

# A Study on Social Media Marketing Among University Students

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## **Abstract:**

Social networking services are currently capturing the interest of academics and business professionals who are drawn to its popularity and features. There is discussion on the latest social media marketing trends and their impact on college students. The study focuses on the purchasing habits of students, irrespective of gender. Additionally, the study aims to comprehend how respondents' networking behaviour is affected by social media promotion and their preferences towards different networking sites. Questionnaires were distributed among students. The study revealed that students use social media marketing impartially regularly between genders. Furthermore, social media marketing has a strong impact on consumer behaviour. It was also found that gender does not show any substantial differences in monthly spending on social media marketing.

**Keyword:** Social media, social media marketing, buying behavior.

## **Introduction**

In the current corporate climate, social media marketing is a new marketing technique that is getting momentum quickly. The use of social media channels to spread information, concepts, and practises to advance social as well as commercial goals can be summed up in one sentence (**Lazer & Kelly's 1973**). Facebook, Instagram, WhatsApp, Google+, Twitter, Myspace, LinkedIn, and Wikipedia are a few of the most popular social networking sites (**Xiang & Gretzel, 2010**, as mentioned in **Nadaraja & Yazdanifard, 2013**). Social media in this context simply refers to platforms for online publication and communication that are developed to sustain interpersonal contact between people (**Chaudary & Anupriya, 2017**).

The current generation uses social networking sites to learn about occasions, accomplishments, and new academic initiatives at universities, enhancing those schools' reputations (Taylor, 2017). According to **Sternthal and Craig (1982)**, consumer buying behaviour is the process that shows the critical feature of individual consumption behaviour. No business can work without customers (**Jacinto et al., 2021**). Despite the fact that social media marketing sites provide a variety of tools for browsing, searching for products, and confirming product specifications, we can say that social media marketing has emerged as a powerful tool for influencing customer buying behaviour (**Gupta & Chopra, 2020**).

## Literature Review

**Zarella (2010)** suggested that social media marketing should be understood as an umbrella term that encompasses all marketing concepts and theories that highlight the value and use of social networking and other social media sites. The social media marketing has changed consumer consumption habits by providing consumers with new ways of looking for, assessing, choosing, and buying goods and services (**Albors, Ramos, & Hervas, 2008**). These developments influence how marketers operate and affect marketing practices in terms of both strategy and tactics by presenting marketers with new challenges and difficult choices (**Thomas, 2007**). Most of the studies in relation to social media focuses on consumers' behaviour regarding consumer consumption (**Alhabash et al. 2015; Hoffman et al. 2014; Hong 2012**) and influence of social media marketing on consumer (**Bilgihan et al. 2014; Chang et al. 2015; Lorenzo-Romero et al. 2012; Ozguven & Mucan 2013; Schulze et al. 2014; La Torre, Miccoli, & Ricciardi 2014; Workman & Gupta 2013**). **Vijay & Balaji (2009)** and **Neti (2011)** confirmed online shopping as the most preferred form of shopping in India, and an online retailer can wean the Indian customer away from traditional shopping to online shopping. **Singh (2016)** revealed a positive correlation between social media marketing and consumer behaviour. **Tanha (2018)** found that social media has opened doors for business and individuals to a wide range of possibilities and has helped connected with customer's obsession. Social media helps to improve a university's image through post or events, achievement, and new programme uploaded in university websites (**Singh, 2019**).

## Objectives of the Study

1. To study the social marketing trends and its influence among students.
2. To observe the preferential reception of channels of promotion on social media and networking behaviour among students.
3. To explore the impact of social media marketing on the buying behaviour between the genders.

