

Major Research Project Report on
A Study on the Impact of Social Media
Marketing on Consumer Purchase Decisions
Among Youth

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DECLARATION

I, **Simran**, hereby declare that the Major Research Project Report entitled “**A Study on the Impact of Social Media Marketing on Consumer Purchase Decisions Among Youth**” submitted to Delhi Technological University is a record of my original work. This project report is submitted in partial fulfilment of the requirements for the award of the degree of MBA in Finance & Marketing.

I also declare that this project report has not been submitted to any other university or institute for the award of any degree or diploma.

Simran

24/DMBA/278

Date:

ACKNOWLEDGEMENT

I want to express my sincere gratitude to all those who supported me throughout the course of this Major Research Project titled “A Study on the Impact of Social Media Marketing on Consumer Purchase Decisions Among Youth”.

This project has been submitted to esteemed faculty member Dr Yogesh Sharma, Assistant Professor of the Delhi School of Management, Delhi Technological University.

I am equally grateful to my peers, friends and family for their unwavering support, motivation, and understanding during the entire journey of this project.

This work would not have been possible without the contributions of each of the aforementioned individuals, and I express my deepest appreciation to all.

Simran

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Date:

CERTIFICATE

This is to certify that the Major Research Project report titled **“A Study on the Impact of Social Media Marketing on Consumer Purchase Decisions Among Youth”** is submitted by Simran, 24/DMBA/278 to Delhi School of Management, Delhi Technological University, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) during the academic year 2025-2026.

Dr. Yogesh Sharma

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ABSTRACT

This study is to evaluate impact of social media marketing on consumers purchasing decision in particular how digital platforms influence buying behavior, brand perception, and purchase intent in this digital and interactive world. The motivation for this study arose from the rapidly increased utilization of social media by the youth and an understanding of the growing role of digital marketing in today's businesses to connect with the target consumers. Brands have utilized social media networks such as Facebook, Youm Tube, X for communicating with their target consumers hence they have now become an indispensable marketing tool in influencing thoughts and decisions to buy. Social media marketing is now a commonplace practice but the correlation between social media marketing parameters & young consumers buying decision behavior is still not well understood. Therefore this study attempts to provide an in-depth and data driven investigation of the correlation between social media marketing activities and consumer buying behavior among the youth.

The research employs quantitative approach a descriptive research design analyze the impact of social media marketing on the consumer buying decision. Youth consumers including students and working young professionals as a research target, were chosen due to their avid utilization of digital platforms, where they interact and engage with ads, social media influencers, and brand promotions extensively. Primary data collection done through questions, distributed to respondent across different demographics. Factors such as advertisement on social media, influence marketing, e-WOM, consumer's brand interaction, product reviews, promotional offers, and quality of content are incorporated into the study to assess their influence on consumer buying behavior. Secondary data is collected from Journals, and online publications to supplement the theory building regarding consumer behavior, and digital marketing trends.

Descriptive statistics reveal that social media is inseparable part of young consumers' life, influencing their awareness, choices and final decisions to buy. Young consumers are heavily influenced by consumers' buying decisions through visually appealing content, recommendations of their social media influencers and reviews by fellow consumers. The respondents majority state that social media is one of the top

sources for consumerism pre purchase. The correlation study revealed a +ve association between socialmedia utilization and purchase intention, indicating that the interactive marketing methods adopted via social media contribute to consumer buying behavior positively among the youth.

The study also indicates that the trust from peers and celebrity endorsement coupled with a good brand image and consumer-customer interaction lead to a successful purchase decision. Consumers will believe the recommendations made by people they trust and know and a purchase decision will be likely based on favorable reviews. Targeting advertisement on social media and the use of interactive marketing methods through digital platforms improve consumers attention and brand recall but it negatively influences the level of trust that consumers have for such advertisements and a potential for misleading ads and fraudulent reviews due to concern about their privacy may arise. Firms that take advantage of the digital platforms as communication, engagement, and promotional channels for their business will likely win and retain customers. The findings contribute significantly towards marketer, business firms and policy makers regarding the growing significance of digital marketing in affecting consumer behavior among the youth.

