

A Study of Impact of Social Media on Buying Behavior of Youth

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Abstract

This research is conducted to understand the role of social media on buying behavior of youth. For data collection questionnaire was floated among the college students and total responses were 104. With the rapid growth in technology people are getting advanced. Currently, social media is booming trend. Companies are using social media for advertising and reaching target audience. This study is designed to elucidate the multifaceted ways in which social media exerts its influence on the nuanced buying decisions of today's youth, within the dynamic landscape of the digital age.

Keywords *Social media, buying behavior, internet, marketing.*

Introduction

Social Media platforms are the daily essentials of Humans. According to Staista.com over 4.59 billion humans were using social media worldwide in 2022. Almost more than half population of the entire world uses social media. Some of the famous social median platforms are Facebook, Instagram, X (Twitter – Elon Musk changed name of Twitter to X after buying the company), Snapchat, LinkedIn, Telegram, etc.

Consumer purchases the product for his/her satisfaction according to their needs and wants. The online shopping brings a huge convenience to them. If the consumer wants anything they can simply put the words in the World Wide Web and they will find multiple options to purchase from with range of variety. Also, the internet will suggest similar products if you don't find any satisfactory products you are looking for. People not only search for the product but they also use the internet to make comparisons without any pressure of the owner of shop. Going from one shop to another or going from one brand to another is time consuming as well as tiring process. Surfing internet from one brand to another is easy and effortless. Very famous platforms for the online shopping are Amazon, Flipkart, Myntra, eBay, Ajio, etc. According to similarweb.com Amazon is the most visited eCommerce website, Amazon's growth in 2023 is approximately 10% than last year.

According to me consumer goes through 6 stages in purchase process which are as follows:

1. Search of product

Consumer's look for a product or service, whether the product or service is available on the internet or is it available in the platform they prefer.

2. Selecting platform

Sometimes, consumer faces the issue of any desired product or service is not being available on their favorite platform. For ex, the product that consumer want is available on amazon but not on Flipkart.

3. Comparing on other platforms

After discovering a product or service, consumers often explore various platforms, particularly to locate the same product or service, offering at a lower price. This is also motivated by factors such as prompt delivery and efficient service.

4. Reviews

Reviews play a significant role in evaluating any product as they reflect consumer satisfaction. Companies also handle negative reviews adeptly to prevent any negative impact on their brand image.

5. Purchase Decision

After the proper evaluation of the product the consumer makes the final decision regarding the purchase of product or service.

6. Post-purchase Period

Even after making purchase decision the consumer tries to seek more and more information before getting the purchased product or service to eliminate any doubts concerning the product.

Happy consumers always suggest the other consumers regarding the purchase. They often post the stories or post about their purchase and also gives the feedback which brings the transparency about product and enhance the brand trust.

Social media has become a very important part of sellers as well as buyers. The brands are getting huge success due to online influence. Viewing the same ads many times to consumer makes them aware of the brand. Due to which the brand gains the trust of consumers as well as sales. SEO that is search engine optimization plays very huge role. Many a time when you search for any brand or product you will see the ads of same product on your social media feed, this is due to SEO. Companies are investing significant amount for the digital marketing to target specific audience. Additionally, companies are increasingly focusing on influencers for brand promotion, given their substantial following and broader audience reach.

The incorporation of social media into the consumer buying process has brought about a transformative shift in shopping habits. Online shopping provides an unparalleled level of ease, granting consumers the ability to peruse a diverse selection of products from the convenience of their own residences. The internet serves as an extensive marketplace, simplifying the process of locating items that align with consumers' individual needs and preferences.

Literature Review

“A Descriptive Study of the Effectiveness of Internet Advertising on Consumer Buying Behavior in Nagpur City”, Prof. Anup Kumar Dhare, 2018, talks about the reach and awareness that spreads through the internet. Internet advertising is a key determinant of purchase decision of the customer. “Online Shopping behavior of customers in tier 3 city of India”, Naveen Kumar, Upasana Kanchan and Abhishekh Gupta, 2017, talks about the growing rate of Online Shopping in India. People are getting advance but high-tech purchasing online is holding them back. “Impact of social media on Consumer Behavior”, Chahat Chopra and Sachin Gupta, 2020. Internet Purchasing decisions are fun for the consumers. Reviews and preferences of the former customer makes it easy for new buyer to make the purchase decisions quickly. Consumers that is social media users find it easier and enjoy process of making purchase decisions. “Impact of social media on consumer buying behavior”, 2021, that company should invest more and more in advertising. Nowadays, companies not only post photos about their product, but also following the current trends to attract the consumers. Social media is platform of purchasing product one way or another. “Impact of social media influences on purchase habit of ruler youth: a study in Bikaner district of Rajasthan”, doctor, Vijay Sharma, Dr. Rakhi Pareek and Dr. Ankur Goswami, 2022. Post pandemic scenario, things have changed rapidly, the rates of internet services have become very cheap and smart phones are affordable. you just a social media and also consumers became aware of adding reviews, comments, feedback, etc. after the purchase of product online.