## Hypothesis of the Study

**Ho1** The level of monthly expenditure on social media marketing does not differ significantly across gender.

## Research and Methodology

The study was both descriptive and exploratory in nature as it was data-based; as such, conclusions were drawn based on the data being collected. A simple random sampling technique was applied to select the sample from the university. In this study, both primary and secondary data were used. A total of 50 questionnaires were distributed among the students from the same university. Secondary data was collected by referring to books, journals, magazines, papers, etc., made available in university libraries and other libraries. Students enrolled in various departments in Manipur University were approached to participate in the study. A total of 26 male and 24 female students were selected, out of which 49 were unmarried and only 1 participant was married. The data collected was first codified and administered in SPSS English version 26.0 for analysis. Relevant statistical tools such as descriptive statistics and Chi-square were employed for the analyses. The descriptive statistics (mean, frequency, percentage, and standard deviation) provide information on the data of the sample respondents. A Chi-square test was

executed to investigate whether monthly expenditure on online shopping is independent between genders.

**Results**

**Table 1: Summary of Demographic Profiles**

Variables	Group	Frequency	Percent
Gender	Male	26	52
	Female	24	48
Age	18-22	3	6
	23-27	46	92
	28-32	1	2
Marital Status	Married	1	2
	Unmarried	49	98
Educational Status	Undergraduate	6	12
	Graduate	13	26
	Post graduate	31	62

**Source:** Primary data

The above table shows that 52% of the respondents are male and the remaining 48% are female. The ages of the respondents show that most of them belong to the age group of 23–27 years, i.e., 92% of the respondents; 6% of the respondents belong to the age group of 18–22 years; and the remaining 2% belong to the age group of 28–32 years. With regard to the marital status of the respondents, the table shows that most of the respondents are unmarried (98%). Lastly, the educational qualification of the respondents is seen at 62% post-graduate, 26% graduate, and 12% undergraduate.

**Table 2: Summary of Income and Expenditure of Respondents**

Variables	Group	Frequency	Percent
Annual Household Income	Below 50000	2	4
	50000 – 100000	34	68
	100000 – 150000	12	24
	150000 – 200000	2	4
Monthly Expenditure	Below 5000	16	32
	5000 – 10000	22	44
	10000 – 15000	10	20
	Above 1500	2	4

**Source:** Primary data

The annual household income and monthly expenses of the respondents are shown in the above Table 2. According to the data, 4% of respondents have a household income of less than Rs. 50,000, 68% have a family income between Rs. 50,000 and 10,000, 24% have a household income between Rs. 100,001 and 150,001, and 4% have a household income between Rs. 150,001 and 20,000. In terms of the respondents' monthly spending on social media and online shopping, 32% of the respondents spend less

than Rs. 5000, 44% spend between Rs. 5000 and Rs. 10000, 20% spend between Rs. 10000 and Rs. 15000, and 4% spend more than Rs. 15000.

**Table 3: Summary of Social Media Related Profile of the Respondents**

Variables	Group	Frequency	Percent
Internet and social media usage		50	100
Purpose of social media usage	Social networking	20	40
	Email	7	14
	Shopping	8	16
	Entertainment	12	24
	Others	3	6
Generally Purchased items from internet	Mobile, Computers, Accessories	9	18
	Electrical Items	4	8
	Dress and footwear	24	48
	Books	11	22
	Others	2	4
Reason for purchase on the internet	Discount offer	7	14
	Convenience	16	32
	Wide range	11	22
	No waiting lines	7	14
	Others	9	18
Mode of Payment	Debit Card	11	22
	Net Banking	4	8
	Cash on Delivery	35	70

**Source:** Primary data

Through Table 3 it was found that 40% of the respondents use internet and social media for social networking; 16% for shopping; 24% for entertainment; 14% for email and 6% for others. The data also showed that 48% purchased dress and footwear; 22% for books; 18% for mobile, computer and accessories; 8% for electrical items and remaining 8% for other items. 32% of the respondents buy products online for convenience; 22% for wide ranges of products; 28% for discount offer and the remaining 18% for others. 70% of the respondents use cash on delivery as the mode of payment, 22% use Debit card and remaining 8% use Net banking.

