



INFLUENCE OF SOCIAL MEDIA ON YOUTH-IN PERSPECTIVE OF PURCHASING HABIT

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ABSTRACT

Nowadays, one of the most popular and widely used forms of communication is social media. Nowadays, social media is used by people all over the world to communicate with each other. Social media is where people have begun to share their experiences in recent years. This also includes experiences with a product, service, or platform. People's product reviews on social media are read by thousands of people every day and have begun to affect consumers' decisions to buy. As soon as companies recognized social media's potential, they started using it to market their products. Currently, social media is utilized to effectively market products and services to a wide audience. The purpose of this essay is to ascertain how different facets of social media may affect the way that customers make purchases. Since advertisers have no control over the frequency, timing, or content of consumer conversations online, web-based social networking has attracted buyers. Businesses can modify their marketing content to appeal to their target audiences by using the research's insights into successful methods for grabbing consumers' attention and fostering engagement. The study highlights the ways in which social media activity, advertising, and the influence of influential people affect the decisions made by consumers. The results of the study are significant for the industry since a larger proportion of customer interactions now take place online. As the customer moves through the decision-making process and post-purchase evaluation, social media use has an impact on customer satisfaction during the information search and alternative evaluation phases.

Keywords: Social media marketing, consumer behavior, social media, Digital Era.

1 INTRODUCTION

Consumers today use technology excessively. Many people employ internet marketing since so many people use computers. Social media influences consumer purchase decisions by facilitating group communication. A new method of expanding your business is through web platforms. Communication between customers and sellers is changed by social media. The decision of the customer to purchase is influenced by e-commerce. Through social media, people can now discuss and exchange information about products and services.

Social media has a big impact on consumers when it comes to attempting to tell people about a certain product. Your business and goods are discovered by a large percentage of the public through social media distribution. Social evidence has emerged as a result of



people's tendency to imitate the behavior of those in their vicinity. In order to express their gratitude for the items, happy consumers frequently post reviews, comments, likes, and shares on social media.

1.1 SOCIAL MEDIA

Social media are interactive digitally mediated tools that facilitate the creation, sharing, and exchange of ideas, information, professional interests, and other kinds of expression through online groups and networks.

With more than 100 million registered users, the most popular social media sites include Facebook, TikTok, WeChat, Instagram, QZone, Weibo, Twitter, Tumblr, LinkedIn, and Weibo. Other popular networks that are often called social media services include Reddit, Discord, VK, Microsoft Teams, YouTube, QQ, Quora, Telegram, WhatsApp, LINE, Snapchat, Pinterest, Viber, and more, depending on your point of view. Wikis are examples of collaborative content creation in action.

1.2 CHARACTERISTICS OF SOCIAL MEDIA

1. **Create profiles:** Users are asked for personal data, including name, address, birthdate, kind of education, and professional information. This information is used by the website to link persons.
2. **Keep in touch with friends:** The website acts as a forum for keeping in touch with friends and family, and users are encouraged to post updates about themselves.
3. **Real-time content uploading:** Users may upload text, photos, videos, music, and even symbolic likes and dislikes if they so want. Because the most current content is displayed first, the website feels new.

1.3 ADVANTAGES OF SOCIAL MEDIA

1. A large audience is reached.
2. You may speak with your audience directly.
3. You can create material naturally;
4. You may use paid advertising services.
5. You build your brand.

1.4 DISADVANTAGES OF SOCIAL MEDIA

You may receive the following negative comments:

1. You might give yourself the chance to feel embarrassed:
2. You have to be patient for results.

1.2. FACTORS INFLUENCING CONSUMER BEHAVIOUR

Marketers try to understand customer behavior in the marketplace and the following key factors that influence that behavior:



1. **Human psychology:** A consumer's tastes and likes or dislikes for a particular product or service are influenced
2. **Social Factors:** Because humans are social animals that aspire to be accepted by everyone, they try to imitate the behaviors that are socially acceptable when they are in a complicated social setting with a wide range of individuals who have different purchasing habits. As a result, social factors have a big influence on a person's purchasing behavior.
3. **Cultural Factors:** It is thought that a person picks up a set of values, beliefs, behaviors, and preferences from the people in his life, particularly his family and other important institutions that were there when he was growing up. As a result, the cultural background of the individual's upbringing shapes their behavioral habits.
4. **Personal Elements:** A number of factors that are unique to each person affect their purchasing choices. These include things like age, income, occupation, and lifestyle.

