SOCIAL MEDIA MARKETING AND COGNITIVE DEVELOPMENT IN INDIAN YOUTH

Amita Charan*
Poonam Puri**
Ekta Bansal***

PURPOSE
THIS paper is an attempt to study the impact of social media marketing on cognitive memory and development process among Indian youth. Further, the connectivity of digital marketing via social media tools on the cognitive development process of youths, information search behaviour and mind transformation are observed (Agarwal, 2013). Alternatively, we can say – "Can social media marketing bring any new transformation in their thought process and information search process with respect to marketing than to the traditional marketing tools?" (Ting & Rashied, 2015).

Methodology: *The primary research is intended to understand and describe the cognitive development process of youth with respect to social media marketing in four metro cities namely Delhi, Mumbai, Calcutta, and Chennai. Online survey is conducted and justified sampling was used to collect the online responses from online population of specified age group. The descriptive research is based on the responses received from the 75 respondents.*

Research Limitations: *The justified sampling is done therefore, there is a possibility of hopping few crucial respondents who are not included in the survey. The online survey showed poor responses in terms of questionnaires emailed and rate of response and time taken by the respondents to revert back.*

Practical Implication: *The findings can be used by the digital marketers and researchers for understanding impact of digital media on young consumers further for tapping various segments and strata i.e., gender, education level, economic class, area, culture, etc.*

Originality: *The descriptive research is an original work not submitted anywhere for publication or paper presentation. The citations and references are used and due credit is given to the authors wherever required in this text.*

Key Words: *Cognitive Development, SNSs, Social Media Marketing, Social Media Advertising, Web Contents.*

The paper is descriptive as well as empirical in nature. The cognitive development especially among youth is affected by the surroundings and environment in which they are living, sharing their thoughts and the means by which they are communicating. The current times are known as the era of internet where social media marketing is the centre for creating and developing innovative approaches to catch

* *Assistant Professor and Incharge, Department of Commerce, Janki Devi Memorial College, University of Delhi, Delhi, India.*

** *Professor and Head of the Department, Institute of Management Science, Bundelkhand University, Jhansi, Uttar Pradesh, India.*

*** *Assistant Professor, Janki Devi Memorial College, University of Delhi, Delhi, India.*

the youth's attention and developing an important place in their memories, better known as their cognitive knowledge and learning (Lee & Chae, 2007). Many studies showed that there is a positive relationship between the two variables and the youth gets strongly affected by the ways in which social media is used for marketing various products and services. Social networking sites like Facebook, Twitter, LinkedIn, Pinterest, Instagram, etc. are the common platforms (Himler, 2014) for marketing as a large section of the youth is present on these platforms (Bajpai et al., 2012). Therefore, hypotheses are tested for understanding this relationship. Blackshaw (2016) have stated that,

"What happens in the social world is that if you get that right, you get disproportionally rewarded. If you get it wrong, you get disproportionally punished or ousted. There's a real cost to getting it wrong".

Introduction

The development and history of languages is less than 200,000 years on our planet but it is assumed that the initial cognitive development process began much earlier in primates and in animals. Humans use their brain, experiences, and five senses for understanding the behaviour of others and for themselves (Devi et al., 2016). Communication is required in order to portray behaviours of societies, cultures, and individuals in the world on every platform. Cognitive development is emergence of the ability to think, perceive, experience, share, and understand the realities (Collins, 2003). Social media is developed with the objective to connect people from across the world with fast, cheap, reliable, and sound networks (Kaplan & Heainlein, 2010). Social media has become such a strong force that it can affect hundreds of thousands if not millions of peoples' psyche about social issues, ideas, politics, religion, brands, products, concepts, creativity, attitude, perception, experiences, etc., to name a few (Saurabh, 2015). Social media has empowered the users by its unique features of faster connectivity, accuracy, and real time responses. It links them with like-minded people around the globe. It gives people access to information in a more efficient manner via providing them more relevant and customized content. It has brought a revolution in the marketing arena by introducing SNSs as a vital component of marketing mix. It has changed the face of marketing communication as now organizations simply post the story to Facebook, LinkedIn, Pinterest, Twitter, and Instagram, etc., and the rest is done by their followers and buzz marketing (Haq, 2012). Advertisers are maintaining web blogs, facebook pages, and online communities for communicating directly to the target consumers. This tactic is in a great contrast to the industry's long-held dependence on journalists and creative writers to interpret and then share the story with their media channels' respective readers, viewers, and visitors. Social Media and viral marketing is at the top of the agenda for many vibrant business executives today. Decision makers try to identify ways in which firms can make profitable use of portals such as Wikipedia, YouTube, Facebook, Second Life, MySpace, and Twitter. Even viral marketing is a success mantra for new age marketers. Many advanced features in mobile devices and easy access to internet are providing a wider platform for promotion and communication. Moreover, here the control is in the hands of consumers and marketers rather than media and agencies. Specialized applications are also supporting the marketers and consumers to share the product details and consumer experiences with others. Furthermore, instant summary and market research reports are provided by the marketers in some cases on the basis of online data recorded from the web.

