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The Contribution of Social Media in Fueling Rebellion Among Teenagers

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ABSTRACT

Marketing strategists have utilized social media platforms to increase sales, establish brand identity, and raise awareness. However, there are difficulties in converting public participation into financial growth. As a result, the current study looked into the challenges and success of social media marketing in attracting customers. The food retail market in India was the focus of the study because it has a diverse retail pattern and a simultaneous rise in social media use and internet use. The quantitative component of the research helped identify the relevant factors that customers perceive as having a significant impact on social media marketing's efficacy. Interviews with social media strategists were part of the qualitative research component, which helped decipher the implemented strategies as well as the opportunities and challenges associated with social media marketing. Two major Jakarta-based retailers served as the subjects of the study. According to the quantitative results of the survey, consumers did not consider the social aspect of social media marketing to be helpful in achieving their goals. Customers' perceptions of the relevance of social media marketing were found to be significantly influenced by factors such as belief (relevance of social media in obtaining up-to-date information and the capacity to share experiences), community participation (active participation in a retailer's social media page and stimulating the retail brand), monetary (obtaining better prices and free coupons for making purchases), and psychological (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

The Indian food market is also experiencing significant shifts in tandem with the economy's on-going expansion and development. Modern retail chains, an increase in packaged food purchases, and imports of food are all modernizing the food retail industry. The changing patterns of food consumption in India, the fourth most populous nation in the world, make it easier for retailers to generate brand equity through social media platforms (Dyck, Woolverton, & Rangkuti, 2012). In the midst of the digital revolution, retail sector marketers strive to keep customers informed about various product offerings. Instantaneous news and updates are now commonplace in millennial society thanks to social media feeds. The two-way communication that social media channels provide draws exciting media marketing strategies (Hasson & Janks, 2013). In-store sales and customer behaviour also tend to be influenced by the extent of digital influence. However, retailers' increasing awareness has not yet reached the point where the gap between the consumer's digital expectations and the retailer's capacity to provide the desired level of experience can be bridged (Lobaugh, Simpson, & Ohri, 2015). As a result, the present paper has concentrated on the opportunities and challenges retailers face when trying to fill this gap.

In order to elaborate on the significance of social media as a marketing tool, it is essential to draw attention to the user's newly developed web usage habits. The new usage pattern involves users actively participating in the creation and consumption of digital content on an on-going basis. Users today aren't just passive consumers of information; instead, they continue to add value to the internet platforms that enable 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. As a result, the marketing strategies aim to change people's perceptions of the market. However, consumers must fulfil certain requirements in order for digital marketing campaigns to be successful (Paquette, 2013). Marketers can design more successful marketing campaigns by having a better understanding of how consumers view innovation acceptance (Mady, 2011).

Social media is used in marketing campaigns to build relationships with customers, conduct research on buyers, generate leads, promote sales, and establish brands (Schmitt, 2012). If the relevant content is displayed on the appropriate social media channel, these activities can be completed and the business goals achieved. This could entail the definition of customized customer engagement behaviours based on consumer actions like bookmarking, linking, clicking, referring, subscribing, and submitting inquiries (Falls, 2010). As a result, the goal of creating useful content for social media platforms is to bridge the information gap that exists between consumers and marketers. Creative content-creation strategies that focus on the benefits that can be reaped from unique selling propositions, superiority, and an undifferentiated product class are shown to be relevant in the literature. It's possible that the brand's content created in response to this will align with the aspirations, experiences, and emotions of customers. 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 words 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 audience.

