

Effects of Social Media Marketing on Youth Purchase Intention in the online Food ordering Sector

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Abstract: In the digital age, social media platforms have become pervasive in the lives of today's youth. This study delves into the profound effects of social media marketing on young individuals, examining its influence on their behaviors, attitudes, and perceptions. Hence, researchers have made an attempt to study the effects of social media marketing among youth on purchase intention. This research paper focuses on finding reasons for growth of online food ordering sector, to highlight the benefits of social media marketing and to exhibit the effects of social media. The sample size for the study was 90. Purposive sampling was used for the study. The study revealed that youth customers are more attracted towards social media marketing Advertisements.

Keywords: Social media marketing, Behavior, Attitude, Perceptions and Purchase intention.

1. Introduction of Social Media Marketing

The growth of social media marketing has an interesting history that closely reflects the evolution of the internet and online communication and interaction. An outline of the major turning points and noteworthy occurrences in the development of social media marketing is provided below,

Pre-Social Media Era: Email marketing, banner adverts, and static websites were the mainstays of internet marketing efforts prior to the term "social media marketing" being established in the 2000s. These were comparatively primitive forms of web advertising in comparison to future developments.

Social Media's Emergence in the Early 2000s: The first social media platforms began to appear in the early 2000s. With the advent of websites like Friendster, Myspace, and LinkedIn, users could now communicate with one other and create online profiles. Marketers were aware of these channels' capacity to reach huge audiences.

Facebook's Impact (2004): One of the most significant venues for social media marketing, Facebook was launched by Mark Zuckerberg in 2004. It swiftly spread to the general public and companies after being restricted to college campuses at first.

The Rise of YouTube (2005): The revolution in video content began with the debut of YouTube in 2005. Through video ads and branded content, it gave marketers a new way to interact with customers.

Introduction to Twitter (2006): When Twitter was first introduced in 2006, it brought real-time updates and the idea of microblogging to the masses. Its capacity to deliver real-time news and engage with a worldwide audience won over marketers.

Introduction of Advertising: In the latter part of the 2000s, social media platforms began to offer advertising opportunities. Facebook Ads, for example, made social media marketing more approachable and efficient by enabling companies to design highly focused ad campaigns.

The widespread use of smartphones in the 2010s brought about the "mobile revolution," which altered how individuals accessed social media. Since mobile apps have become the main method of interaction, marketers have had to adapt their strategies to fit the needs of mobile users.

The decade of the 2010s saw a boom in content marketing, which was then integrated with social media marketing. In order to engage consumers and foster brand loyalty, brands started producing insightful, engaging, and valuable content.

The decade of the 2010s saw the rise in popularity of visual content platforms such as Instagram and Snapchat. Instagram's focus on visual material and Snapchat's transient content offered advertisers new ways to engage with younger audiences.

Influencer marketing became popular in the 2010s as companies saw how beneficial it might be to collaborate with well-known social media users. This strategy offered a more genuine and intimate means of connecting with target audiences.

Algorithm Updates: The main social media networks are always changing their algorithms, which affects organic reach. In order to effectively reach audiences, marketers had to adjust to these shifts, which increased their reliance on paid advertising.

E-commerce Integration (Ongoing): Users may now shop straight from social media platforms thanks to the growing integration of e-commerce capabilities. Due to this advancement, social media is now a vital sales avenue for companies. As a result of changing laws and consumer demands for openness, privacy and data usage concerns have an impact on social media marketing strategies.

2. Need for the study

- Rising Significance of Online Food Ordering
- Youth as Key Demographic
- Pervasive Role of Social Media
- Academic Contribution
- Evolving Online Food Industry

3. Reasons for the growth of social media marketing

- Widespread Internet Access
- Expansive User Base
- Targeted Advertising
- Engagement and Interaction
- Cost-Effective
- Global Reach
- Mobile Compatibility

4. Review of Literature

- **The Influence of Social Media Marketing on Consumer Behavior:** Research suggests that social media marketing significantly impacts consumer behavior across industries. In the context of online food ordering, it is observed that youth often make decisions based on recommendations, reviews, and visually appealing content shared on platforms like Instagram, Facebook, and Twitter. Positive user-generated content and influencer endorsements can be particularly persuasive (Chen & Xie, 2018).
- **Social media Advertisement:** Given the speed, immediacy, and reach of information between suppliers and customers as well as between consumers sharing information with other consumers, the advertising industry has seen a significant transformation as a result of the media's rapid digitization and the development of information and communication technology. Social media is a broad term that includes both multimedia sharing websites like YouTube, Instagram, and Flickr and social online networks like Facebook, Twitter, and LinkedIn. Social media offers an interactive platform for people to get together and share their thoughts, experiences, and reviews regarding various problems they are facing in their daily lives. Furthermore, they share evaluations on the products and services they use (Heinrichs et al., 2011).