Youth find themselves addicted to social media. They are almost inseparable from it. They are the one who are most comfortable with online shopping (Vijay & Balaji, 2009). Given the technicality of the medium, youth is the most appropriate user as they are equipped with the necessary knowledge to handle the nuances of this new age media (Kendra, 2013). Moreover, pampered youth has certain characteristics like a strong interest in digital media, in search for something new, and a strong desire to express their talent to the world; that makes youth as the ideal target (Williams, 2012). Siringoringo & Kowanda (2009) suggested that understanding the demographics of potential customers is not enough, the marketers should also learn what are their interests. Online and offline behaviour and cognitive development may differ up to some extent as some are more expressive and receptive online whereas some are more convenient and receptive while communicating offline (Saurabh, 2015). Indian youth

living in nuclear families is highly exposed to social media and is living in virtual space. Social media is designed in such a fashion that the searches are optimized, restricted, market oriented for giving benefits to marketers. AdWords and Search engine optimization tools are used to trap youth in a limited area. All our comments, likes, reviews, searches are saved and even researched by digital marketing researchers.

Objectives:

The present paper is an attempt to understand the impact that social media has had on overall cognitive development of Indian youth like communication, confidence level, beliefs, learning, creativity, receptivity, acknowledgement, objections, and awareness. The paper also aims to see why youth is active on social networking sites. It also attempts to answer the difficulties or hurdles of social media while viewing content, placing orders, and purchasing products. In order to understand cognitive development and actual behaviour of the Indian youth, primary data is collected online from selected metro cities and the impact is analyzed with the help of statistical inferences.

Social Media: Historical Background

Tom Truscott and Jim Ellis in 1979 from Duke University created the Usenet, a worldwide discussion system in which Internet users post public messages. Yet, the era of social media as we understand it today probably started about 20 years earlier, when Bruce and Susan Abelson founded "Open Diary", an early social networking site that brought together online diary writers into one community. The term "weblog" was used at the same time and truncated as "blog" a year later when one blogger jokingly transformed the noun "weblog" into the sentence "we blog."

The growing availability of high-speed internet access further added to the popularity of the concept, leading to the creation of social networking sites such as MySpace in 2003 and Facebook in 2004. This, in turn, coined the term "Social Media" and contributed to the prominence it has today.

At present Facebook, Orkut, MySpace, CT world, Hangouts, WhatsApp, Hike, Nimbuzz, Twitter are some of the famous social media sites connecting users, consumers, marketers, and various other communities. The social sites are basically developed for the purpose of fulfilling social needs of internet users. Computer Mediated Communications (CMCs) and Social Networking Sites (SNSs) are two popular modes of communication even among the marketers. The marketers in many countries have initiated steady social media promotion in early nineties like USA and UK but in developing countries this concept emerged in the mid-twenties. The changing environment of promotional mix and digital marketing are forcing marketers to revitalize their outdated and print media based promotional strategies and add new interactive promotional tools. The paper will cover various dimensions of social networking sites that are used or can be used by marketers for advertising and cognition. Social media marketing is the new business mantra for several brands for the last few years. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a rate higher than ever before. There are two imperative reasons to use social media for promotion. First, the young population of India is more tech savvy with advanced mobile applications, iPhones and androids. Second, with the advent of web 2.0 and 3.0 social media is providing two way communication and real time feedback to digital consumers.

Web 2.0 and User Generated Content are more personalized and create a better and strong impact. Web 2.0 is a term that was first used in 2004 to describe a new way in which software developers and end-users started to utilize the World Wide Web as a platform whereby content and applications are no longer created and published by individuals, but instead are continuously modified by all users in a participatory and collaborative fashion.