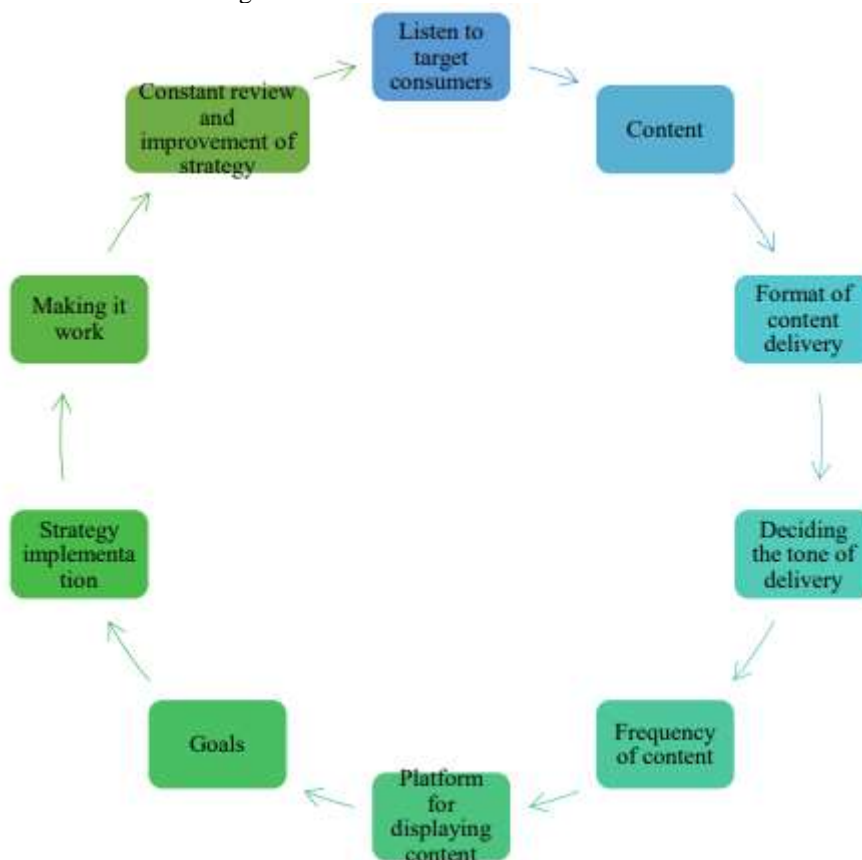


Figure 1: Steps for Developing Social Media Strategy

Indeed, the channels of social media provide a diverse range of opportunities for marketers to reach and influence their target customers. 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 speed with which social media feedback is received may prove to be both advantageous and disadvantageous. Managers must respond quickly and effectively if reviews are to be received quickly. Brands must exercise caution when publishing or transferring online content to ensure compliance with legal constructs governing market research and advertising laws. In addition, there is no moderation of how consumers express negative feelings toward the brand. Because social media brings together all of the competitors on a single platform, it is difficult for them to comprehend the strategy of others (Van Gorp & Batura, 2015). Another obstacle associated with social media marketing is timing: It can be difficult to choose a good time for social media engagements.

The management of content is one of the most significant obstacles in social media marketing. The management of content is one of the most significant obstacles in social media marketing. Social marketing results in a reluctance to implement social media marketing strategies because it necessitates the continuous creation of new content, which is again a challenging undertaking for a number of business owners (Eriksson, 2012).

2. REVIEW OF LITERATURE

Social Media Marketing in India

While the global digital environment is rapidly evolving and reaching new innovation heights, social media marketing in India is still in the early stages of development. It's possible that India's weak information and technology structure is to blame for the country's relative lack of digitization progress. 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. The political actions of the young Indian democracy, where social media platforms are used for information dissemination, have also been found to be influenced by social media activities. Users of social media platforms are free to create and publish content on their platforms. Political parties can use social media platforms for political marketing because they are free to shape content there without having to follow publishing guidelines (Gainous & Wagner, 2014).

Social media usage patterns can also be used to evaluate and comprehend user behaviour, which could be essential when designing relevant marketing campaigns for political parties or any other industry. The literature on the Indian retail market was looked at in relation to the current discussion. There are numerous opportunities for business owners in India's vast retail market, which is expanding thanks to rapidly urbanizing cities. When it comes to conducting business, social media and the internet, on the other hand, do not enjoy widespread consumer favour. However, they are beginning to favour social media channels for foreign and private label clothing, footwear, confections, and packaged food (Deloitte, 2015).

In addition, it has been suggested that businesses need to pay attention to e-commerce and digital media channels in order to construct efficient portfolios of consumer engagement in order to capitalize on the enormous potential of the expanding digital market. It is essential for retailers to identify the consumer's online presence and utilize digital media and social media platforms in order to maximize impact, engage customers before they make a purchase, and influence their decisions. Customers in India continue to show increasing patterns of use of social media, and engaging customers in on-going social media conversations has the potential to build valuable customer relationships. Packaged food retailers could connect directly with customers by creating an online environment that encourages open communication between customers and the company (Wijeratne, Teng, Caoili, & Sircar 2016).