It is highlighted that social media marketing have become a crucial part of modern business and marketing strategy, particularly firms targeting young audience will benefit more by using digital media as a communication, interaction and promotion channel to win and retain customers. This finding provides significant and valuable insight to the marketers, firms and policy makers regarding the significance of digital marketing among the young consumers.

Concluding the study, this provides an overview of the influence of socialmedia marketing on the purchasing decision of young consumer, highlighting its role in shaping their perception and buying intentions through providing entertainment, information and opportunities to engage with brands. This study suggest companies to develop authentic and interactive contents that connect with consumers and will help to enhance their marketing strategies. The future of research includes influence of artificial intelligence on social media marketing, how new digital platform is impacting consumer behavior, and long term effects of online consumer engagement on purchase intent and brand loyalty.

TABLE OF CONTENTS

Contents

DECLARATION	ii
ACKNOWLEDGEMENT	iii
CERTIFICATE.....	iv
ABSTRACT.....	v
TABLE OF CONTENT	viii
1. INTRODUCTION.....	1
2. LITERATURE REVIEW.....	8
3. RESEARCH METHODOLOGY	13
4. ANALYSIS & DISCUSSION.....	23
5. CONCLUSION.....	33
6. REFERNCES.....	38
7. ANNEXURE.....	41

1. INTRODUCTION

1.1 Introduction

Digital technology and internet connection has transformed the current marketing world at a large scale. The last ten years, social media have come out to be one of the strongest and efficient marketing and communication channel used by business all across industries. Social platforms like just like Instagram, Facebook, YouTube, Snapchat, LinkedIn, and X (formerly Twitter) have been very efficient in changing how the businesses are communicating and marketing their products to consumers and influence their purchasing decisions. Social media platforms like X has led to a revolutionary change in how the organizations communicate and market their product to their target consumer influencing the buying decision of individuals. The most vital aspect of business strategy would surely be social media marketing as it permits business firms to have direct contact with the consumer in a personalized, interactive and economical way.

Young consumers are the most tech-savvy consumer segments in today's market and the availability of mobile devices, low cost internet, and mobile applications has ensured their vast use of social media. Young consumers spend an ample amount of their time on the internet engaged in numerous activities like entertainment, communication, and also in browsing and online shopping; due to this social media marketing is becoming the preferred area for investment for businesses as the platform allows business firms to have reach to thousands of young consumers and significantly influences their buying behavior.

Socialmedia marketing refers to the use of social media networks to create, deliver, and distribute marketing message and influence consumer behavior and attitude. Businesses, by utilizing social media marketing gain the advantages of interaction on two way basis with their target consumers which include likes, shares, reviews, comments, reels, live sessions, influencer collaborations, customized advertisements, etc which create new and advanced forms of digital marketing which influence consumer behavior, preference and buying intent, product review, etc.

Youth customers have emerged as one of the most powerful and digitally active consumers. Their buying decisions are influenced by social media advertising, influencer suggestions, online ratings, e-WOM, promotional offers and the communication between consumers. Many youth customers use social media for searching for and comparison of products/services before purchase, reading of reviews, gaining information about products

and checking the results of a product when used by influencers. Thus, social media has become an important information provider and an influential purchase behavior creator. Over last some years, the influencer's importance marketing within social media marketing is rapidly increasing as social media influencers, through their relevant content, product demos, reviews, and lifestyle information, shape consumer sentiment. Young customers look at influencers as believable and genuine, which further elevates the importance of social media influencer promotions. Online reviews, ratings play a significant role in reducing consumer uncertainty when buying. Favourable online reviews/e-WOM could positively impact brands, whilst negative online reviews may have a negative influence on a purchase decision. Consequently, customers are moving towards customer engagement, online reputation management and tailor-made advertising campaigns for building consumer confidence and brand loyalty. The increase in social commerce has additionally enhanced the power of social media influence purchase behavior; online transactions have now been integrated into social media through features like, in-app buying, live selling, AI-guided suggestions and personalized ads. Social media marketing is becoming ever so relevant, but problems like fraudulent ads, fake reviews, privacy issues, excessive promotions exist and thus, consumer confidence is affected. In addition, the degree of influence created by different social media marketing elements can vary between customers and also among the demographical variables and social media usage of customers. So, it is very important to conduct systematic research for assessing the overall influence of all dimensions of SMM on youth consumers' purchase decisions.

