feel better about yourself?

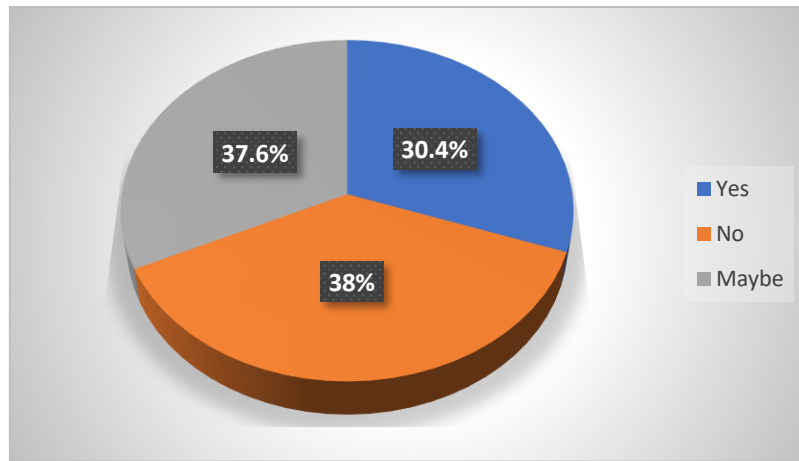


Figure 7

In **figure 7** shows that do the respondents feel like the number likes they get on their photos or post makes them feel better or not. Where 14 respondents feel better about it because they want to keep in touch with the people they care about and also share their thoughts and interests with others so that they can get a sense of who they are. They feel good when our followers and friends like their posts. They feel better and have more dopamine and likes.

Do you ever get jealous of others peoples seemingly extravagant lives on social media?

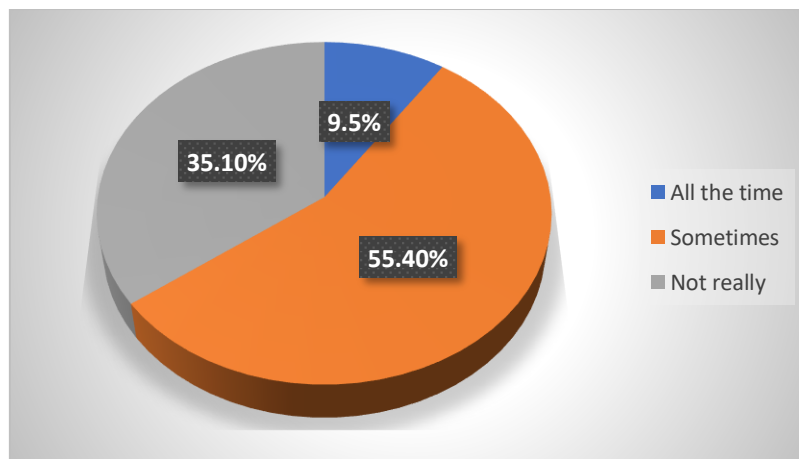


Figure 8

In **Figure 8** talks about do the respondents ever get jealous of other people's seemingly extravagant lives on social media. Where there are 7 people who are constantly comparing their lives because they might feel empty after reading some particularly upbeat posts from a friend or relative. They may also feel compelled to read through all their posts, or flick through all their photo albums. Even when they feel jealous, it's as though they can't look away. On some level, they might even enjoy using their posts as a stick with which to beat themselves. Within minutes, they can spiral downwards into a pit of self-loathing and despair.

Is social media the first thing you check in the morning?

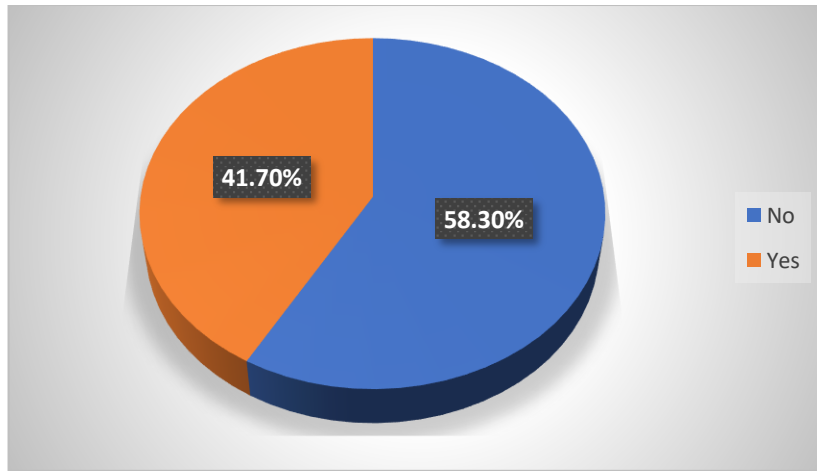


Figure 9

Do you have a different personality on your social media pages?