For the purpose of our article, we consider Web 2.0 as the platform for the evolution of Social Media. When Web 2.0 represents the ideological and technological foundation, User Generated Content (UGC) can be seen as the sum of all ways in which people make use of social media. The term, which achieved

broad popularity in 2005, is usually applied to describe the various forms of media content that are publicly available and created by end-users.

According to the Organization for Economic Cooperation and Development (OECD, 2007), UGC needs to fulfill three basic requirements in order to be considered as user friendly. first, it needs to be published either on a publicly accessible website or on a social networking site accessible to a selected group of people; second, it needs to show a certain amount of creative effort; and finally, it needs to have been created outside of professional routines and practices. The first condition excludes content exchanged in e-mails or instant messages; the second, mere replications of already existing content (e.g., posting a copy of an existing newspaper article on a personal blog without any modifications or commenting); and the third, all content that has been created with a commercial market context in mind. While UGC has already been available prior to Web 2.0, as discussed above, the combination of technological drivers (e.g., increased broadband availability and hardware capacity), economic drivers (e.g., increased availability of tools for the creation of UGC), and social drivers (e.g., rise of a generation of digital natives, virtual communities, and screenagers. Younger age groups with substantial technical knowledge and willingness to engage online make UGC nowadays fundamentally different from what was observed and predicted in the early 1980s. Based on these clarifications of Web 2.0 and UGC, it is now straightforward to give a more detailed definition of what we mean by Social Media. In our view and as used herein social media is a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content.

Web 2.0 was social with Facebook, LinkedIn, Zynga, Twitter and newcomer Quora as the foundational creators of the web's 'social layer.' With Web 3.0, marketers are looking into a virtual world being created through the web such as online virtual shopping malls, virtual fairs, global virtual meets, and online virtual tradeshows. Interaction with modern devices with "social layer" we will reach a new level of intelligence when Web 3.0 allows us to ask our intelligent phones where a nearby movie theater is and where to go afterwards for dinner based on our choices. Eventually, as our devices learn more about our preferences (hole-in-the-wall joints versus chain restaurants), we can simply ask "where should I go for dinner" and we will get a response tailored to our interests, flavor, and pocket.

Web 3.0 is all about personalization and the Semantic Web while integrating real-time data through different platforms. Semantic technology will create a meaningful format around human interactions online, cognition, interpretation, and understanding human interests. This format will enable better online matchmaking and content distribution in addition to better control of online privacy through smarter distribution. Web 3.0 will be most beneficial to the marketers and to the consumer. Marketers will have the ability to devise more efficient strategy through integrated intelligent data. Content will be presented to the user in the most relevant layer. Real-time identification means that the marketer can make targeting decisions as well as personalize the content or web experience based on otherwise unavailable attributes of the visitor, such as specific company, company size, number of employees, industry, or 1st party, and CRM based attributes such as existing customers, strategic accounts, pipeline status, or even competitors. There are several companies that are now offering services around Web 3.0 (Pew Internet Survey, 2015). These services focus more on increasing Ad Relevance through intelligent data. There are several companies that provide data based on the content and structure of web pages for the purpose of improving the relevance and effectiveness of online display advertising. The source of these data comes from different channels including websites, social media, mobile, video, email, search, display, PPC, and PR. Effective and more interactive contents will surely help in developing appropriate cognition process while comparing products. By 2020, the mobile device will be the primary internet connection tool and voice recognition and touch-user interface will be more prevalent. iPhones and Androids are supporting expansion of social media with specialized applications, 24/7 connectivity, 4G networks, multiprocessors, and better processing speed. On the other side the youth is more dependent on gadgets and devices and losing the adventure of unknown things; they are living in a virtual world and confronting with real problems is becoming a challenge for generation 'Y'. Their cognition and

experiences are based on online interaction with people and society, thus they are trying to strike a balance between the real and the virtual world. Generation 'Y' is the witness of transformations and the revolution in Information Technology, thus they are not exploring the consequences of social media connectivity and their dependence on it.

Social Media Marketing

Social media is a term used to describe the type of media that is based on conversation and interaction between people online (Devi et al., 2016). Lazer and Kelly define social marketing as "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends in an article in 1973 (Hunt, 2009). It is also concerned with the analysis of the social consequences of marketing policies, decisions, and activities." Gone are the days when internet was considered as purely non-personal communication. Advancements in technology are making it personalized, safe, private, cost effective, and even time saving for many. Social Media Marketing is a concept of utilizing social media as part of the 4Ps for marketing activities such as promotion, distribution, communication for product development (Flora, 2012). Market researches are also conducted via social media for understanding consumer behavior (Haq, 2012), the way distribution channel are placing and getting orders online, various online payment modes are available and now social media advertising is used to connect with the customers 24/7 across the world. Blogs, Wikies, Twitter, Facebook are popular social networks used by the marketers in India (Kaushik, 2012). Video sharing, file sharing and picture sharing tools are also used by the marketers for viral marketing in a shorter span.

