

MOST EFFECTIVE APPROACHES TO SALES PROMOTION IN SOCIAL NETWORKS AMONG TEENAGERS 13-15 YEARS OLD

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The paper presents a study of the impact of social networks on teenagers aged from 13 to 15 years. The study reveals some of the main ways of influencing this category of adolescents by means of social networks and information presented in them in particular. The main methods and ways of organizing an advertising campaign were studied in order to influence the adolescents of this age group. Possible areas are identified that may contribute to the development of an advertising campaign aimed at an audience of adolescents.

Key words: social networks; advertising; promotion; the target audience; teenagers; study.

The development of the information society is one of the world's leading concepts at the turn of the millennium. Today, the power of each state is determined not so much by industrial, and certainly not by military potential, but primarily by the ability to organically and timely fit into the global information space, actively create and use information resources and knowledge – the main factor of well-being in the coming information age.

The formation of the information society is a complex problem, including political and economic, socio-cultural, legal and technological aspects. Currently, technologies are being actively developed, aimed at psychological impact, mental processing, and brainwashing. In addition, in such technologies they use the most modern achievements of science and technology, in particular those of telecommunications and computer technologies. The reason for the development of such technologies is the diverse needs of businesspersons, politicians, teachers, scientists. These technologies are involved in such socially significant phenomena and processes as advertising of goods, political advertising, elections, various geopolitical processes, wars, other conflicts, etc.

Social networks, as the environment in which modern teenagers are immersed, comprise the most important factor in the development of the personality. The relevance of the research topic is due to the increasing diversity of social networks, which attracts modern adolescents. Recently, one of the main forms of youth leisure has been spending time in social networks.

Facebook, VKontakte, Instagram and other social networks are just a gift for children and teenagers who want to communicate and always be aware of what is happening in the lives of their friends and relatives. Just by opening the page of the website, they can chat with them and learn something interesting about people who are close to them (at least, about those who also have accounts on this social network).

The purpose of the paper is to identify the most effective approaches to sales promotion in social networks among teenagers of 13-15 years old. This goal determined the tasks that had to be completed. They include the study of the preferences of teenagers in social networks, analyzing the collected data, identifying the most effective advertising in the adolescent segment. Accordingly, most effective approaches to sales promotion became the object of this research, while the behavior of teenagers in social networks is the subject of this paper.

Consequently, the research hypothesis is the following: using the Internet and social networks in particular is the best way of influencing teenagers.

To determine the most effective approaches to sales promotion in social networks among teenagers of 13–15 years old, I conducted a survey using the questioner as a research method.

The survey involved 30 people: 14 men and 16 women. All respondents were asked 10 questions.

The first question was «What is your age?» to ensure that all the respondents are between the ages of 13 and 15. The next one was «What is your gender?» to have an opinion of boys and girls; thus, we get 16 girls and 14 boys.

The following questions were related to the time spent in social networks and the preferences of the respondents. The answers to the question «How much time a day do you spend on social network?» were distributed as follows: 60% (18) spend 3–4 hours, 27% (8) – 5 hours or more, 13% (4) – up to 1 hour and 0% (0) – 1-2 hours. The answers to the question «What are the most frequently visited social networks?» are the following: Instagram was chosen 26 times, VKontakte – 23 times, Facebook – 3, YouTube – 2, Twitter – 1, and Steam – 1 time. The question «What are the most frequently used messengers?» got the following replies: Viber was chosen 18 times, Telegram – 17 times, WhatsApp – 4, Messenger – 2 and Discord – 1 time.

The respondents' answers to the question «Do social networks affect your choice (clothes, food, music, videos, and places to visit)?» were like this: 67% – 20 of them – are affected by social networks. 27% – 8 of them – think that they are not influenced by social networks and 0% find it hard to answer.

The questions that will follow further represent the preferences of the respondents in trusting one or another source and the most interesting information in the opinion of teenagers. «Information from which source do you

think is most competent?»): 15 people chose VKontakte as the most competent source, 12 chose Instagram, 9 – YouTube, 2 – Facebook, 1 – Google and 1 – verified informational sources. «What information do you most often pay attention to?» This question is about preferences of the respondents. Pictures are most attractive to the respondents, and 56% (17 people) chose this option, text has the second position among teenagers and 30% (9 people) chose it, audio records and videos have 7% or 2 votes each.

To identify preferences, we asked to choose a more attractive image between black and white and color, and more attractive text between normal and with emoji. In the case of the image, 25 respondents chose the color one as more attractive, this is 83%. Only 5 people chose black and white, and this is 17%. In the case with the text, the teenagers chose the one with emoji in 77%, and these are 23 votes. The text without emoji was chosen by 7 people, which is 23%.

The above study analyzed the behavior of teenagers aged 13 to 15 years. According to it, you can identify the standard behavior of adolescents on the Internet and in particular in social networks as well as the most attractive information in their opinion. Therefore, it is possible to calculate the standard advertising content and the most acceptable ways of its distribution of advertising, which can bring profit to companies targeting the adolescent segment.

Thus, information on such social networks as Instagram and VKontakte will be the most viewed and also the most trusted among teenagers. The content of the advertising message should consist of a picture or a photo containing bright colors as well as text with eye-catching emoji.

Thus, social networks affect teenagers, their behavior and choice. Proper usage of them along with the right tools can affect sales among the adolescent segment and affect the perception of the product by adolescents in the market.

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