Another social media marketing strategy that retailers could benefit greatly from is promoting loyalty programs. It has been discovered that the markets in the Asia-Pacific region have the highest rates of consumers participating in such programs. Users found the loyalty mobile apps to be very appealing as the preferred channel because these third-party apps let users store multiple rewards in a single location. The incorporation of digital payment systems into loyalty programs increases customer retention and their frequency of interaction with the retailer (Nielsen, 2016). Additionally, crowd-sourced social media marketing has been deemed to have untapped potential in light of the fact that Indonesian users spend an average of three hours per day on social media. Adopting this strategy, which allows consumers to participate directly in the brand's marketing campaigns, may result in a large following and consumer involvement (Russina Venture Company, 2016).

The Origins and Use 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. Therefore, it was essential to investigate 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 content.

Problems and Drawbacks of 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 departments.

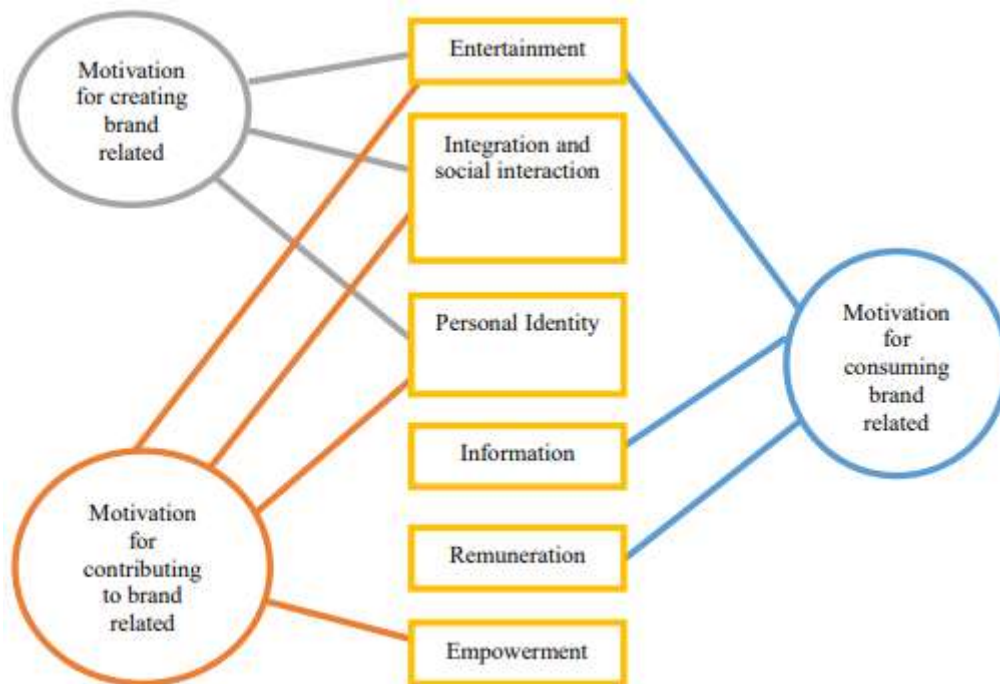


Figure 2: COBRA Concept (Source: Choi, Kim, & McMillan, 2009).

3. RESEARCH METHODOLOGY

This study used both quantitative and qualitative research methods. To avoid bias in the data, 53 respondents of varying ages and genders were surveyed. The detailed and structured Google Forms questionnaires provided the primary data for the respondents. The survey was taken by teens between the ages of 15 and 25. This age group accounts for the majority of social media users worldwide, and young people typically utilize technology more frequently than older generations. Secondary data is information that has already been gathered and analysed by someone else. When looking for secondary data, researchers have to look into a lot of different places to get it. In this circumstance, they probably won't have to deal with the issues that arise when obtaining original data.

4. ANALYSIS AND DISCUSSION

Primary data is collected from 53 respondents.

