

Preference Of Social Media Among Millennials

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ABSTRACT

Marketing aims at finding out what consumers want, then planning and developing a product or service that will attract consumers. It also ensures that the right product is available at the right place and at the right price. More often than not, modern marketing – through an aggressive advertising campaign – tries to create a demand for a product. Millennials are the generational demographic cohort following Generation X and proceeding Generation Z. Social media gives powerful insights into their perceptions of the products, services, and brands and allow them to contribute and collaborate in their business in different ways. The success of this strategy depends on the effect of these marketing communications on millennial consumers' attitude. Young internet users make use of at least one social media. This has prompted the researcher to undertake a study. The sample size was fixed as 300 respondents aged between 18 and 30 years old (Millennials) who are using at least two social media platforms on regular basis. The collected data was analyzed via statistical software known as SPSS version 20. It is found that the most preferred social media among the millennials is WhatsApp followed by YouTube, Facebook, Instagram and Twitter. LinkedIn and Google+ are the least preferred social media among the millennial cohorts

1.INTRODUCTION

Marketing aims at finding out what consumers want, then planning and developing a product or service that will attract consumers. It also ensures that the right product is available at the right place and at the right price. More often than not, modern marketing – through an aggressive advertising campaign – tries to create a demand for a product.

Marketing communications includes advertising, promotions, sales, branding and online promotion¹. Marketing communication is often the largest component of communication within a company, which may be to present company values, objectives or specific products and services to investors, customers or the general public. In the 21st century, communications objectives focus on more customized messages, targeting customer groups or individuals to create high responses and greater brand interaction²

Millennials are the generational demographic cohort following Generation X and proceeding Generation Z. There are no precise dates for when this cohort starts or ends. Demographers and researchers typically use the early 80's as starting birth years and the mid 90's to early 2000 as ending birth years³. Through the proliferation of internet they have quickly become used to having any and all the information that they need right at their finger tips. They are the first generation raised on digital and comfortable with technology and are often called as "digital natives" or Generation Y. They want a far more holistic experience from companies. They want to be entertained but they also want to be able to make their own voice heard.⁴ This group is now extremely important to the marketers especially in India as they have changed the way marketers look at customers and created a marketing revolution.

2.STATEMENT OF THE PROBLEM

Unlike conventional forms of mass media advertisements, advertisement strategy focusing on the interactive social media platforms are helpful to the marketers to reach, connect and communicate with a much wider audience precisely and effectively. Social media gives

¹Krizan, A., Merrier, P., Logan, J., Williams, K. (2008). Business communication (7th ed). Canada. p. 15.

²Doyle, Charles (2011). A Dictionary of Marketing. Oxford: Oxford University Press

³<https://en.wikipedia.org/wiki/millennials> accessed on 10.9.2018

⁴Jack Medland-Slater (2016), "Defining your target audience- who are millennial consumers?", posted in PERCEPTIVE on 26 May 2016, accessed on 08-10-2018

powerful insights into their perceptions of the products, services, and brands and allow them to contribute and collaborate in their business in different ways. The success of this strategy depends on the effect of these marketing communications on millennial consumers' attitude. Young internet users make use of at least one social media. This has prompted the researcher to undertake a study for gaining insight into the following questions:

1. What is the socio economic status of millennial consumers?
2. Which social media is preferred by the millennial consumers?

3. OBJECTIVES OF THE STUDY

- 1.To examine the demographic profile and social media usage characteristics of the millennial consumers.
- 2.To identify the preferred social media among millennial consumers.

4.REVIEW OF LITERATURE

- **Amalia Triantafyllidou et al (2018)¹** made an attempt to measure the Facebook users' experience in a holistic way by taking into account the various dimensions such as entertainment, flow, escapism, challenge, learning, socializing etc. They tested the effects of these dimensions in relation to consumers' brand engagement on Facebook. An online survey was conducted by using self-administered questionnaire. The study result showed that different dimensions have varying effects on the brand engagement factors. They suggested that brand managers should design Facebook for their brands that entertain and immerse consumers. It must enable the consumers to socialize and bond with others to increase the level of consumer engagement.
- **Bhuvanesh Kumar Sharma and Swarna Parmar(2018)²** tried to identify the impact of various demographic factors such as age, gender, education, occupation income, purchasing power and purchasing frequency on online purchase intention through social media and also to understand the reasons for not buying products and services from social media. They found that there is significant difference in purchase intention among the respondents on the basis of the demographic variables. Some respondents are not using social media for online purchase because of many reasons like Unawareness of purchasing through Social Networking Sites, risk associated with social media, Privacy issues etc.

- **Bilgin (2018)**³ analyzed the effect of social media marketing activities on brand awareness and brand image. He also examined the effect of brand awareness and brand image on brand loyalty. In his research data has been obtained via online questionnaires from 547 brand followers and collected data were analyzed by SEM. The result shows that social media marketing activities is an effective factor on brand awareness and brand loyalty and the highest influence is on brand awareness. It has been found that brand awareness and brand image have a significant effect on brand loyalty but the brand awareness has a limited effect on brand image.
- **Nagzar Todua (2018)**⁴ evaluated the impact of social media marketing of Tourist Company on consumer buying decision. The study result revealed the strong relationship between tourist companies' social media marketing activities and consumer behavior. He found relationship among interest, reliability, and satisfaction about social media marketing and consumer behavior.

5. RESEARCH METHODOLOGY

The present study is empirical and descriptive in nature. The researcher conducted an extensive literature review and with the popularly believed characteristics of social media marketing communication a well-structured questionnaire was phrased.

5.1 Period of study

The period of study is 2 months from September 2019 to October 2019.

