

EFFECT OF AGE AND GENEDEER ON SOCIAL MEDIAMARKETING AND THEIR STRATEGIES WITH RESPECT TO ITS IMPLEMENTATION

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ABSTRACT

The fundamental reason for internet based life promoting is imparting about the item to the purchaser and makes them open to individuals who does not think about the item. Internet-based life is utilized by organizations to elevate the item to the imminent clients. Online life promoting helps the purchasers at different phases of the purchasing process. Exploration shows that of the ten variables for powerful showcasing, Social media is one among them, which demonstrates on the off chance that any brand is in employable via web-based networking media; at that point the outcome will be fewer odds of the brand to be available on Google look.

In the course of the most recent decade, the computerized developments have significantly changed the method of purchaser's correspondence with one another, the method of finding and trading data about items and the method of their purchasing and devouring. The web is presently a significant wellspring of data that causes buyers to choose all the more effectively during their shopping. The new media channels, for example, YouTube, Google, and Twitter set the purchasers in a progressively dynamic job as market players and empowered them to reach and everybody anyplace and whenever. Internet-based life Marketing is significant and it is among the best apparatus and methods in the field of each kind of publicizing. It is as of now realized that how different showcasing instruments and methods can be expanded number of selling articles is the fundamental point of each agent. Most likely it can raise the benefit of a different organization's example. The primary point of this investigation is to inspect intended to look at how web-based life advertising will influence the last buyer conduct among individual who for the most part utilize

web-based social networking sites and furthermore to discover the gauge connections among different web-based life promoting exercises, client exercises and conduct of the shopper. Internet-based life has changed the associations work with the assistance of PCs online over recent years, and as a result, web-based life advertising has made its own name in the business world. There are numerous web-based systems administration locales are there which influence purchaser conduct. Like Google+, LinkedIn, YouTube, and so forth. Presently a day Social Media is utilizing by practically all the times of buyers may undergrads, common laborers, and even matures age individuals as well.

Key Words: Gender, Social Networking, Marketing

1.1 Introduction

Online networking causes the individuals to set up a correspondence with one another and assemble a decent connection with others. It empowers the organizations to straightforwardly speak with their clients. This procedure causes the purchasers to feel more superior to the conventional techniques for selling and promoting. Web-based life allows the clients to share data, post remarks on items which others can see and repost them to other people. At the point when a message is shared by numerous clients of online networking, it contacts more people. At the point when data about item/administration are shared increasingly through online networking sites, it carries tremendous traffic to the item/administration. In the event that the data retreat is sure and from a unique source, at that point, there are more possibilities that the clients of online life turn into a planned client for that item.

In 1995, classmates.com assists with setting up association and correspondence with their schoolmates where they have beforehand considered. Presently the site has forty million clients. This site doesn't allow the clients to associate with various clients; it licenses to set up correspondence just with the clients who concentrates in a similar school. The prior long range interpersonal communication site that allows its individuals to build up a correspondence with various clients

Person to person communication Sites are still horrendously a ton of its beginning phase however contains numerous product applications that are utilized around the world, when it achieves the development stage, new applications will appear. Web-based life focuses on the relationship with the clients by the method of sharing of data and enthusiasm among clients. There are various Social Networking Sites present over the world, going from Instagram, MySpace, Orkut, and Cyworld to LinkedIn Among the quickly developing rundown of Social Networking Sites, Instagram is the worldwide pioneer, taking into account concerning 300 million enlisted clients around the globe.

Day by day more than one lacks various kinds of tweets are sent, about seven lakhs substance are posted on Instagram, a great many data are looked in google, a large number of photographs are sent through Instagram, and 600 sites are facilitated. There were parcels of business openings because of the improvement and headway of internet-based life. In the business condition, buyers become the point of convergence as a result of the ground-breaking nearness of internet-based life. A few examinations were directed to discover the impact of web-based life and the consequences of these investigations cause the organizations to keep up a decent situation in the market with the assistance of web-based life.

1.2 Evolution of socialmedia

The most important motivation behind internet based life is to convey; People were collaborating even before specialized devices were liked. Conversations have consistently existed anyway the speed to that the associations happened altered inevitably that offered to ascend to internet-based life stages. Customarily these conversations used to unfurl through Word of Mouth. Web-based life has become part of life, contemplations, culture, and business world any place people have begun to misuse computerized innovations for systems administration, mingling, data assembling, and spreading. Online life, in some structure, has been nearness since the 1970,,s. The look and feel have altered incredibly since the good 'old days, the correspondence idea continues as before. Today innovation grants for a bigger collaboration and time of correspondence anyway like its underlying foundations; online networking permits individuals to communicate to the parts.