- The Impact of Electronic Word-of-Mouth (eWOM): Electronic Word-of-Mouth (eWOM), encompassing online reviews and recommendations, is a central element in understanding how social media marketing influences young consumers. Findings by Liu and Park (2015) reveal that eWOM has a strong impact on youth's trust and purchase intentions when it comes to online food ordering.
- Customization and Personalization: The customization of food orders and personalized marketing strategies have been shown to enhance the overall experience for young consumers. Research by Smith and Johnson (2019) highlights how tailored recommendations, loyalty programs, and customized offerings create a sense of belonging and lead to repeat business.
- Demographic Variations: Demographic factors such as age, gender, and location can influence youth perceptions of social media marketing in the food ordering industry. For example, millennials and Generation Z may respond differently to marketing content, while cultural variations can impact the types of food preferred and the effectiveness of marketing strategies (Kim & Ko, 2020).
- Kaplan and Haenlein (2010): Kaplan and Haenlein introduced the concept of social media and classified it into six different types, emphasizing the importance of user-generated content. Their work laid the foundation for understanding how user-generated content, including reviews, impacts perceptions of food services in the online ordering industry.
- Qualman (2012): Erik Qualman's book "Socialnomics" explored the effects of social media on business and marketing. He highlighted the power of word-of-mouth marketing on social platforms and the significance of online reputation. His insights are relevant in understanding how eWOM influences youth perceptions.
- Smith and Yang (2017): Smith and Yang conducted a study on the role of social media in influencing food choices and dietary behaviors. Their research emphasized the impact of visual content, such as images of food, in shaping preferences. Their findings are particularly relevant to the youth demographic's visual-centric engagement on platforms like Instagram.
- De Veirman, Cauberghe, and Hudders (2017): This study explored the effectiveness of influencer marketing on Instagram. It highlighted the trustworthiness and expertise attributed to influencers by young users. De Veirman and colleagues' work is pertinent in understanding how influencers impact the youth's perception of food services.
- Dwivedi et al. (2019): Dwivedi and his team investigated the role of customization in online food ordering platforms and its impact on customer loyalty. Their findings revealed that customization options positively influence customers' intention to use online food services. Understanding these implications is crucial in the context of youth perceptions.
- Kim and Johnson (2019): Kim and Johnson examined how ethical considerations, including data privacy and transparency, impact consumer trust and loyalty in the digital environment. Their research is instrumental in understanding the ethical concerns of youth in response to social media marketing.
- Smith, Fischer, and Yongjian (2020): Smith, Fischer, and Yongjian studied the relationship between social media marketing and brand trust. Their work underscores how effective social media marketing can build and sustain trust among young consumers, which is vital for the online food ordering industry.
- Dahlen, Lange, and Smith (2021): Dahlen, Lange, and Smith conducted research on the role of demographic factors in influencing consumers' responses to social media marketing. Their findings underscore the importance of considering age, gender, and location in understanding the youth's perception of marketing efforts.

5. Research Model

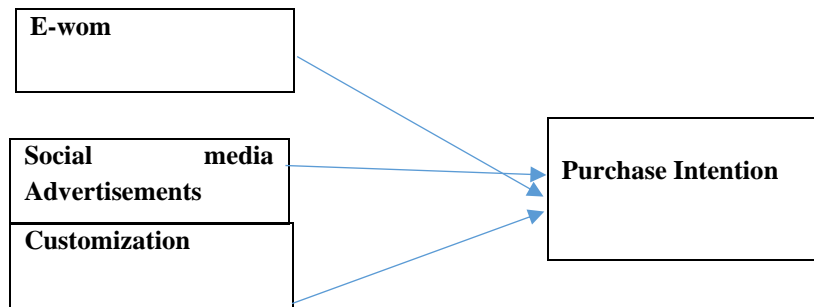


Fig 1: Social Media Marketing

5.1. Research Objective

- Examine the Influence of Social Media Marketing
- Evaluate Purchase Intention
- Analyze the Role of E-wom, social media Ads, Customization
- Identify Demographic and Social media Platform Variations

5.2. Research methodology

- **Research Design:**

The study will employ a quantitative research method. This approach will provide a comprehensive understanding of the Effects of Social Media Marketing On Youth in the Online Food Ordering Sector.

Data Collection:

Quantitative Data: Surveys will be administered to a diverse sample of youth participants. The surveys will include closed-ended questions to gather quantitative data on their online food ordering habits, social media usage, and responses to marketing campaigns. The surveys will be distributed through online platforms and social media channels.

Sampling:

A purposive sampling approach will be utilized to select youth participants aged between 18 and 35 who have experience with online food ordering and are active users of social media platforms. The sample will aim to be diverse in terms of demographics, including age, gender, qualification and socioeconomic status.

5.3. Hypothesis

Hypothesis 1 (H1): There is a significant relationship between the Effects of Social Media Marketing On Youth's Purchase Intention in the Online Food Ordering Sector.

Hypothesis 2 (H2): There is a significant relationship between E-Wom such as customer reviews, Content, Chat and food images shared on social media and choices of youth when ordering food online.

Hypothesis 3 (H3): There is a significant relationship between Social media Advertisements such as offers, discounts and food images shared on social media and choices of youth when ordering food online.

Hypothesis 4 (H4): There is a significant relationship between Customization shared on social media and choices of youth when ordering food online.