5.2 Area of the study

The Eranadu Taluk of Malappuram District in Kerala is the sampling area.

5.3 Profile of the study area

Malappuram district is one of the 14 revenue districts in the state of Kerala and Eranadu Taluk is one of the seven taluks in the Malappuram district. There are 29 villages and 7 towns in the taluk. As per the census India 2011, Eranadu taluk has a population of 9,10,978 of which 49% are Male and 51% Female population. Literacy rate is comparatively higher as the male literacy is 82% and Female 81%. Out of the total population 65% of population lives in the urban areas and 35% lives in rural areas.

5.4 Sources of data

Primary data was collected through Questionnaire method from sample respondents who are residing in Eranadu Taluk in Malappuram District of Kerala. Researcher also used secondary sources like books, journals, newspapers, internet etc for collecting data for developing theoretical framework.

5.5 Sampling Design

The sample size was fixed as 300 respondents aged between 18 and 30 years old (Millennials) who are using at least two social media platforms on regular basis.

5.6 Tools of Analysis

The collected data was analyzed via statistical software known as SPSS version 20. The following tools have been used for a detailed analysis.

- Percentage Analysis
- Descriptive statistics
- Garret Ranking

6. SCOPE OF THE STUDY

The present study covers analyzing the effect of social media marketing communication on consumer attitude and examining the effect of demographic and usage characteristics of the social media users on their attitude in respect of social media advertisements which can be referred for adopting segmentation strategies.

7. DEMOGRAPHIC PROFILE OF THE MILLENNIAL CONSUMERS

Understanding demographic characteristics of the consumers is very relevant in marketing research as it has an impact on their buying behavior. This examination also makes important contribution to attitudinal research. The demographic profiles of the respondents were examined using descriptive statistics such as cross tabulation and percentage analysis.

Table 1 provides a comprehensive overview of the millennial respondents' demographic profile.

TABLE 1
DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographic Variables	Categories	Frequency(n)	Percent (%)
Age	18-20 Years	118	39.3
	21-24 Years	123	41.0
	25-30 Years	59	19.7
Gender	Male	84	28
	Female	216	72
Education	School	37	12.3
	Graduate	140	46.7
	PG	105	35.0
	Professional	18	6.0
Occupation	Student	222	74.0
	Employed	58	19.4
	Unemployed	13	4.3
	Self Employed	7	2.3
Family Income(Monthly) (₹)	Up to 10,000	87	29.0
	10,001-20,000	82	27.3
	20,001-40,000	73	24.3
	40,001-60,000	28	9.3
	Above 60,000	30	10.0
Place of Residence	Rural	102	34.0
	Semi Urban	135	45.0
	Urban	63	21.0

- Source: Primary data(Computed using SPSS)

Table 4.1 shows that out of the 300 respondents, 39% are in the age group of 18-20 years and most of them (41%) belong to 21-24 age group and the remaining 20% are in the age group of

25-30 years. Categorization of respondents on the basis of gender displays that 28% are male and 72% are female. On the basis of education level of the respondents, it is observed that 12.3% of the respondents have school level education, 46.7% are graduates, 35% are post graduates and the remaining 6% are professionals. Out of the total respondents 74% are from student category, 19.4% of the respondents are employed, 4.3% are unemployed and 2.3% are self-employed. With regard to the income level, 29% of the respondents are having a family income of less than ₹ 10,000 per month, 27.3% are under ₹ 10001-20,000 income group, 24.3% have income between ₹ 20,001-40,000, 9.3% have income between ₹ 40,001-60,000 and the remaining 10% are having income more than ₹ 60,000. Out of 300, 34% of the respondents are from rural areas, 45% from semi urban areas and only 21% are from urban areas.

8. PREFERRED SOCIAL MEDIA AMONG MILLENNIALS

In order to identify which social media is preferred by the millennial respondents, Garret ranking technique was applied. The calculation of Garret Ranks comprising of the following steps:

1. Percent position value of each rank is calculated using the following formulae-
Percent Position Value = $100(R_{ij}-0.5)/N_j$

Where R_{ij} = Rank given for the i th variable by j th respondents

N_j = Number of variable ranked by j th respondents

2. Garret value for each rank is obtained from Garret table on the basis of the percent position value.
2. Calculate the total score by multiplying each rank with corresponding garret value.
3. Calculate Average of this score and rank them.

Table 2 shows the ranks of each social media when Garret Ranking tool was applied to the collected responses.

TABLE 2

PREFERRED SOCIAL MEDIA AMONG MILLENNIALS: GARRET RANKING

Social Media	Rank1 *78	Rank2 *66	Rank3 *57	Rank4 *50	Ran5 *43	Rank6 *34	Ran7 *21	Total Score	% Average	Rank
FB	2106	4884	3306	2200	1376	170	126	14168	57.6	3
Twitter	156	198	171	350	1290	2380	546	5091	36.1	5
Google+	156	2244	3021	2900	2881	714	504	12420	18	7
LinkedIn	390	132	399	900	860	1020	1176	4877	35	6
WhatsApp	16224	3300	969	500	129	68	84	21274	72.36	1
YouTube	1872	6072	5757	2800	344	272	21	17138	59	2
Instagram	2340	2640	2622	2550	1462	340	252	12206	54.7	4

Source: Primary Data

Table 2 displays that the most preferred social media among the millennials is WhatsApp followed by YouTube, Facebook, Instagram and Twitter. LinkedIn and Google+ are the least preferred social media among the millennial cohorts

9.CONCLUSION

In the ICT era online networking has expanded the quality of work. Millennials are using these media every day. Social media has different merits and sometimes it may influence individuals contrarily. Hence, it is suggested that the users are advised to take the positive aspects of social media.

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