1.3 STATEMENT OF THE PROBLEM

As the Internet quickly spreads throughout the global economy, it is commonly recognized that traditional mass media's efficacy is gradually eroding. Traditional mass media advertising, such commercial TV, radio jingles, and newspaper print ads, is the main emphasis of certain businesses' marketing campaigns.

1.4. OBJECTIVE OF THE STUDY

- To investigate what factors influence consumers' decisions to buy things advertised on social media.
- To determine which product is most suited for marketing on social media.
- To determine which social media platform is more popular with customers.

SCOPE OF THE STUDY

The study's focus is on youth, and it will help us understand how social media influences consumer behavior. Understanding the impact of social media on customer behavior has been the aim of this study. Prospective clients may be impacted by social media from the start until the moment of purchase and beyond. The study will also show the causes that motivate public purchase using social media platforms and the influence of social media on public purchasing decisions.

REVIEW OF LITERATURE

In 2025, Manish Kumar Srivastava and A.K. Tiwari In order to better understand how customers utilize the many prominent social media sites, a study was done. They have also made an effort to research how social media affects customer behavior. The study comes to the conclusion that social media has greatly influenced consumers' behavior and has become an essential component of their lives.

McClure Clair and Seock Yoo-Kyoung (2025) In this study, the impact of consumers' brand familiarity and the quality of social media content on their engagement with a brand on its social



media sites was investigated. The impact of engagement on consumers' perceptions of the brand's social media page and how those perceptions affect their desire to make future purchases from the brand were also investigated.

Philip J. Rosenberger, Man Lai Cheung, and Guilherme Pires (2024) Consumer-brand engagement and brand knowledge are examined in this study in relation to social media marketing components, including entertainment, customization, interaction, electronic word-of-mouth (EWOM), and trendiness. According to the findings, consumers' brand engagement is directly influenced by interaction, electronic word-of-mouth, and trendiness, which in turn strengthens brand awareness and knowledge.

Voramontri Duangruthai and Klieb Leslie (2024) The study aimed to conduct an empirical investigation on the influence of social media on consumers' decision-making process while making complicated purchases, which are costly and rare and are characterized by notable brand differences, high customer engagement, and risk. According to the findings, social media use affects customer happiness during the information-search and alternative-evaluation phases, with satisfaction increasing as the customer advances through the decision-making process and performs post-purchase analysis.

Michal Pilik, Miloslava Chovancova, Michael Adu Kwarteng, and Abdul Bashiru Jibril (2023) This study is to investigate the mediating function of social media platforms (SMP) and online-based brand communities (OBBC) in light of the interaction of customers' purchasing attitudes in a virtual environment. OBBC on the social media platform favorably initiates consumer-brand interaction and user-brand connection, according to the results produced by partial least square and structural equation modeling (PLS-SEM).

Carina Thurridl, Johann Fuller, Daniela Baum, and Martin Spann (2023) This study set out to examine how a social media campaign affected the introduction of a new product. The study's findings showed that campaign-related elements have a good impact on consumers' perceptions of the new product, which in turn mediates the favorable effects on their intentions to buy and their propensity to suggest it.

3. RESEARCH METHODOLOGY

3.1 Data Collection

3.1.1 Primary Data

The source of primary data is through questionnaire based on the objectives.

3.1.2 Secondary Data

The secondary data were collected from books, journals, websites and other published sources.

3.1.3 Sample Population

The population of the study is general public of Moradabad

3.1.4 Sample Size

The sample size of the study is 120.



3.1.5 Sampling Technique

The technique used for selecting the sample is non-random or non-probability sampling techniques. Convenient sampling is used for collecting data in this study.

3.1.6 Tool for analysis

Major tool used in the analysis process has been graphs and chart for interpreting the data collected.

