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## A Study on the Impact of Social Media Marketing with reference to College Students

**Dr.D.S.Latha**

Assistant Professor, Post Graduate Department of Human Resource Management  
M.O.P Vaishnav College for Women, Chennai – 34, TN – South India

### Abstract

Social Media Marketing makes use of social media sites to raise visibility on the Internet and to promote products and services. Social media sites are useful for building social networks, and for exchanging ideas and knowledge. This Paper examines the impact of social media marketing on the college students with reference to Chennai City. 120 respondents were selected by convenient sampling method and data was analysed and interpreted with the SPSS package version 20. The study reveals that the education of the students has a significant influence on communication of social media. Further the factor analysis model has supported the study to the extent of 71.7% and the major factors that impact the social media marketing are development measures, free time, and personal planning, family circle, and communication group.

Key Words: Social Media Marketing, Social Media, Education, students, and Social Networks.