Hypothesis 5 (H5): There is a significant relationship between Demographic factors, such as age, gender, and geographic location, influence the youth and responses to social media marketing in the context of online food ordering.

6. Data Analysis:

6.1 Demographic profile of the respondents

| Profile | Frequency | Percent |
|----------------------------|-----------|---------|
| Age 18-35 | 90 | 100 |
| Gender | | |
| Male | 57 | 63 |
| Female | 33 | 37 |
| Educational Qualifications | | |
| Undergraduate | | |
| Post Graduate | 61 | 68 |
| Diploma | 25 | 28 |
| | 4 | 4 |
| Marital status | | |
| Unmarried | 65 | 72 |
| Married | 25 | 28 |
| Monthly Income | | |
| Under Rs 10000 | 10 | 11 |
| Rs 10000-Rs 20000 | 14 | 16 |
| Rs 20001- Rs 30000 | 10 | 11 |
| More than Rs 30000 | 16 | 18 |
| Not Employed | 40 | 44 |

6.2 Social Media

Daily usage of Internet

| Valid | Frequency | Percent |
|------------------|-----------|---------|
| 1 hour and below | 15 | 16.7 |
| 1-3 hours | 37 | 41.1 |
| 4-7 hours | 24 | 26.7 |
| Above 7 hours | 14 | 15.5 |
| Total | 90 | 100.0 |

Majority of the respondents 41.1% of them used 1-3 hours internet Daily.

Which portal do you use for ordering food?

| Valid | Frequency | Percent |
|------------------------|-----------|---------|
| Swiggy | 40 | 44.5 |
| Zomato | 29 | 32.2 |
| Restaurant Own Website | 11 | 12.2 |
| Others | 10 | 11.1 |
| Total | 90 | 100.0 |

Majority of the respondents 44.5% Ordering food through Swiggy

What prompts you to purchase food online?

| Valid | Frequency | Percent |
|-------------------------|-----------|---------|
| Price Consciousness | 20 | 22.2 |
| Convenience and Variety | 37 | 41.2 |
| Easy Payment Options | 3 | 3.3 |
| Saves time | 26 | 28.9 |
| Others | 4 | 4.4 |
| Total | 90 | 100.0 |

Majority of the respondents 41.2% likes to order food online because of Convenience and Variety.
How frequently do you purchase food products online?

| Valid | Frequency | Percent |
|------------------------|-----------|---------|
| Daily | 4 | 4.4 |
| Once in a week | 21 | 23.4 |
| Once in a month | 11 | 12.2 |
| Whenever I Feel to Buy | 39 | 43.3 |
| Rarely | 15 | 16.7 |
| Total | 90 | 100.0 |

Majority of the respondents 43.3% Purchase food online by Whenever they feel to buy.

7. Reliability Statistics

Cronbach Alpha test

Cronbach alpha is used as a measure to access the internal consistency of a scale. As a rule of thumb if Cronbach alpha value is equal or more than 0.7, internal consistency is said to be excellent and if it is less than 0.5, it is not acceptable. The reliability of the above statement was tested by using

Cronbach's Alpha value. It was found to be above 0.8

| VARIABLE | NO. OF. ITEMS | CRONBACH'S ALPHA |
|----------------------------|---------------|------------------|
| E-WOM | 5 | 0.838 |
| Social Media Advertisement | 12 | 0.809 |
| Customization | 8 | 0.882 |
| Purchase Intention | 5 | 0.837 |

Standard deviation

| Variables | Mean | Standard Deviation |
|----------------------------|--------|--------------------|
| E-WOM | 3.3894 | 0.63437 |
| Social Media Advertisement | 4.2658 | 0.65767 |
| Customization | 3.2547 | 0.64367 |
| Purchase Intention | 3.2465 | 0.60612 |

Above Table explains the four variables based on a point scale with total mean score for each variable. The result show the effect of Social Media Marketing on Purchase Intentions is 3.2465. This finding shows that respondents have positive attitudes but almost being neutral that social media marketing can create the purchase intentions. The mean for E-Wom is 3.3894. For the Social media advertisements total mean score is 4.2658.

Customization total mean score is 3.2547. All of these variables has almost the same number of total mean score indicating the respondent are being neutral.

8. Conclusion, limitation and future improvement of the research

Based on the results we have obtained, we can conclude that all the objectives of the study are achieved. The online ordering food sector specifically, E-WOM, Social media Advertisement and customization are effective in promoting online ordering food items through restaurant website and social media platforms. Meanwhile, the respondent which is the youths are interested in engaging and giving their feedback on online ordering food items through social media marketing maximum to increase purchase intentions. The different of marital status could be much more precise as it is one of the factors of buying among consumers, future research could target all age group as target audience.

This study is subjected to few limitations. Firstly, due to time constraints for pilot study the data collected focused with small sample. Second limitation, limited respondents that represent only youth as a whole.

This research is based on the experience of the respondents and answering a close-ended questionnaire rather than a stimulus based experimentation, which gives more room for research reliability.

Furthermore, the study that we carried out is generalized. Future research can be done by emerged a particular or few organizations to identify their effects of social media marketing through Generation Y as a result.

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