Simple Percentage Analysis, Rank Analysis, Correlation Analysis

4. DATA ANALYSIS AND INTERPRETATION

The study on the influence of social media on consumers' purchasing decisions is analyzed and interpreted in this chapter using data from a survey completed by 120 respondents chosen from Moradabad.

This chapter contains 3 different analyses namely:

- Simple percentage analysis
- Rank analysis
- Correlation analysis.

4.1 SIMPLE PERCENTAGE ANALYSIS

The percentage can be calculated by using the formulae.

$$\frac{\text{Actual respondents}}{\text{Total number of respondents}} \times 100$$

Table: 1 USE SOCIAL MEDIA FOR

USE SOCIAL MEDIA FOR	NO OF RESPONDENTS	PERCENTAGE
Chatting	37	50.8 30.83
Shopping	35	43.3 29.16
Information	42	63.3 35
Make friends	06	19.2 5
Total	120	100

Source: Questionnaire



INTERPRETATION

Utilization of social media by respondents is displayed in the above table. Social media is used for chat by 30.83percent of respondents, shopping by 29.16percent of respondents, information by 35percent of respondents, and friendship-making by.

Table: 2 TIME SPEND ON SOCIAL MEDIA

TIME	NO OF RESPONDENTS	PERCENTAGE
1-5hours	93	77.5
5-10 hours	24	20
10 hours & more	3	2.5
Total	120	100

Source: Questionnaire

INTERPRETATION

The hours spent by respondents on social media is displayed in the table above. Seventy-seven percent of respondents spend one to five hours a day on social media, twenty percent spend five to ten hours, and two percent spend ten hours or more.

Table: 3 PREFERRED SOURCE OF INFORMATION FOR BUYING DECISIONS

SOURCE OF INFORMATION	NOOF RESPONDENTS	PERCENTAGE
Company's Website	26	21.7
Social media	59	49.2
Advertisements	15	12.5



Friends& relatives	20	16.7
Total	120	100

Source: Questionnaire

INTERPRETATION

The preferred source of information for purchasing decisions is displayed in the above table. Among respondents, the company website is preferred by 21.7percent, social media by 49.2percent, advertisements by 12.5percent, and friends and family by 16.7 percent.

Table: 4 INFLUENCE OF SOCIAL MEDIA

SOCIALMEDIA	NOOF RESPONDENTS	PERCENTAGE
Instagram	65	54.2
Facebook	16	13.3
YouTube	38	31.7
Twitter	1	0.8
Total	120	100

Source: Questionnaire

INTERPRETATION

The aforementioned table illustrates which social media platforms have an impact on respondents' shopping decisions. YouTube influences 31.7percent of respondents' purchase decisions, Facebook influences 13.3percent, Instagram influences 54.2percent of respondents' purchase decisions, and Twitter influences 0.8percent of respondents' buy decisions.



Table: 5 FACTORS DRIVES TO TRY NEW PRODUCTS

FACTORS	NO OF RSPONDENTS	PERCENTAGE
The frequent exposure of product	32	26.7
Visual elements of advertisement	26	21.7
High discounts on product	40	33.3
How much a product is liked, commented & shared By others	22	18.3
Total	120	100

Source: Questionnaire

INTERPRETATION

The sort of purchase a responder made after seeing an advertising on social media is displayed in the table above. 25percent of respondents bought cosmetics, 23.3percent bought clothing, 46.7percent bought electronics, and 5percent bought other items such mobile phones, sketching supplies, skin care products, household necessities, and hair oil. The remaining 5 percentmade no purchases.

Table: 6

TYPE OF PURCHASE AS A RESULT OF AN ADVERTISEMENT ON SOCIAL MEDIA

TYPE OF PURCHASE	NO OF RESPONDENTS	PERCENTAGE
Beauty products	30	25
Apparels	28	23.3
Electronic goods	56	46.7
Others	6	5



Total	120	100
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Source: Questionnaire

INTERPRETATION

The following table displays the kind of purchase made by a responder as a result of an advertising that appeared on social media. Twenty-five percent of respondents bought cosmetics, twenty-three percent bought clothing, forty-seven percent bought electronics, and five percent bought other items such mobile phones, needs for the house, skin care products, and hair oil.

