Introduction:

One of the most popular social media, Facebook has risen from around 350m users to almost 550m in just a year. Similarly, some other famous platforms such as twitter, linkedin, google+ have seen tremendous growth in past few years. In recent years, we have started to see social media seriously as something that affects businesses on every level, rather than just marketing, PR or customer service.

Another trend for social media that has started recently and will continue in near future is the use of mobile phones to access social media websites. The telecom revolution has also boosted the social media revolution to an important percentage. There is very strong correlation between mobile use and social media which actually isn't only a new phenomenon, but now we're seeing products and services launched that effectively and innovatively tie the two together. The present day marketing battlefield has been given newer dimensions and many companies have been successfully using social media to effectively launch, advertise and push their products and services particularly among the young generation in India. It has also emerges as a very powerful tool for the purpose of brand building among the said crowd. Even the location based services like places and deals with reference to particular selected location, offered by internet has extended the use beyond the traditional socialization purposes. In future we can see some of the most traditional shopping experience being converted to digital rather than physical.

The recent studies conducted in an attempt to understand the complexity of social media, looking at the underlying motivators, and investigating the role social media plays in youngsters’ lives. Building relationships is one of the main drivers for young generations to use social platforms, not only enhancing already close relationships but also forming new ones. The perception that a lot of their friends behave similarly also drives use across all platforms, as does the need to find out about new and cool things. When youngsters use the social media, they are always on the prowl, open and receptive to "new and cool" things that feed their interests.

It's commonly accepted that the presence of social media has exploded online in the last few years and has quickly become a fixture in the daily lives of young generation. But should we believe the hype? For this, we need to study the subject in depth, to understand the complexity of social media, look at the underlying motivators, and investigate the role social media plays in kids' and teens' lives.

Another interesting discussion here would be what is being young? Different countries have different age limits that define somebody ‘young’. In the study, the youngster age limit is being considered between the age groups of 15 to 35, as even in our country, 35 is said to be a young age.