**Table 4: Descriptive Statistics of Online Shopping Website Visited**

Shopping website	Mean	SD	To No Extent at All	To no extent	To some extent	To moderate extent	To a Good Extent	Great extent	To a very great extent
AMAZON	3.70	2.09	8(16)	11(22)	7(14)	6(12)	7(14)	2(4)	9(18)
FLIPKART	3.42	1.71	6(12)	12(24)	11(22)	7(14)	6(12)	6(12)	2(4)
SNAPDEAL	3.80	1.84	5(10)	9(18)	10(20)	9(18)	7(14)	4(8)	6(12)
MYNTRA	3.90	2.06	9(18)	6(12)	7(14)	8(16)	6(12)	7(14)	7(14)

JABONG	3.56	1.75	7(14)	6(12)	5(10)	8(16)	6(12)	4(8)	4(8)
INSTAGRAM	3.34	1.82	10(20)	10(20)	7(14)	9(18)	6(12)	6(12)	2(4)
FACEBOOK	3.68	1.84	7(14)	10(20)	6(12)	9(18)	8(16)	7(14)	3(6)

Source: Primary data

The mean, SD, frequency and percentage of ‘online shopping website visited’ is given in Table 4. From the above table it was found that the most preferred online shopping site is Myntra (Mean =3.9) followed by Snapdeal (Mean=3.8), Amazon (Mean=3.7), Facebook (Mean=3.68), Jabong (Mean=3.56), Flipkart (Mean= 3.42) and Instagram(Mean =3.34).

**Table 5: Descriptive Statistics of Preferential Channels of Promotion**

Social Networking Sites	Mean	SD	To no extent	To some extent	To moderate extent	To good extent	Great extend	To a very great extent
FACEBOOK	3.58	1.59	7(14)	6(12)	10(20)	12(24)	8(16)	7(14)
INSTAGRAM	3.88	1.61	4(8)	7(14)	11(22)	8(16)	9(18)	11(22)
WHATSAPP	3.48	1.80	8(16)	11(22)	8(16)	6(12)	6(12)	11(22)
GOOGLE+	3.46	1.90	13(26)	6(12)	5(10)	6(12)	11(22)	9(18)
TWITTER	2.84	1.50	11(22)	13(26)	10(20)	8(16)	5(10)	3(9)
LINKDIN	3.04	1.73	12(24)	12(24)	6(12)	9(18)	4(8)	7(14)

Source: Primary data

The mean, SD, frequency and percentage of ‘online shopping website visited’ is given in Table 4. The above table revealed that the most preferred online social site is Instagram ((Mean=3.88) followed by Facebook (Mean=3.58), WhatsApp (Mean=3.48), Google+ (Mean= 3.46), LinkedIn (Mean= 3.04) and Twitter (Mean 2.84).

**Table 6: Descriptive Statistics of Products Which Needs Advertisement**

Products	Mean	SD	To no extent	To some extent	To moderate extent	To a Good Extent	Great extent	To a very great extent
Food/ Beverages	3.02	1.44	10(20)	8(16)	12(24)	15(30)	1(2)	4(16)
Clothes	3.36	1.61	7(14)	11(22)	9(18)	9(18)	8(16)	6(12)
Jewelry	2.84	1.47	11(22)	12(24)	10(20)	12(24)	1(2)	4(8)
Cosmetics	2.72	1.59	15(30)	12(24)	6(12)	9(18)	5(10)	3(9)
Accessories	3.42	1.73	9(18)	8(16)	9(18)	11(22)	3(9)	10(20)
Household Items	2.86	1.69	15(30)	9(18)	10(20)	4(8)	8(16)	4(8)

Source: Primary data

The descriptive statistics of ‘products which needs advertisement’ is given in Table 6. The result showed that ‘accessories’ items is in need of extensive advertisement ( $M = 3.42$ ) followed by ‘clothing’ ( $M = 3.36$ ), ‘food and beverages’ ( $M = 3.02$ ), ‘household items’ ( $M = 2.86$ ), ‘jewelry’ ( $M = 2.84$ ) and ‘cosmetics’ items ( $M = 2.72$ ).