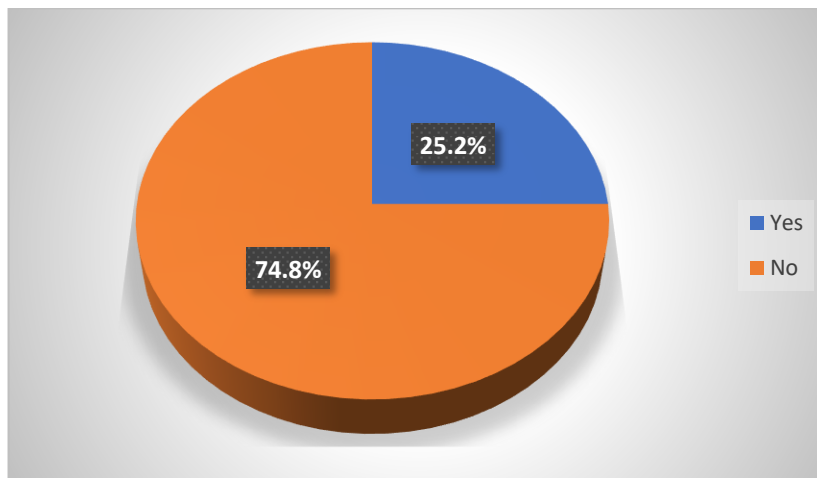


Figure 10

In figure 10 says about the different personality on social media. Where 12 people said they have different personality because online, people tend to exaggerate their personas because they have much more time revise and calculate the content, they present than in spontaneous face-to-face interactions.

To what extent does social media influence your behaviours and actions?

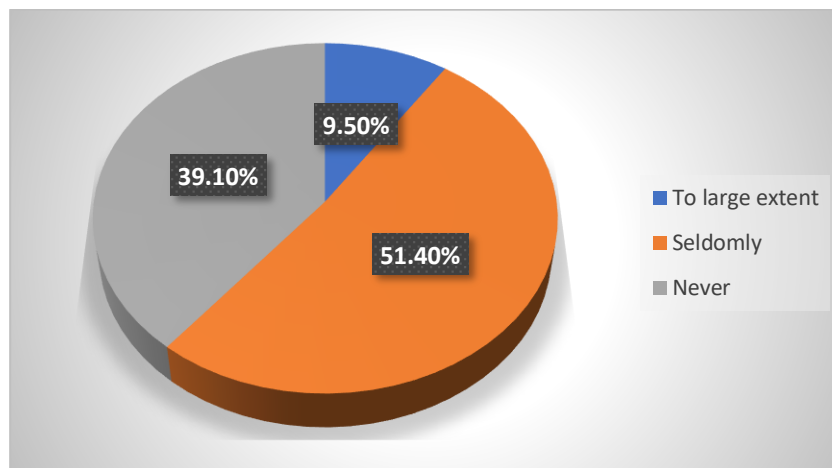


Figure 11

In this **figure 11** it talks about to what extent do social media influence the respondents' behaviours and actions. The reason I asked this question because people become unhappy with their current circumstances, leading to problems with self-esteem and depression. Social media use has also been associated with cyber bullying and cyber abuse by anonymous users online, which leads to problems of self-esteem, privacy, etc.

5. CONCLUSION

The researcher's goal was to conduct a thorough analysis of the benefits and drawbacks of social media marketing techniques in India. The survey showed that Indonesia is going through a digital awakening and that social media culture is growing. Indians are seen as a people whose potential for social media has not yet been fully realised because they show strong tendencies towards technology embrace and readiness. According to the findings, belief (the value of social media in getting current information and the ability to share experiences), community involvement (active participation in a retailer's social media page and stimulation of the retail brand), financial (obtaining better prices and free coupons for purchases), and psychological (seeking a sense of affiliation and belonging in the community, as well as establishing and maintaining relationships with other people) factors all influence how people use social media.

They want to use data analytics and digital marketing tools to examine client responses. The strategists said that social media helped them create positive brand value and provide customers with enriching online experiences because it allowed them to have a direct conversation with the customer. They also seemed enthusiastic about the possibility of gaining even more benefits by integrating social media practices with fundamental business procedures. The strategists encountered a few challenges while launching web ads. One of the main challenges was matching stock levels with online offers and integrating brick-and-mortar stores with social media platforms. Other significant challenges included a lack of coordination between departments, unclear metrics to measure the success of campaigns, and limited IT resources. Despite the difficulties, marketers were still eager to take advantage of the many opportunities presented by social media, such as creating campaigns with relevant content, spreading brand awareness to a large audience, encouraging customer loyalty, and maintaining customer retention. In addition, this creates a need for government agencies to develop an up-to-date IT infrastructure that can adequately support the digital revolution.

The study's conclusions are valuable to those in the social media industry who work in this area since they demonstrate how Indian retail market customers are increasingly using social media to share their experiences and make judgements. Retailers who have a weak or non-existent social media presence need to work harder, use the platform more frequently, and reach more people. To maximise the efficiency of their social media strategy, the chosen retailers in this study showed a lack of coordination among various departments. The other stakeholders in the India retail sector should make it a point to clearly describe a strategy for their entry into or expansion into social media in order to efficiently achieve maximum production. This could be seen as a major barrier for the sector as a whole.

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