

Personalized Advertising Targeting Youth in Social Media Platforms: A Study

Ms. Megha S

Research Scholar

Dept of Journalism and Mass Communication

Kuvempu University

Shivamogga

Dr. Sathyaprakash M R

Associate Professor

Dept of Journalism and Mass Communication

Kuvempu University

Shivamogga

Abstract

The traditional type of marketing is more directed towards big customer segments in specified areas. Due to technological improvement marketing has evolved into an extreme form of segmentation where marketing targets individual consumers based on their personal needs and preferences. This has led to a discussion of whether personalized marketing is something that creates privacy concerns or benefits in the eyes of the consumer. Social networks provide a platform to facilitate communication and sharing between users, therefore modeling real-world relationships. Social Networking has also extended beyond communication between friends. Spotify, Netflix, and Amazon are well-known examples of platforms that use content personalization for their user experience.

This research aims to explore the youth's perception of social media and personalized advertising how they are targeting youth and circulating and the decision-making process. The research is designed accordingly as survey research.

Keywords- Personalized content, social network, personalized marketing, advertisement, Spotify, Amazon, perception of social media

1. INTRODUCTION

Delivering the right message to the right person at the right time is tricky. But existing techniques and new technology are upping the ante in an emerging trend called *content personalization*. Your content marketing could benefit big time from it — especially if you cater to different audience segments.

Content personalization (or customization — take your pick) is a strategy that relies on visitor data to deliver relevant content based on audience interests and motivations. It ranges from a highly targeted call to action to a revolving landing page based on geographic or industry-specific segments. A user experience shortcut connects your audience with the information it needs more quickly, enhancing the chance of converting the lead.

The worldwide expansion of mobile phones and mobile applications, which are nowadays referred to as “mobile apps”, has formed a new path of opportunities for marketing trends to target users “on the go” (Kim et al, 2013).

Consumers that use smartphone devices are expected to reach a 5.5 billion in 2020 (WARC, 2017) and they are more eager than ever to use m-commerce for purchases (2017). Mobile applications constitute part of the m-commerce's evolution (Mahatanakoon et al, 2005). They are described as software that users can download on their mobile phones (Bellman et al, 2011). For marketers, mobile applications are an innovative marketing tool to build a stronger brand identity (Bellman et al, 2011). Varnali and Toker (2010, p.144) state that „the mobile channel has morphed into an ultimate marketing vehicle“. Mobiles have changed the world of retailing by allowing consumers' purchase independently of their time and/or location (Shankar and Balasubramanian 2008).

Nowadays, companies can approach consumers anytime and anywhere through mobile applications because they are an essential part of their daily lives with the time spent on them to be constantly increasing and it is also considered a consumer-friendly approach (Shankar et al, 2010; Kim et al, 2013). The rise of smartphone users in combination with their engagement with m-commerce compelled marketers to pay closer attention to their strategies for mobile applications (Shankar et al, 2016; Ono et al, 2012). More precisely, a great part of retailers' budgets, now, is being spent on mobile marketing to improve the users' shopping experience on the applications (WARC, 2015). The cosmetics industry is considered one of the fastest growing industries worldwide and its market share is calculated to be multi-billion dollars (Hosany and Martin, 2015) and one of the main industries which have embraced digital technology for today's consumers.

The rise of new technologies has replaced the traditional marketing channels for the cosmetics industry which led to sharp growth via the use of m-marketing (Du Plessis, 2017). The use of mobile applications in the cosmetics industry is rising rapidly (Du Plessis, 2017). Their goal is to reach new demographics and create an enjoyable and easy-to-use shopping experience to facilitate their purchases and thus increase their profits (Szutowski and Szulczyńska, 2017). This experience can be defined as a value delivered in a real-time and precise context (Kumar, 2005). Cosmetics is integrating mobile applications not only to please their current and loyal customers but attract new ones as well (Du Plessis, 2017).

With the boom of digital technologies and the subsequent proliferation of social media as a tool to reach a larger consumer base, marketers are now relying heavily on personalized marketing through mobile marketing, e-mail marketing, social media marketing, etc. The incentive is direct interaction, more organic reach, heightened response, easier data collection, and effective consumer targeting. Although traditional marketing is still a go-to option, It is estimated that there are a whopping 3.5 billion users (45% of the world population) of social media. Since consumers spend extensive durations of time (an average of 3 hours daily) on social media daily, marketers find it easier and more rewarding to design ad campaigns that focus on customer engagement to ramp up their ads' effectiveness (Oberlo. in, 2020). Couple this growing trend with the increasing impact of influencer marketing, inducing personalized ads through the social media feed of consumers, which is deemed to be the most effective way of inducing brand or product recall.

