



# Influence Of Strategic Digital Marketing Channels On Youth To Select The Products

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## ARTICLE INFO

## ABSTRACT

The Significance of the usage of digital marketing is increasing very rapidly over the traditional marketing tools from the past few years. The primary challenge for any business sell the products and services to the customer. The Organizations will achieve its target by marketing strategies, market research and surveys etc., The web applications enable Organizations to learn from market reality by understanding the customer behavior online.

The Research paper focus on how the digital marketing tools are strategically useful to promote the products or services to the target customers. The research paper also presents the various digital marketing tools impacting youth to select the products.

The Paper concludes that the Digital marketing tools are less expensive and very efficient and measurable.

**Keywords:** digital marketing, channels, youth, traditional marketing.

## 1. Introduction:

The Significance of the usage of digital marketing is increasing very rapidly over the traditional marketing tools from the past few years. The primary challenge for any business is to promote the products or services to the identified target market segment. The Company will achieve its target by market research, gut instinct, surveys, polls and market research etc., The online applications support the organizations to measure the online consumer behavior.

The Traditional Marketing tools are Newspaper, bill boards, television, radio, newspapers, magazines, billboards, direct mail, and flyers. The traditional marketing channels are high cost, limited targeting, lack of interactivity, short exposure time, difficulty in tracking ROI etc.,

## 2. Digital Marketing Tools:

Digital marketing channels are diverse platforms and mediums by which organizations can sell products and services to reach their target market. These channels leverage the power of the internet tools and digital technologies to engage with potential customers, build brand awareness, drive website traffic and ultimately increase sales. Some common digital marketing channels include:

**Search Engine Optimization (SEO):** It will Optimizing website content to appear higher in all pages of search engine results (SERPs) and enhance website visitors rate. (PPC)

**Pay-Per-Click Advertising:** By floating targeted advertisements on search engines and social media channels where advertisers pay a fee each time their advertisement is clicked.

**(SMM) Social Media Marketing:** By Using social media channels like Facebook, Twitter, Instagram, LinkedIn, etc., to connect with audiences, share content, and build brand presence.

**Content Marketing:** It facilitates Creating and distributing valuable, relevant content such as blog posts, videos, infographics, etc., to attract and engage potential customers.

**Email Marketing:** Sending targeted emails to subscribers to nurture leads, promote products and drive sales.

**Affiliate Marketing:** It is Partnering with other businesses or influencers to promote products or services in exchange for a commission on sales generated through their referral links.

**Influencer Marketing:** Collaborating with influencers or industry experts to endorse products or services to their followers.

**Online PR and Reputation Management:** It facilitates Managing online reputation through press releases, online reviews, and media coverage to maintain a positive brand image.

**Mobile Marketing:** It is Targeting audiences on mobile devices through mobile-optimized websites, applications, SMS marketing, and location-based advertising.

**Video Marketing:** It is Creating and sharing video content on platforms like YouTube, Vimeo etc., to engage with audiences and convey messages effectively.

### 3. The Youth engaged on Mobile Phones:

The time spent by youth on digital marketing channels can vary depending on several factors such as age group, interests, and geographic location. However, generally speaking, youth today are highly engaged with digital platforms for various purposes including socializing, entertainment, education, and shopping.

Social media platforms like Instagram, TikTok, Snapchat, and YouTube are particularly popular among youth for digital marketing. They spend significant amounts of time scrolling through feeds, watching videos and engaging with content from brands and influencers.

Additionally, youth also spend more time on other digital marketing channels such as email marketing, youtube marketing, search engine advertising, influencer marketing, and online gaming sponsorships. These channels allow brands to reach young consumers in a targeted and engaging manner.

Overall, the time spent by youth on digital marketing channels is substantial and continues to grow as technology advances and digital platforms become increasingly integrated into daily life.

### 4.Objectives of the Study:

To explore the difference between traditional and digital marketing; to Various digital marketing channels; to study the influence of digital marketing channels on youth.

### 5.Data Collection:

The Data is being collected from both the secondary and primary sources. The secondary sources are text books, journals, YouTube lectures, company reports, magazines, websites etc., The primary data collected randomly from targeted identified youth by organizing interviews and interactions with potential and prospective customers.

### 6. Data Representation:

#### a) Influence of youtube videos on youth:

1. **Product Reviews and Recommendations:** Many YouTubers create content centered around reviewing products from various categories such as technology, beauty, fashion, gaming, and more. These reviews often provide valuable insights and opinions that help young viewers make informed purchasing decisions.
2. **Influencer Marketing:** Influencers on YouTube have substantial followings, and their recommendations can sway the purchasing behavior of their audience. Brands often collaborate with influencers to promote the products, leveraging their credibility and connection with their viewers.
3. **Tutorials and How-To Guides:** YouTube is a treasure trove of tutorials and how-to guides for using products effectively. Whether it's makeup tutorials, DIY projects, or gaming walkthroughs, these videos not only demonstrate product usage but also showcase their benefits and features.
4. **Unboxing Videos:** Unboxing videos generate excitement around new products and offer a glimpse into what consumers can expect when they purchase them. These videos often capture the attention of youth who are eager to see the latest gadgets or fashion items being unboxed and explored.
5. **Entertainment and Lifestyle Content:** Many young people turn to YouTube for entertainment and lifestyle content. Product placements within vlogs, hauls, or lifestyle videos can subtly influence viewers to consider purchasing the featured items.