Cognitive Development

Cognitive development is a process of understanding and thinking involved in decision making of consumers or human (Singh & Singla, 2015). Human cognition is directly connected to senses and behavioural intentions displayed in their daily behaviour. Consumers apply their senses and memory to store information regarding various brands within a product category and differentiate one from another. The consumer required cognitive skills necessary to build an object/attribute matrix, comparative index, utility matrix for understanding the benefits and cost associated with an offering. We can stipulate a sequence of cognitive operations a consumer can use for buying online:

1. Ability to recognize products and the attributes linked to the objects.

2. Ability to differentiate and compare products on the basis of various dimensions such as characteristics, shape, size, quantity, etc.

3. Ability to integrate various attributes of one product with a set of similar products.

Literature Reviewed

The contemporary literature is reviewed in order to understand the relevant studies conducted on the similar topics.

Table No. 1: Literature Review

Year	Conducted by	Research Outcomes and Conclusion
2006	Kumar et al.	Under social media there are various forms which include wiki, micro-blogs, social networks, podcasts, vlogs, and content groups. This platform is contributing towards a pivotal shift from a traditional, rational, and institutional perception to a personalized, emotional, and human perception.
2008	Mayfield	Social media provides participation, openness, and connectedness.

Year	Conducted by	Research Outcomes and Conclusion
2008	Raacke & Bonds	Social media platforms provide a pseudo framework in which groups of people with same interests assemble to communicate, discuss, and share innovative ideas.
2008	Subramanyam & Greenfield	Social media is highly accessible technique for promotion in the marketplace.
2009	Universal Mccann Research	Under this study, about 25% of the active internet users of South Africa uploaded videos on social sites, about 2 million internet users interact with minimum one social site, and approx 2.8 million users are using Facebook in South Africa.
2010	Fisherman Consulting	Content which is generated by users via social media platforms is supporting a novel faith and increasing credibility among users.
2010	Zarella	This study revealed that blogs can be used to create good hubs for many other kinds of social media platforms related marketing tools, and blog software can provide variety in the form of comments, trackbacks, etc.
2011	D'Silva et al .	Youth, in particular is the major user of these social networking sites and they are approaching this platform to connect with their friends, relatives, and family. Simultaneously, these networking sites are being used as a major marketing tool by the marketers to create brand awareness and preference for their brands in the market.
2011	Neti	The reach of social media is not limited to the basic web 2.0 definition of internet. It is used by every marketer for online communication of their products and it is creating a space of its own among all homes, corporate boardrooms, mini businesses, and numerous other sectors as well.
2011	Fauser et al.	From the point of view of the consumers, sharing of information, building relationship, and cooperation is needed to support online communication with marketers.
2012	Bajpai & Pandey	The social media platform is a wider platform which is easily acceptable to everyone with internet access.
2012	Bajpai et al .	Social media have their own groups which can be termed as their own "ecosystems". Hence, creating a presence is easier than actually doing something beneficial and useful.
2012	Shrivastava & Pandey	For organizations, social media marketing provides a better way to connect with their customers as here they can carefully watch their comments and concerns.
2013	Senthil et al.	In their research analysis they found that respondents felt advertising generally is neither good nor bad but when it comes to presenting their views especially via online marketing medium they are more expressive and share a better opinion but it may actually be opposite sometimes.