**Table 7: Descriptive Statistics of Student’s Usage of Social Media Marketing**

Reasons for Usage of Social Media Marketing	Mean	SD	To an extent	To some extent	To moderate extent	To Great extent
I read blogs on internet everyday	2.70	1.07	6(12)	20(40)	7(14)	17(34)
I use social media to view online advertisement	2.36	1.15	15(30)	14(28)	9(18)	12(24)
I share the links off my favorite brands with friends and relatives using social networking sites	2.66	1.11	10(20)	12(24)	13(26)	15(30)
I look for the advertisement of the different products of the category before buying the products in social networking sites	2.72	1.10	10(20)	9(18)	16(32)	15(30)
<b>Total</b>	<b>10.44</b>	<b>3.13</b>				

Source: Primary data

The descriptive statistics of the reasons for the ‘usage of social media marketing’ by the students is given in Table7. The table revealed that most important reason for using social media by the student was to look for ‘advertisement of the different products of the category before buying the products in social networking sites’ ( $M = 2.72$ ), followed by ‘to read blogs on internet everyday’ ( $M = 2.70$ ), ‘to share the links off my favorite brands with friends and relatives using social networking sites’ ( $M = 2.66$ ), and ‘to view online advertisement’ ( $M = 2.36$ ).

**Table 8: Descriptive Statistics of Students Viewing Social Media Advertising**

Frequency of Viewing Social Media Advertising	Mean	SD	To no extent	To some extent	To moderate extent	Great extent
Watch all the ads	2.16	1.01	14(28)	19(38)	10(20)	8(16)
Watch most of the ads	2.04	1.08	21(42)	18(36)	13(26)	11(22)
Watch only few ads	2.78	1.26	9(18)	6(12)	8(16)	12(24)
Skip the channel/close advertisement window	2.94	1.25	5(10)	6(12)	16(32)	14(24)
Divert attention	3.06	1.28	1(2)	1(2)	3(6)	5(10)
Total	12.98	3.85				

Source: Primary data

The descriptive statistics of the frequency of ‘students viewing social media advertising’ is given in Table 8. The result showed that most of the respondents divert attention when advertisement appear on social media ( $M = 3.06$ ) and few of the respondents watch most of the advertisement ( $M = 2.04$ ).

**Table 9: Chi-square of Monthly Expenditure on Social Media Marketing between Gender**

Levels	Gender		Total (n=60)	Chi-square	Df	Sig.
	Male	Female				
Below 5000	8 (66.7)	4 (33.3)	12 (20.0)	1.145	3	0.766
5000 - 10000	15 (50.0)	15 (50)	30 (50.0)			
10000-15000	8 (53.3)	7 (46.7)	15 (25.0)			
Above 15000	2 (66.7)	1 (33.3)	3 (5.0)			
TOTAL	33 (55.0)	27 (45.0)	60 (100)			

**Source:** Primary Data.

Chi-square( $\chi^2$ ) test was conducted to investigate whether monthly expenditure on online shopping are independent of Gender. The Chi-square ( $\chi^2$ ) result, as shown in Table 9 ( $\chi^2 = 1.145$ ,  $df = 5$ ,  $p = 0.766$ ), did not have significant differences at 5% level of significance. This meant that the null hypothesis of no significant difference in the monthly expenditure on online shopping across gender was fail to reject.

### Discussion and Conclusion

The goal of the study is to identify emerging social media marketing trends, their impact on university students' purchasing habits, both for male and female students. The study found that practically all pupils, regardless of their educational backgrounds, had access to the internet and social media. It is clear that social media and the internet have distinctly diverse effects on university students of different genders in terms of their purchasing and usage habits. The study provided information on social media trends and their influence on student preferences for marketing and purchasing. The survey also included information on the respondents' demographics and the gender differences in monthly spending on social media marketing. The majority of responders were in the 23–27 age range. However, the gender distribution showed that men and women were equally distributed, with 52% men and 48% women. More than 62 percent of people in the population had postgraduate degrees, but they were mostly single. According to the report, all of the students utilise social media with a similar preference for different websites online. The pupils' reactions to social media advertisements suggested that they were likely to have their focus diverted. There was no appreciable gender difference when looking at the association between monthly social media spending across gender.

Social media is now, an integral component of everyday life for the general population. Students at universities use social media as a forum for conversation, idea sharing, and outreach.

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