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

53 responses

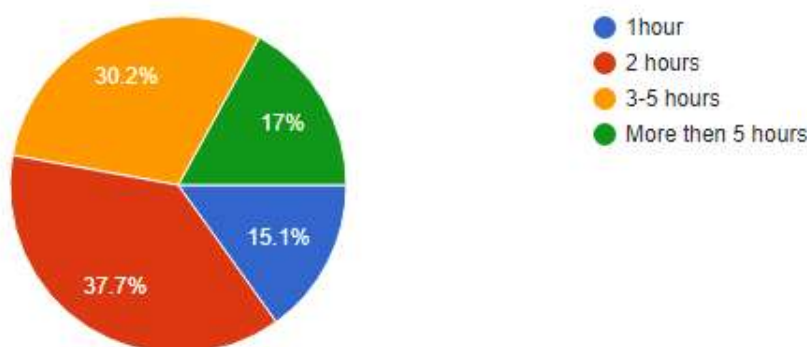


Figure 3:

Figure 3 shows how long the respondents are active on social media. The blue part says 8 respondents are active for 1 hour. The red part says 20 respondents are active for 2 hours. The yellow part says 16 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

53 responses

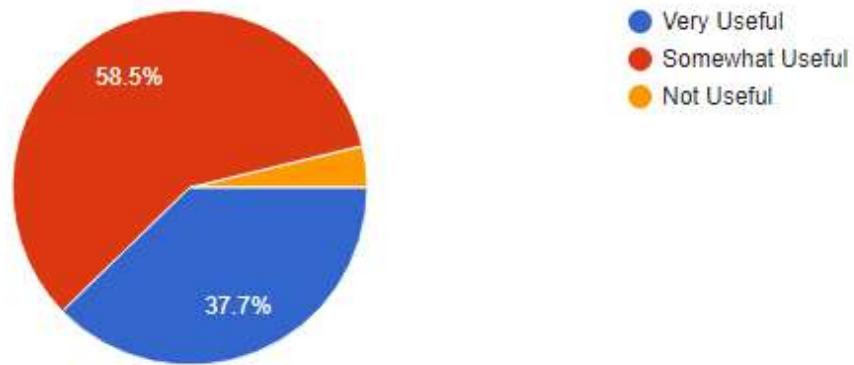


Figure 4:-

In figure 4 respondents answered how useful social media is for them. Where 20 respondents found it very useful. 31 Respondents found it somewhat useful. And 2 respondents didn't find social media useful for learning.

What do you use social media for

53 responses

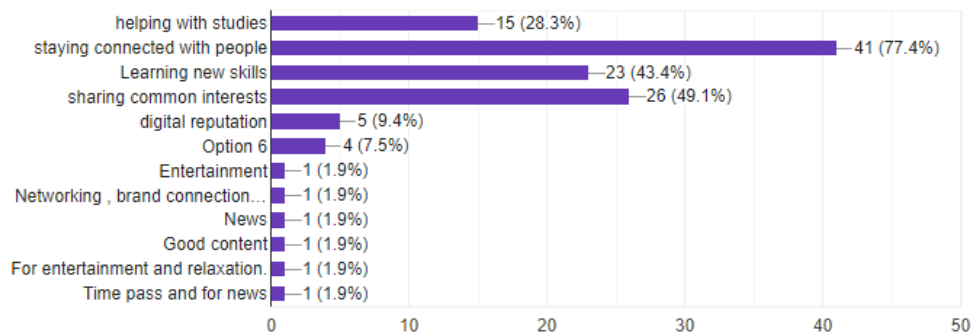


Figure 5:-

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?