Objectives of the study

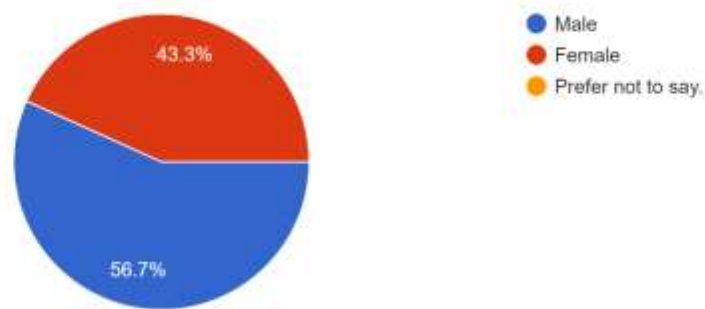
1. To find out role of social media while purchasing the product online.
2. To determine the effect of social media advertising in purchase decisions of the college students.
3. To study how product recommendations and endorsements on social media impact college students' willingness to spend.
4. To understand how college students react to social media tactics like limited-time offers and social validation.

Data Analysis and Data Interpretation

1.1 Gender: The following pie chart shows the gender distribution of the respondents

Gender

104 responses

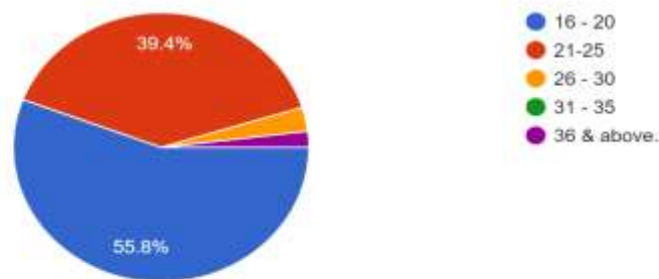


From the received responses 43.3% were female, and 56.7% were male. The collected data covers the different age groups, preferences and gender, providing a comprehensive overview of participant characteristics.

1.2 Age distribution: The following pie chart shows the age distribution of the respondents

Age

104 responses

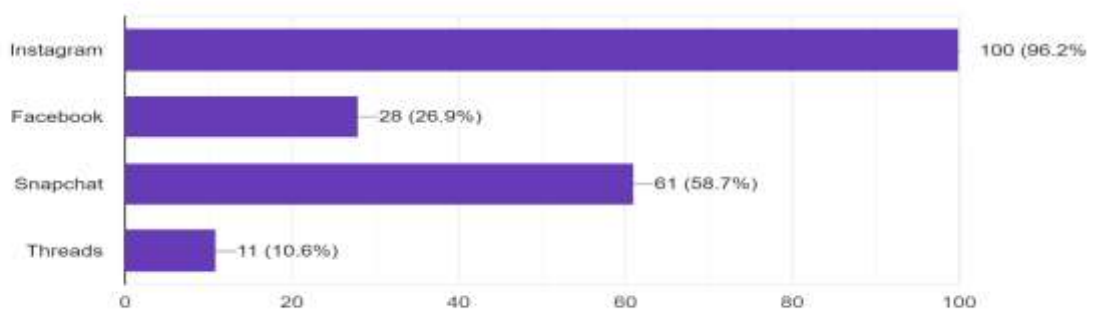


Majority of the age is 16-20 years old. Five different age groups were covered by collected data from where 55.8% were group of 16-20 years old and 39.4% were 21-25 age group

1.3 Types of social media platform used most

Types of Social media platform you use

104 responses

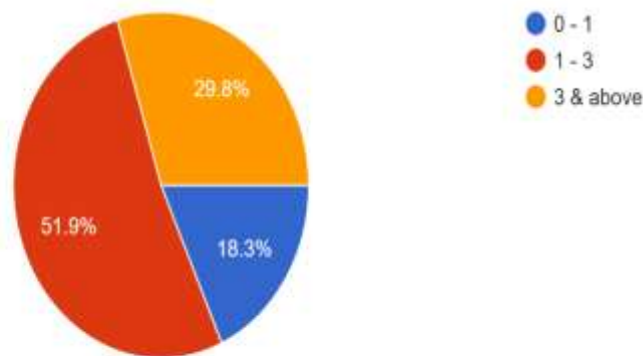


Through responses it can be observed that Instagram and snapchat are mostly used social media platforms. People choose Instagram over threads and Facebook. This inclination positions Instagram as an appealing and influential medium for companies seeking to strategically market their products and services.