Content personalization takes a variety of forms — all of which come down to audience segmentation. Typically, marketers can pare down how they segment the audience through categories like:

Location: If clothing is your niche, you may want to deliver different types of content to a visitor from Florida than one from Alaska. While collecting location data has gotten easier, sometimes you need confirmation for a long-term commitment. Group-on, for instance, asks you to confirm your location as soon as you visit the site so it can deliver accurate geo-targeted offerings.

- **Interest:** If your content targets different industries, niches, or general interests, finding visitors' top-level motivation require you to understand the goals of the category that visitor best fits into. Collecting this information may require asking for it on the landing page — or, in some lucky cases, sourcing it from social sign-in information.
- **Behavior:** How has the visitor interacted with your website in the past? Behavioral data continues to evolve in real time. Delivering targeted email content relies on past data. But revolving web content may revolve around timely data collection —and that data begs the question, “*What do you want the visitor to see next?*”
- **Referral:** Watching where your traffic comes from is also a powerful way to help segment your audience. You might want to deliver different content to a visitor who clicked a Google Ad for a specific keyword than you would an inbound visitor who arrived through a guest blog post, for example.

The importance of customer data

Content personalization strategies rely on information about potential customers to provide individual experiences. Therefore, any attainable customer data helps maximize the relevance of personalized content.

Customer data collected to provide a personalized experience may include, but is not limited to:

- Age range
- Geographic location
- Job title, industry
- Search queries
- Browsing data
- Time and frequency of visits
- Device type (mobile, desktop, Android, Mac, Windows)
- Referring URL
- Session behavior such as clicks and page views

Examples of content personalization

Spotify, Netflix, Amazon, and other social media applications are well-known examples of platforms that use content personalization for their user experience:

- **Spotify** makes the song, artist, and album recommendations based on the user's past listening history, engagement behavior patterns, and what other similar user personas also listen to.
- **Netflix** works similarly to Spotify's recommendation engine. According to the Netflix website, their recommendation engine relies on viewing history, user interactions with the service, title information (such as genre, release year, cast, etc.), duration of user sessions, time of day watching, and device type.

- **Amazon** ranks search results and generates additional product recommendations from page views, purchase history, and other behavioral data.

On the other hand, firms are facing a challenge in terms of increasing negative outcomes from personalized ads on social media. This can be attributed to heavy personalization that's led to consumer "freaking out" over the accuracy of relevance and intent of the ad (John et al., 2018). Personalized ads are slowly being termed as "arrows made of personal intrusion, mining of consumer data (interests, habits, preferences, usage patterns), and sly modes of permission marketing (Karimi et al., 2017) s. Hence, this study can shed some light on how social media users perceive personalized ad communication. We have primarily focused on understanding how personalized ads interact with our respondents, parameters that can potentially challenge acceptance or rejection by consumers, and consumers' perceptions and purchase intentions about products or services they encounter through personalized ads

This study aims to examine how personalized content affects and targets youth on social media platforms. The study aspires to gain a deeper insight into the influence of personalized content on the behavior of youth who are already aware of social media applications with personalized content and analyze its influence on youth.

2. Review of Literature

2.1 Personalized Advertising on social media

Personalized Advertising on Social Media A core component of any advertising campaign is its ability to influence consumer behavior by impacting consumer attitude and eventually driving brand loyalty by increasing the consumers' purchase intention. Ad targeting is a phenomenon wherein the advertisement in question is the starting point. On the contrary, the personalization of advertisements begins with a consumer creating "personalized" ads that fit the consumer's preferences best. The readily available consumer data on the internet opened up a new opportunity for advertisers to target consumers selectively by personalizing communication (Bleier and Eisenbeiss, 2015).