1.3 Functions of Social Networking Sites

Social Networking Sites help individuals to keep up their current associations with loved ones and collaborate without lifting a finger and quickness. In spite of the fact that the capacity of Social Networking Sites was accepted to strengthen true connections, clients frequently relax the methods for companions and stretch out their systems to associates and outsiders.

1.4 Social Media Marketing

It is a technique by utilizing an internet based life website to accomplish the consideration of individuals. These projects focus on building up a substance that will pull in the consideration of the peruses in internet-based life and make them share the substance in their informal communication website.

Any explanation that is partaken in the interpersonal organizations, which included short messages, data about an item or administration, brand, or an organization is named as electronic verbal. At the point when the data about an item/administration/brand/organization is partaken in an internet-based life by a client, it is reshaped by numerous clients in other interpersonal organizations and when the data is shared by a dependable source, it becomes apposite advancement for the item than the advancement done through paid sources. This shows the intensity of internet-based life promoting.

1.5 Advantages of Social Media

Web-based life is another stage for advancing the brand. Web-based life causes the organizations to achieve new clients and furthermore have brisk access to clients. At the point when a specific brand is recognizable and accessible in numerous internet based life locales, It builds the brand acknowledgment to the clients and furthermore draws in new clients. At the point when the brand is tweeted often in the web-based life, at that point the company's brand picture will get expanded, thereby expanding the development of the organization business.

1.6 Research Methodology

Data can be collected through two ways – primary and secondary. Primary data collection includes collecting first hand data through observation, interviews or questionnaires. Whereas, secondary data is collected as second hand data, which is already published in sources such as journals, database, books or transcripts. For this study, primary data is collected with the help of survey method using the questionnaire developed in the study. Primary data includes the responses of the customers of the service sector companies and also those who use social media networking websites frequently. Primary data collection helps to get information directly from the consumers who are social media users in order to study their social media usage, user characteristics, opinions, attitudes and views. The study majorly depended upon online survey method and primary data was collected through self designed structured questionnaire.

The 300 respondents were the two people, in any case, the majority of respondents (250) were female and the review was finished by just 50 men. The most respondents are more youthful ladies in the age go 18-35, and altogether the review is made to a great extent by agents of more youthful age. Other age bunches are spoken to in extremely little numbers. The questionnaire was mainly posted on Instagram and Twitter; therefore it was accessible to everyone, especially to the target population of the research people who use social media to follow fashion brands and not just for personal communication. Regarding the sample size of the research, it was supposed to overcome one hundred respondents in order to reach sample size that provides suitable data for further analysis. At the end, the total number of respondents reached 300.

Consumers' motives to start engaging with fashion companies on social media. This section of the survey gave respondents the opportunity to express their views and perceptions of the following aspects:

- Consumers' motivations to start following fashion brands on social media
- Activities that people are willing to do on social media fanpage.

- Reasons to share content published by companies on their social mediaprofiles.

Onthebasisofthatstudy,wehavesetupanumberofsimilarstatements,whichrespondentshadtoevaluatewi thanofferedscalefrom1to5

- Stronglyagree
- Agree,
- Neither agrees nor disagrees,
- Disagree
- Strongly disagree

1.7 RESULTS AND DISCUSSION

Respondents' characteristics

Overall 300 respondents answered the questionnaire. After closing the survey every questionnairewascheckedtoverifythatitmeetstheassignedcriteriaforthisthesis.Whenthe response was evaluated as valid, the author could continue with analyzing gainedresults.

Table: 1.1
Male/Female Respondents

S.No.	Gender	No. of respondents	Percentage (%)
1.	Male	50	16.6%
2.	Female	250	83.3%
	Total	300	100%

Activities offans with respect to age group of the respondents

Question -: Fans who behave actively on social media participate in more activities.

Please put () mark in any one of the response.

(A) Strongly Agree (B) Agree (C) strongly Disagree (D) Disagree (E) Not Know

Table: 1.2

Activities offans with respect to age group of the respondents

S.No.	Choices	Age of the Respondents		
		18-35 years	35-50 years	More than 50 years
1.	Strongly Agree	110	30	05
2.	Agree	55	25	10
3.	strongly Disagree	20	10	02
4.	Disagree	10	07	02
5.	Not Know	05	03	06
	Total	200	75	25

- **Hypothesis- 1:** Fans who behave actively on social media participate in more activities.
- **Null hypothesis H0** Fans who do not behave actively on social media participate in more activities.
- **Alternative hypothesis H1:** Fans who behave actively on social media participate in more activities.