1.4 Average screen time on social media (in hours)

Average time spent on social media on daily basis (in hours)

104 responses

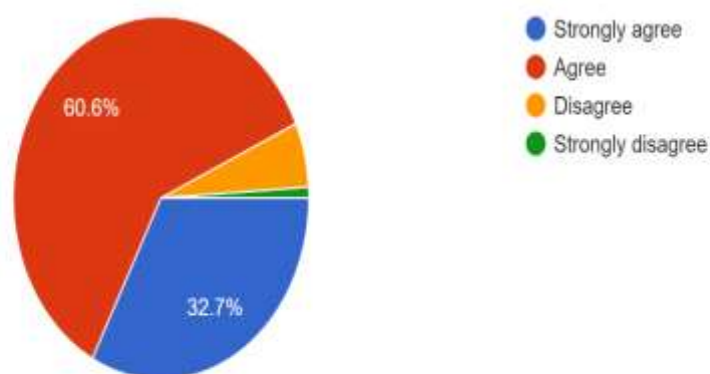


The pie chart displays how much time individuals typically spend on social media. Through this we acknowledge that most of the people spent 1-3 hours of their time on social media that is 51.9%. Further, 29.8% people spent 3 hours or more on social media and with least number of people that is 18.3% spend 1 hour on social media

1.5 Sponsored Post is a good way to reach Target Audience

Sponsored Post is a good way to reach Target Audience

104 responses

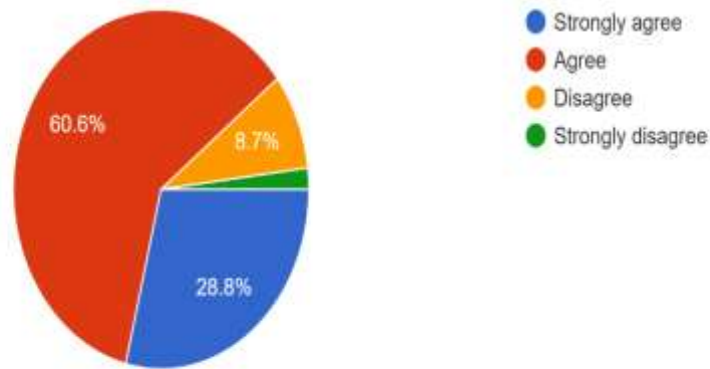


According to fig 1.5 we can clearly see that most of the people that is 60.6% agrees that sponsored post is a good way to reach Target audience, whereas, 32.7% strongly agrees on same view.

1.6 Scrolling of feeds is an interesting way of knowing about products

Scrolling of feeds is an interesting way of knowing about products

104 responses

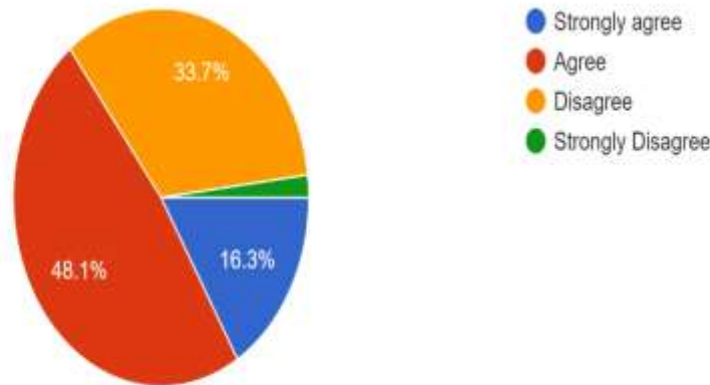


60.6% people feels that scrolling of feeds is an interesting way of knowing about products. Companies use this strategy so that targeted audience can see the products while scrolling on social media. This is most easy and effective way of reaching the target audience.

1.7 Well known influencer/celebrity impacts my buying behaviour

Well known influencer/celebrity impacts my buying behaviour

104 responses

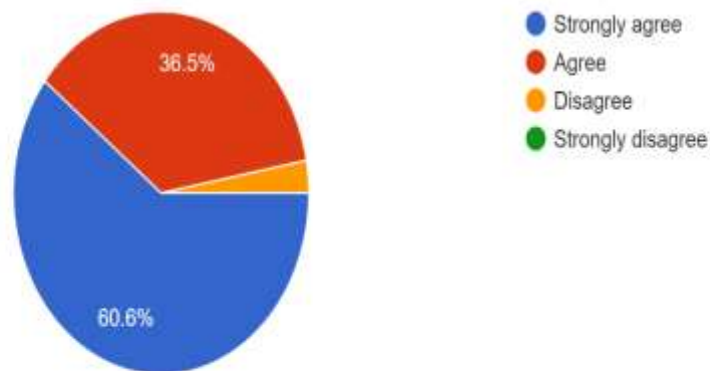


In the data analysis, it is evident that 48% of respondents acknowledge the impact of well-known influencers or celebrities on their purchasing behavior. In contrast, 33.7% hold a contrary view. These findings emphasize the diverse perspectives within the surveyed population regarding the influence of celebrities on buying decisions.