The rise of new technologies has replaced the traditional marketing channels for the cosmetics industry which led to sharp growth via the use of m-marketing (Du Plessis, 2017). The use of mobile applications in the cosmetics industry is rising rapidly (Du Plessis, 2017). Their goal is to reach new demographics and create an enjoyable and easy-to-use shopping experience to facilitate their purchases and thus increase their profits (Szutowski and Szulczyńska, 2017). This experience can be defined as a value delivered in a real-time and precise context (Kumar, 2005). Cosmetics is integrating mobile applications not only to please their current and loyal customers but attract new ones as well (Du Plessis, 2017).

It is assumed that there is a positive relationship between convenience and personalized content (Mahapatra, 2017). Personalized content tends to facilitate the mobile shopping process as it speeds up the process and requires less cognitive and psychological effort (Kwon and Kim, 2012; Seiders et al, 2007). Therefore, based on the aforementioned analysis the following proposition arises. Proposition 1: Consumers will feel more comfortable using a mobile application as personalized content positively influences convenience by reducing the time and effort required for the shopping experience

2.2 Social Media and Marketing

Priyanka P.V and Padma Srinivasan (2015) in their research study identified various factors that determine the purchase of a product using social media from a customer's point of view. A model from the retailer's perspective has been developed that explains how social media can be used for increasing customer loyalty. The study concludes

that continuous customer support services will result in an improvement in customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media

the surges in social media advertising are attributed to the plausibility of consumers openly communicating on social media platforms for purposes of expressing feelings, sharing experiences with fellow users, actively engaging in marketer-driven ad campaigns, etc. Many firms are investing in building online communities, that if handled and nurtured well, might become brand loyalists, further accelerating Word-of-Mouth advertising (Quick, 2020). Based on a study conducted by Balakrishnan et al. (2014), several online marketing communications, like, as e-WOM or online communities, play a primary role in the promotion of the brand itself, or its products and services; with consumers encouraging the interactive nature of social media advertising to eventually achieve their purchase intentions by helping brands through suggestions

3. Research Methodology

3.1 selection of social media application

selection of Social Media Platforms Based on the user base and potential growth prospects, six major social media apps were selected. All these apps are lucrative platforms for advertisements as they are highly popular in India. The age group will be from 18 to 30 randomly selected. The proposed sample is about 150 giving almost equal weight to all the strata.

	Platforms	Users in India (2022)	Selection Criteria	criteria
Social media platforms	Facebook	324.39	A country with the highest user base	Most effective and preferred platform
	Twitter	295.44	Highest engagement with high-profile individuals	Fairly novel but has higher engagement
	Instagram	503.37	A high proportion of 18-28-year-old users	Focus on the younger consumer base
	YouTube	467	Equal usage across demographics	Ads are the primary source of revenue
	LinkedIn	244.78	Important for Influencer Marketing	The huge user base of professionals
			owns SlideShare	

Table 1 Selection Criteria of Social Media Platforms

We excluded certain apps like Snapchat, Tumblr, Pinterest, etc. on grounds of lower popularity, which can be a shortcoming of my study. Although, it's not practically feasible for expand the study to include all social media apps, as new apps are being launched every other day. Hence, we chose six representative apps that drive through traction.

4. Data Collection and Analysis

The data used in this research was quantitative and qualitative analysis

Through the interviews conducted amongst individuals between the ages of 18 to 30, it was found that the top reason for using mobile for entertainment and usage of social media applications. Also, users find it that they get influenced by the personalised content during usage of social media application.

Most of them like 89% are influenced by the advertisements and make those advertisements useful for buying the products and getting information by the ads. 8% of the users are not bothered about the ads they just skip and see the content(ads). 3% of the users are either see the content(ads) nor skip the content(ads).

Another fact in this research article many users of mobile phone while watching any content or using any mobile applications they get useful information this can be attributed to heavy personalization that is led to consumer freaking out over the accuracy of relevance and intent of the ad. Personalized ads are slowly being termed as arrows made of personal intrusion, mining of consumer data (interests, habits, preferences, usage patterns)

Content personalization strategies rely on information about potential customers to provide individual experiences. Therefore, any attainable customer data helps maximize the relevance of personalized content on age factor, behaviour, fashion, and some other influence on the individual prospects.

5. Conclusion

Through this survey, I have reached the conclusion of this research on **Personalized advertising targeting youth in social media platform.**, are influencing people to buy and watch the products, information regarding movie, education, health etc., on all the basis youth are used to it and get more advanced with personalised content and they may buy the products are get an information regarding the personalised content. Also, it is expected that most of them will use the content and adopt for their life.

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