Year	Conducted by	Research Outcomes and Conclusion
2013	Ramanarain & Govender	They found that social media is used for effective advertising of their products as these platforms attract power and are able to generate more exposure , awareness, and attention to their brands in the market.
2013	Jadhav et al.	In their survey they found that 2/3 of the companies have found that social media would grow significantly and will expand further in the times to come and this awareness has increased among companies more than the earlier way of promoting their products.
2013	Brake	Internet has affected everyone's life and has deeply penetrated in our lives in various ways. The opportunities offered by web 2.0 makes people explore more and find different dimensions of human life. Now everyone can use internet anywhere just to share their feelings, ideas, and innovations among their friends.
2014	Madni	Half of the consumers who shop online are really young, aged between 25-29 years. Consumers who buy online are usually young females as compared to males.
2015	Kaul et al.	The use of social media is increasing day by day among the younger generation and its impact needs to be studied in detail with more research. Social Media is also throwing up different issues related to privacy violation, hacking of personal data, and impact on the social behavior of individuals. Though people are getting closer and remain connected in the virtual world; they are progressively becoming less interactive in the real world.
2015	Golshani	Social media marketing will expand with more user friendly content; significant relationship is found between social network marketing activities and customer engagement.
2015	Devi	Social media marketing is required for marketing activities, customer loyalty, consumer awareness, and effective feedback.
2015	Barhemmati & Ahmad	In their study they suggested the practical things that can be done by marketing managers to increase their advertisement effectiveness while making use of these social media channels and that ultimately affect consumers' behavior and choices.
2016	Remmiya et al.	The social media corpus, features, virtues are studied in this research. The data is initially subjected to pre-processing and feature extraction and then proceeds with entity extraction. Apart from the conventional stylometric features like prefixes, suffixes, hash tags, etc., and POS tags, unsupervised word embedding features are tested and evaluated.

Research Methodology & Data Analysis

The primary research is intended to understand cognitive development of youth with respect to social media marketing in four metro cities namely Delhi, Mumbai, Calcutta, and Chennai. Online survey was conducted and justified sampling was used to collect the responses from an online population of

specified age group. 150 questionnaires were emailed and only 75 responses were received in return. Therefore, the response rate was 50%. Alpha values were tested to analyze the reliability of the questions. The data series show normal distribution and selective statistical tests were applied to draw the inferences in order to analyse the findings and to test the hypotheses.

Table No. 2: Profile of the Respondents on the Basis of Age Groups and Geography

Age	Respondents	Gender	
		Male	Female
<15 years	15	11	4
15-20 years	25	17	8
20-25 years	10	6	4
25-30 years	15	10	5
>30	10	6	4
Total	75	50	25

Table no. 2 shows that the respondents are from various age groups but maximum respondents (86%) are less than 30 years. Also out of 75 respondents 33% (25) respondents are females.

Table No. 3: Responses Towards Traditional Media is Better as Compared to Social Media

Age	Respondents	Yes	No
<15 years	15	10	5
15-20 years	25	18	7
20-25 years	10	4	6
25-30 years	15	10	5
>30	10	4	6
Total	75	36	29

Table no. 3 shows that 52% respondents rated traditional media as a better choice for promotion as compared to social media.

Table No. 4: Pearson Chi-Square Tests for Respondent's Age and Recognition of Products Via Social Media

$H_0(1)$: There is no significant relationship between age of respondents and recognition of products that are promoted on social media sites.

$H_1(1)$: There is a significant relationship between age of respondents and recognition of products that are promoted on social media sites.

Test Statistics	
Chi-square	24.866
Df	1
Sig.	0.000*

The chi value is 24.878 and p value is 0.00 and lesser than 0.05 at 95% confidence levels. Therefore, we reject null hypothesis and accept the alternative hypothesis. There is a significant relationship between age of respondents and recognition of products, that are promoted via social media sites.

Table No. 5: Pearson Chi-Square Tests for Respondent's Age and Actual Purchase of Products

$H_0(2)$: There is no significant relationship between age of respondents and the actual product purchased that is promoted over social media.

$H_1(2)$: There is a significant relationship between age of respondents and the actual product purchased that is promoted over social media.

Test Statistics	
Chi-square	15.120
Df	1
Sig.	0.000*

The chi value is 15.120 and p value is 0.00 and lesser than 0.05 at 95% confidence levels. Therefore, we reject null hypothesis and accept the alternative hypothesis. There is a significant relationship between age of respondents and the actual product purchased that is promoted over social media.

Table No. 6: Pearson Chi-Square Tests for Information Seeking and Real Life Perception and Experience

$H_0(3)$: There is no significant relationship between people seeking information about products and product brands available on social media and the real life perception and experience towards the product.

$H_1(3)$: There is a significant relationship between people seeking information about products and product brands available on social media and the real life perception and experience towards the product.

Test Statistics	
Chi-square	9.820
Df	1
Sig.	0.002*

The chi value is 9.820 and p value is 0.02 and lesser than 0.05 at 95% confidence levels. Therefore, we reject null hypothesis and accept the alternative hypothesis. There is a significant relationship between information seeking behaviour of respondents and the real life perception and experience towards the product.