6. **Community Engagement:** YouTube fosters a sense of community among its users. Comments sections allow viewers to engage with content creators and fellow viewers, sharing experiences and recommendations related to products. This peer-to-peer interaction can influence purchasing decisions.
7. **Advertising:** YouTube hosts various forms of advertising, including pre-roll advertisements, display advertisements and sponsored content. Advertisers target their ads based on demographics, interests, and browsing history, making it likely that youth will encounter ads for products relevant to them.

YouTube's vast and diverse content ecosystem plays a significant role in shaping the product preferences and purchasing behavior of young consumers, making it a crucial platform for marketers aiming to reach this demographic.

**b) Websites also play a significant role in influencing youth to select products. Here's how:**

1. **E-commerce Platforms:** Websites like Amazon, eBay, and other e-commerce channels offer a wide range of products with complete descriptions, reviews, and ratings. Youth can easily browse through different categories, compare prices and features, and make purchases directly on these platforms.
2. **Brand Websites:** Many brands developed their own websites where they showcase their products, share brand stories, and provide information about their values and mission. Youth may visit these websites to learn more about specific brands and their offerings, which can influence their purchasing decisions.
3. **Online Reviews and Ratings:** Similar to YouTube, websites often feature customer reviews and ratings for products. Youth rely on these reviews to gauge the quality and performance of products before making a purchase decision.
4. **Personalization:** Websites utilize algorithms to personalize the user experience based on browsing history, preferences, and past purchases. This personalized experience can suggest products that are likely to appeal to youth based on their interests and behavior.
5. **Deals and Discounts:** Many websites offer exclusive deals, discounts, and promotions to attract customers. Youth may be drawn to these offers when selecting products, especially if they are price-conscious.
6. **Customer generated content:** Websites often displays customer-generated content such as photos, videos, and testimonials showcasing how others are using and enjoying the products. This social proof can influence youth to select products that are popular or endorsed by their peers.
7. **Educational Content:** Some websites provide educational content such as buying guides, tutorials, and product comparisons to help consumers make informed decisions. Youth may turn to these resources to learn more about products before making a purchase.

websites serve as valuable platforms for youth to explore, research, and ultimately select products that align with their needs, preferences, and values. The combination of product information, user reviews, personalization, and promotional offers makes websites a powerful tool in the consumer decision-making process.

**c) Social media platforms exert a significant influence on youth when it comes to selecting products. Here's how:**

1. **Influencer Marketing:** Social media platforms like Instagram, TikTok, and Snapchat are fertile grounds for influencer marketing. Influencers, who are often popular among youth, collaborate with brands to promote products through sponsored posts, stories, and videos. The authentic and relatable nature of influencer content can sway the purchasing decisions of young consumers.
2. **Peer Recommendations:** Social media facilitates peer-to-peer communication, allowing youth to share recommendations, experiences, and opinions about products with their friends and followers. These recommendations carry considerable weight, as they come from individuals within their social circles whom they trust.
3. **User-Generated Content:** Platforms like Instagram and TikTok thrive on user-generated content, where users share photos, videos, and reviews of products they love. This content serves as social proof and can influence youth to try out products that are popular or endorsed by their peers.
4. **Targeted Advertising:** Social media platforms utilize sophisticated algorithms to target advertisements based on user demographics, interests, and online behavior. Youth are frequently exposed to targeted ads for products that align with their interests, making them more likely to consider making a purchase.
5. **Product Discovery:** Social media platforms serve as discovery platforms where youth can stumble upon new products and brands through sponsored content, hashtags, and explore pages. These platforms introduce users to a wide array of products, sparking their interest and curiosity.
6. **Interactive Content:** Social media platforms offer various interactive features such as online surveys, quizzes, and Question & Answer sessions, which brands use to engage with their audience and gather insights about their preferences. Youth participation in these activities can influence product development and marketing strategies.

**7. Behind-the-Scenes Content:** Brands often share behind-the-scenes glimpses of their products' creation process, manufacturing facilities, and brand values on social media. This transparency can build trust and affinity among youth, making them more likely to support and purchase from these brands.

Overall, social media channels serve as powerful tools for brands to promote with youth, build brand awareness, and influence their product preferences and purchasing behavior through targeted marketing, influencer partnerships, user-generated content, and interactive experiences.

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