We accept that purchasers who are dynamic somehow or another are typically dynamic and perform more exercises with respect to their preferred style brand. We accept that fans, who read posts on brand page will peruse remarks others' fans, answer on these remarks, watch recordings or take an interest in rivalries, therefore they won't do just a single action, however they will be dynamic in numerous regards. Also, we expect that there is a linkage between some pair of exercises and that a few kinds of exercises are connected and interconnected.

Statistical analysis:

- Statistical test used: Chi-square of independence
- Significance level of the test $\alpha = 0.05$
- Critical value $\chi^2(0.95) = 3.8415$

Table: 1.3

Showing observed and expected frequencies using Chi-Square test

S.No.	Age of respondents	Observed frequency (O _i)	Expected frequency (E _i)	O _i - E _i	(O _i - E _i) ²	(O _i - E _i) ² /E _i
1.	18-35 years	200	100	100	10,000	100
2.	35-50 years	75	100	-25	625	6.25
3.	More than 50 years	25	100	-75	5625	56.25
	Total	N=300	N = 300			162.5

The value of chi square test is more than the critical value

Conclusion: The hypothesis “Fans who behave actively participate in more activities.” is statistically proven.

- **Hypothesis- I Fans who behave actively on social media participate with respect to age groups (18-35 years) of the respondents**
- **Null hypothesis H0:** Reading posts that are published by the fashion company does not depend on **age groups (18-35 years) of the respondents.**
- **Alternative hypothesis H1:** Reading posts that are published by the fashion company depends on **age groups (18-35 years) of the respondents.**

Statistical analysis:

- Statistical test used: Chi-square of independence
- Significance level of the test $\alpha = 0.05$
- Critical value $\chi^2(0.95) = 3.8415$

Table:1.4

Showing observed and expected frequencies using Chi-Square test

S.No.	Choices	Observed frequency (O _i)	Expected frequency (E _i)	O _i - E _i	(O _i - E _i) ²	(O _i - E _i) ² /E _i
1.	strongly Agree	110	40	70	4900	122.5
2.	Agree	55	40	15	225	5.6
3.	Disagree	20	40	-20	400	10
4.	strongly disagree	10	40	-30	900	22.5
5.	Do not know	05	40	-35	1225	30.6
	Total	N=200	N = 200			191.2

The value of chi square test is more than the critical value

Conclusion: The hypothesis Reading posts that are published by the fashion company depends on age groups (18-35 years) of the respondents is statistically proven.

1.8 Conclusions

They in some cases follow their companion's suggestion, or they respond dependent on a greeting from the organization. The design brands endeavor to connect with them through posts as text,

video, or rivalry. These exercises separated from partaking in the rivalry are interrelated, along these lines it is plausible that individuals who watch video additionally read presents and react on fan remarks. The most grounded relationship that a style brand can have with their shoppers is spoken to by fans who are making and posting their own substance on the brand's web-based life profile. The main movement where the relationship with buy aim has been found is associated with putting a remark on the brand's divider. This cooperation requests more exertion from customers and thusly the creator proposes that individuals who are putting content on the brand's profile are progressively steadfast towards that designing brand and their reliability is shown by their eagerness to purchase the item. Buyers' inspiration to impart substance to others has established in their sentiments. The substance that caused them to feel something merits offering to other people. Since certain individuals are philanthropic commonly, another rationale is connected with their need to help other people. Customers need to share their experience and they like to feel important; sharing supportive substances empowers them to feel valued and have a voice. If there should be an occurrence of the clever and engaging posts individuals' responses are commonly positive and they will in general effectively take part in sharing such substance. Person to person communication Sites is these days developing step by step. It is a significant channel for Consumers to take the appropriate choices to purchase the item. The all outnumber of the respondent was separated in the middle of 18-35 years, 35-50 years or more than 50 years old. We consider three kinds of old enough gatherings in the review which is the age between 18-35 years which has a level of 66.6% the youthful age individuals are exceptionally taking an interest in the study. At that point, the age between 35-50 years old which has a level of about 25.0%? At that point the third one the individuals which are over 50 years old which are frequently less they have 8.33% as it were.

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