Table No. 7: Pearson Chi-Square Tests for Difficulty for Choice/Selection

$H_0(4)$: There is no significant relationship between people seeking information about products and choice/selection of the products for final buying.

$H_1(4)$: There is a significant relationship between people seeking information about products and choice/selection of the products for final buying.

Test Statistics	
Chi-square	9.011
Df	1
Sig.	0.002*

The chi value is 9.011 and p value is 0.02 and lesser than 0.05 at 95% confidence levels. Therefore, we reject null hypothesis and accept the alternative hypothesis. There is a significant relationship between information seeking behaviour of respondents and choice/selection of the products for final buying.

Table No. 8: Pearson Chi-Square Tests for Comparison Index for Competitive Products

$H_0(5)$: There is no significant relationship between people seeking information about products and using a comparison index for competitive products.

$H_1(5)$: There is a significant relationship between people seeking information about products and using a comparison index for competitive products.

Purchase of Product	
Chi-square	9.171
Df	1
Sig.	0.002*

The chi value stands 9.168 and p value is 0.002 lesser than 0.05 at 95% confidence levels. Thus we reject null hypothesis and accept the alternative hypothesis. There is a significant relationship between people seeking information about products and using a comparison index for competitive products.

Table No. 9: Pearson Chi-Square Tests for Comparison Index for Products and Price Sensitivity for Costly Products

$H_0(6)$: There is no significant relationship between people seeking information about costlier products and price sensitivity for buying online.

$H_1(6)$: There is a significant relationship between people seeking information about costlier products and price sensitivity for buying online.

Purchase of Product	
Chi-square	4.667
Df	6
Sig.	0.591a,b*

The chi value is 4.666 and p value is 0.591 and greater than 0.05 at 95% confidence levels. Therefore, we accept null hypothesis and reject the alternative hypothesis. There is no significant relationship between comparison index and price sensitivity for costlier products.

Table No. 10: Pearson Chi-Square Tests for Comparison of Male and Female Respondents Towards Types of Product they Prefer to View on Social Media

$H_0(7)$: There is no significant difference in perceptions of male and female respondents towards the types of products they prefer to view on social media.

$H_1(7)$: There is a significant difference in perceptions of male and female respondents towards the types of products they prefer to view on social media..

Gender		
Time to Surf	Chi-square	4.781
	Df	6
	Sig.	0.572a,b

The chi value is 4.781 and p value is 0.572 and greater than 0.05 at 95% confidence levels. Therefore, we accept null hypothesis and reject the alternative hypothesis.

Recommendations

On the basis of this research study certain things can be pointed out in the form of recommendations, which are as follows:

- Marketers must focus towards youth segment if they want to tap the market effectively.

- Female involvement over social media is quite low. Therefore, strategies and product which can drag their attention must be used by the marketers.

- Youth now days are becoming more and more information seeking, hence quality standards must be maintained by the marketers who are using this medium for generating sales.

- Either male or female both must be given importance by the marketers, reason being now their choices and demands are getting similar for many products.

- Price efficient products are required by the youth whenever they go for online shopping via social media.

Future areas of research

The study can be useful in many of the ways like:

- Marketers can find the future trends based on youth behaviour.

- Youth behaviour and their perceptions can be understood in a broader way.

- Online marketing and social media both are inseparable, further more studies can be conducted in context to understand the trends in online marketing segment.

- Marketers can transform their strategies based on the results of this study and from many similar studies to boost out their sales and future scope for their business.

Conclusion

Cognition and consumer preferences are one of the thirst areas of research as it is difficult for a marketer to understand the dynamism of consumer mind. It is a daunting task for media to interpret how consumers select, perceive, and organise information. The social media networks can be used to create faster marketing communications with the intention to develop a two way receptive communication with less filtration at every step. Wise consumers are likely to receive process and interpret information in a meaningful manner. Social media is involving and including each and every customer in marketing communication. Therefore, it is easy to understand the attitude and the level of involvement for a particular product. In this study, social media is not found to be gender biased in terms of access but the search of products varies as per gender. Consumers collect, gather, and use relevant information to compare the product in a justified manner. There is a significant relationship between the age of the respondents, their buying patterns, and the actual product purchased. In the end, it can be concluded that social media is providing varied and a wide base of products to consumers which in turn brings and develops the cognitive approach among consumers when they use these social media platforms.

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