Table: 7

ACQUIRE INFORMATION ABOUT PRODUCT/ SERVICES THROUGH WHICH SOCIAL MEDIA

SOCIAL MEDIA	NO OF RESPONDENTS	PERCENTAGE
YouTube	53	44.2
Instagram	50	41.7
Facebook	16	13.3
Twitter	1	0.8
Total	120	100

Source: Questionnaire

INTERPRETATION

The chart above illustrates which social media sites respondents would use to learn more about a product. 44.2 percent of responders answer on YouTube, 41.7 percent on Instagram, 13.3percent on Facebook, and 0.8 percent on Twitter.



Table: 8

PROMOTIONS, DISCOUNTS AND DEALS ON SOCIAL MEDIA INFLUENCE YOUR BUYING BEHAVIOUR

INFLUENCEYOUR BUYINGBEHAVIOUR	NOOF RESPONDENTS	PERCENTAGE
Strongly agree	26	21.7
Agree	79	65.8
Disagree	14	11.7
Strongly disagree	1	0.8
Total	120	100

Source: Questionnaire

INTERPRETATION

The above table illustrates that social media promotions, discounts, and offers impact respondents' purchasing decisions. 21.7 percent highly agree; 65.8 percent agree; 11.7 percent disagree; and 0.8 percent severely disagree.

RANKING ANALYSIS

Table: 1

LEVEL OF SATISFACTION BY THE RESPONDENTS

FACTOR	VERY HIGH (4)	HIGH (3)	NEUTRAL (2)	LOW (1)	TOTAL	RANK
INSTAGARAM	50	47	19	4	120	I
	200	141	38	4	383	
FACEBOOK	26	37	48	9	120	III
	104	111	96	9	320	



YOUTUBE	38	52	24	6	120	II
	152	156	48	6	362	
TWITTER	7	29	52	32	120	IV
	28	87	104	32	251	

INTERPRETATION

According on the satisfaction levels of the 120 respondents, Instagram ranks first, YouTube ranks second, Facebook ranks third, and Twitter ranks fourth.

CORRELATION

The Correlation can be calculated by using the formulae

$$r = \frac{\sum (x_i - \bar{x}) (y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$

Table: 1

OCCUPATION AND TYPE OF SOCIAL MEDIA ON DAILY BASIS

cupation	X	Type of social media	Y
Student	92	Instagram	80
Employed	16	YouTube	28
Business	10	Facebook	9
Unemployed	2	Twitter	3

Karl Pearson's correlation method:

r=0.982428839 INTERPRETATION



The value is 0.982, which is more than zero. As a result, the employment correlates favorably with the sort of social media used on a daily basis.

Table: 2

AGE GROUP AND PERCENTAGE INFLUENCING BY SOCIAL MEDIA

Age group	X	Percentage influenced	Y
18-25	104	Below25percent	39
25-35	15	25percent to50percent	61
35-45	1	50percent to75percent	19
45&above	0	75percent to100percent	1

Karl Pearson's correlation method:

r = 0.866945 INTERPRETATION

The value is 0.866, which is more than zero. As a result, the age group has a positive relationship with the proportion impacted by social media.

5.2 SUGGESTIONS

- ❖ Improvesocial media advertisements to get more attention.
- ❖ Social media may give consumers with more information about products and services, leading to increased knowledge.
- ❖ Ensure accurate and truthful information on social media to build trust with users.
- ❖ Increase product offers and discounts on social media channels to encourage more people to shop.

4.3 LIMITATIONS OF THE STUDY

- ❖ Social media marketing is an ever-changing field. There are several journals/articles on the subject, but relatively few relate social media to changes in consumer behaviour. The study is provided in a generalized manner.
- ❖ Consumer purchasing habits may differ among countries due to cultural and value differences. This problem should be studied in several nations to obtain more precise and generalized results.
- ❖ Because the study was confined to a specified time frame. Thus, it cannot be used to analyze behavior across time since the timing is not guaranteed to be representative.π



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