1.8 social media is a modern way of reaching young audience

Social media is a modern way of reaching young audience

104 responses

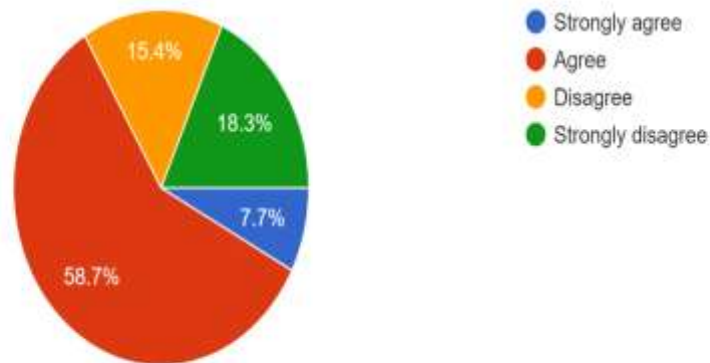


It is observed that almost 96% of people agrees that social media is a modern way of reaching young audience. Social media is great platform for marketing product and services. Social media is used to grab the targeted audience.

1.9 Tone, BGM, colour scheme in the advertisement has impacted my intensions to buy

Tone, BGM, colour scheme in the advertisement has impacted my intensions to buy

104 responses

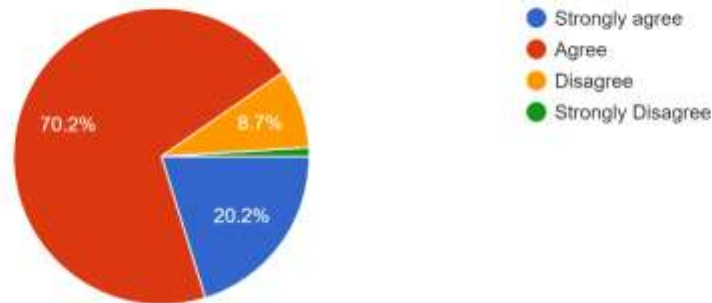


It is observed that approximately 33% people disagrees on the statement that Tone, BGM, colour scheme in the advertisement has impacted my intensions to buy, whereas, other people agree on the statement. Therefore, it is essential that elements of online ad should be considered.

1.10 Testimonials is a good way to gain target audience trust

Testimonials is a good way to gain target audience trust

104 responses

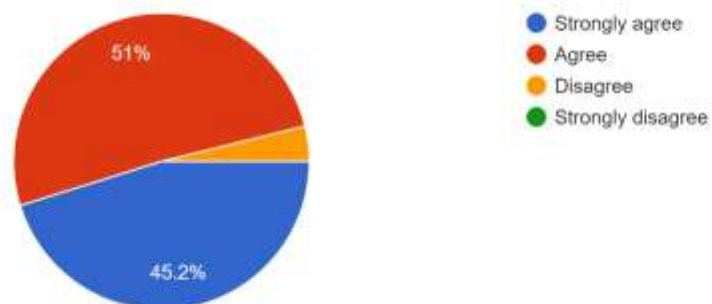


A significant majority, 70.2%, agrees, and 20.2% strongly agrees that testimonials are effective in building trust with the target audience. When making online purchases, people commonly seek ratings and feedback. Social media provides unfiltered reviews about products and services, facilitating easier buying decisions.

1.11 Online social media has eased the way Target audience interacts with products & brands

Online social media has eased the way Target audience interacts with products & brands

104 responses



Almost 90% of people agrees that social media has eased the way target audience interacts with products & brands. Social media plays a major role in consumer buying behaviour. Social media gives insights on the products and services

Findings

In modern time, social media plays a major role in consumer buying behaviour. Social media is used by almost everyone of every age group. It is noticed that somehow social media is used while buying any product or service online. Also, it is observed that new entrepreneurs are directly starting their business on social media. Algorithms of social media is very intelligent, if the posts are sponsored then social media will automatically helps in reaching the targeted audience. Scrolling behaviour exposes users to targeted advertisements seamlessly integrated into their feeds. This advertising strategy ensures that products and services reach their intended audience effectively, aligning with the personalized and dynamic nature of social media content consumption. As consumers progress through the purchasing journey, the transparency provided by testimonials on social media not only aids decision-making but also fosters a sense of trust and credibility. The act of happy consumers sharing their experiences amplifies the brand narrative, creating a ripple effect that resonates with potential buyers, thereby influencing purchasing decisions in the dynamic landscape of online commerce.

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