53 responses

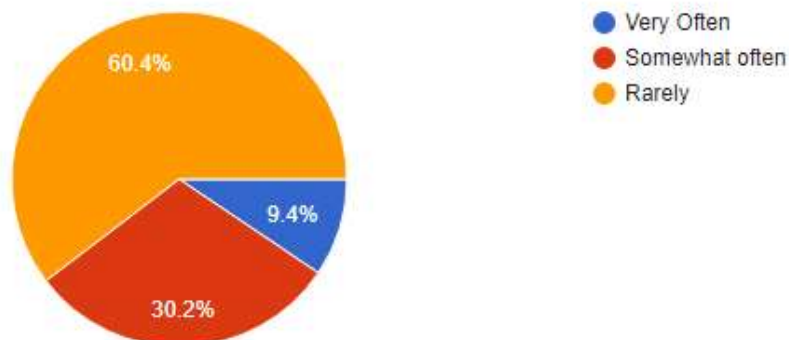


Figure 6:-

In figure 6 it shows that how often the respondents post o their social media account. 32 respondents post rarely on 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

53 responses

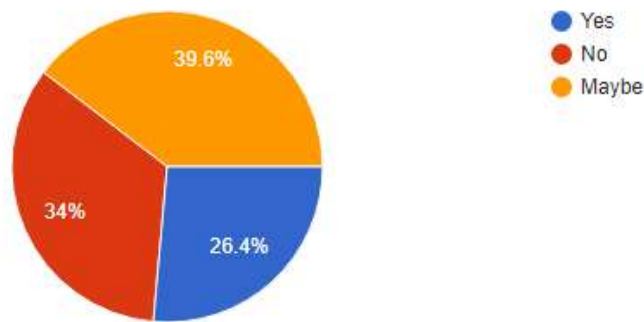


Figure7:-

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 other people's seemingly extravagant lives on social media

53 responses

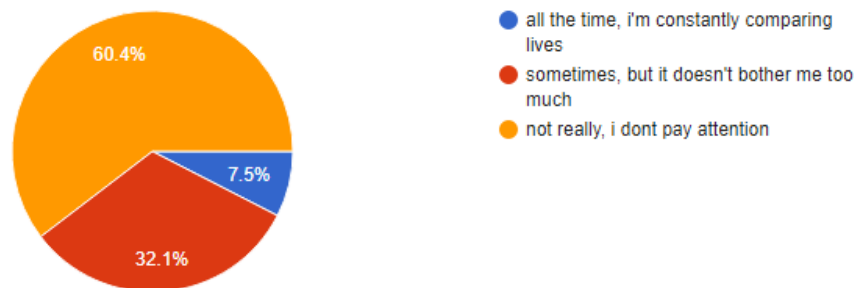


Figure8:-

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

53 responses

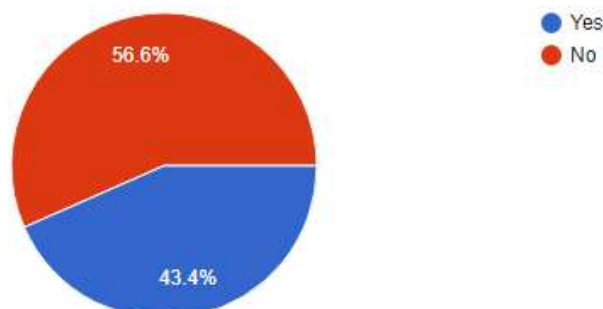


Figure 9:-

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

53 responses

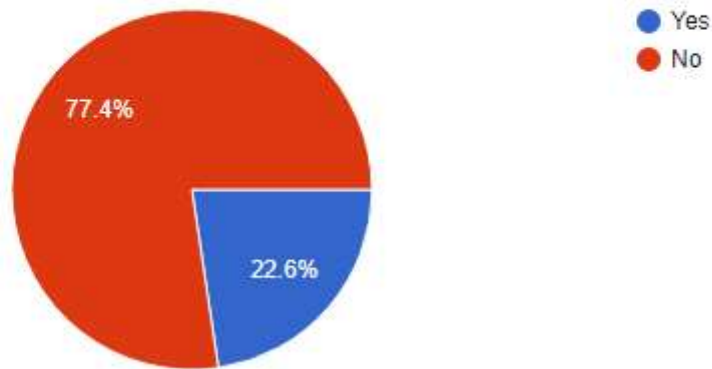


Figure 10:-

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 to 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?

53 responses

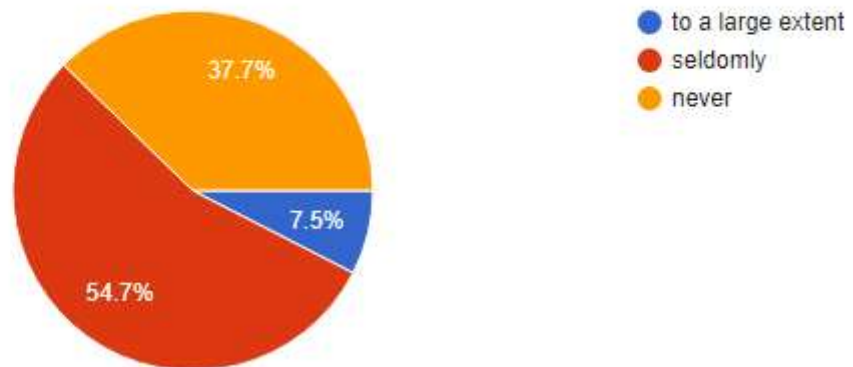


Figure 11:-

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.

what emotios do you experience when using social networking sites



53 responses

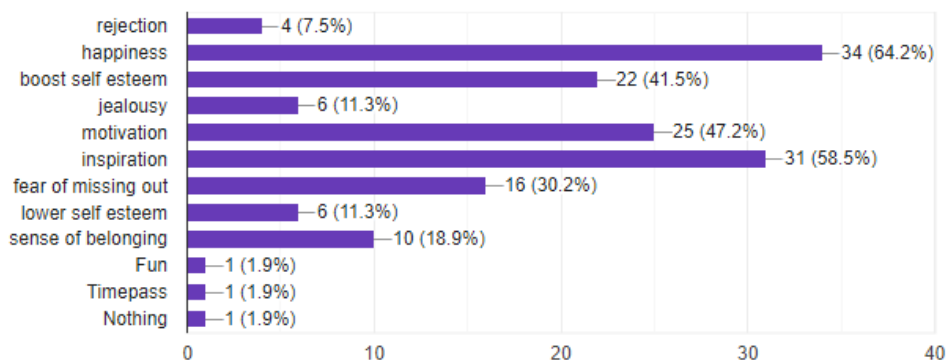


Figure 12:-

In figure 12 it shows what emotions the respondents experience when using social networking sites. In the graph happiness has 34 respondents which is the highest then comes inspiration where there are 31 respondents. And the highest is motivation which comes with 25 respondents.

5. CONCLUSION

The objective of the researcher was to carry out a comprehensive examination of the advantages and disadvantages of social media marketing strategies in India. The study demonstrated that social media culture is expanding and that Indonesia is experiencing a digital awakening. Indians are portrayed as a population whose social media potential has yet to be tapped because they exhibit significant tendencies toward technology acceptance and readiness. According to the findings, belief (relevance of social media in obtaining up-to-date information and the capacity to share experiences), community participation (active participation in a retailer's social media page and stimulation of the retail brand), financial (getting better prices and free coupons for making purchases), and psychological (seeking a sense of affiliation and belonging in the community, and establishing and maintaining relationships with other members) factors all play a significant role in influencing the consumer's perception of the relevance of social media marketing.

According to the findings of the qualitative analysis of the responses provided by social media strategists, food retail businesses have also realized the potential of social media marketing strategies. They intend to analyse customer responses by utilizing digital marketing and data analytics tools. 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. While running online campaigns, the strategists also ran into a few obstacles. Some of the major obstacles included a lack of clarity regarding the measures or metrics that should be used to measure the success of campaigns, a lack of coordination between departments, limited IT resources, aligning stock levels with online offers, and streamlining brick-and-mortar stores with social media platforms. 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 findings are helpful to social media professionals working in this field because they show that consumers in the Indian retail market are increasingly utilizing social media to share their experiences and make purchasing decisions. Retailers who have little or no presence on social media must increase their efforts, participate actively on this platform, and expand their network's reach. However, due to the fact that the selected retailers in this study demonstrated a lack of coordination among various departments in order to maximize the effectiveness of their social media strategy, they must immediately channel their operations and communications processes in this direction. In order to effectively achieve maximum output, the other players in the Indonesian retail industry need to make it a point to clearly outline a strategy for their social media entry or expansion. This could be viewed as a significant obstacle for the industry as a whole.

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