This study intends to understand the impact of social media marketing on the youth purchasing decision-making, in relation to advertising, influencer marketing, product reviews, promotions, consumer interaction and digital content. The research intends to provides business and marketing firms, marketers and researchers with useful information regarding the impact of SMM strategies on consumers purchase decision in the current digital era.

1.2 Conceptual Background of the Study

Socialmedia marketing is a contemporary marketing practice of promoting products/services to target consumers on socialmedia platforms enhance the brand awareness & purchase decisions of customers. It can be understood as an integrated aspect of digital communication technology and marketing practices to build the interactive relationships between business and customers.

A consumer purchase decision process can be divided into different stage range from identification of needs to the purchasing decision of the consumer. As a new channel, socialmedia is very often source of product information and interaction between customers which are playing a significant role in a consumer purchases decision process in a digital world. There are many different variables which can impact the behavior of consumers, in particular social media advertisements, influencer marketing, online reviews/ratings, promotions, e-WOM and personalize digital content; all of these can impact the attitude, belief and intent of consumers and their buying habits.

The study analyses the correlation of independentvariables of socialmedia marketing and dependentvariable which is the purchaseddecision by youth consumers. Social media advertisements, influencer marketing, discount and promotional offers, and online reviews can be considered as independent variables which effect dependent variables consumer purchase decisions.

1.3 Research Problem

Social media adoption has changed the purchasing behavior and marketing practices across various industries including health care sector. Social media is perceived as an important communication channel where customers' attitudes, brand image and sales can be influenced through social media advertising, influencer partnerships, reviews and promotions.

Although digital marketing strategies are gaining immense importance, however there is a lack of understanding about the collective influence of different elements of socialmedia marketing on youth consumer purchase decisions Indian context. While past researches have examined individual factors of SMM in relation to consumer purchase decisions, such as advertisements, influencer marketing and online reviews, no studies have examined the combined impact of these factors simultaneously. Besides, research on this topic needs to be updated considering changing digital landscape, evolving social commerce trends and the

ever-changing behavior and preferences of young consumers for effective social media marketing strategies on youth customers.

1.4 Research Objectives

Primary objectives for the research:

1. To examine how social media ads influence the youth's buying decision.
2. To look into the extent to which a consumer's buying behaviour is impacted by influencer marketing.
3. To investigate influence of online feedback youth consumers' buying intention.
4. To assess the effect of discounts and promotional offers on customer behaviour.
5. To identify which platform within social media is most influential to young customers.
6. To analyze the connection between involvement with social media and buying intent.

1.5 Research Questions

The study will seek to answer for these questions:

1. How do social media ads affect a youth consumer's purchasing decision?
2. Do you feel you are getting sufficient results from influencer marketing?
3. How do customer reviews and ratings influence an online consumer's trust and purchase behavior?
4. How do promotional offers and discounts affect young customers?
5. Which social media is most impactful for consumer buying behavior?
6. Does social media marketing significantly correlate with the desire to purchase?

1.6 Significance of the Study

This study particularly significant to businesses, marketers, researchers, and policymakers in the age of social media marketing.

Research is beneficial to organizations, showing them value of effective social media marketing in influencing young consumers. The results can guide organizations in creating more profitable digital campaigns, collaborations with influencers, personalized ads, and

customer engagement strategies to improve marketing effectiveness. Marketers will note that for this study, online reviews, influencer endorsements and special offers were influential to customers' perceptions and buying intentions. It also assists marketers in understanding the changing nature of young consumers' interests and their use of digital media.

Academically, this study enhances the existing work in consumer behavior and digitalmarketing by studying the combined effect of all the socialmedia marketing elements on the buying behavior young consumers. It would also benefit policymakers and consumer protection agencies to understand concerns like misleading advertisements, fabricated reviews, privacy risks, and ethics in digital marketing, and how they contribute to the emergence of social media marketing as primary factor for present day consumers.

From an academic perspective, this study is significant for looking into the group effect of several socialmediamarketing factors the buying decision of youth consumers, a topic previously under-researched within consumer behavior and digital marketing.

Policymakers and consumer protection agencies would also find the study helpful to grasp issues pertaining to misleading advertising, fake reviews, data privacy, and ethical digital marketing.

In general, this study will help grasp how social media marketing impacts consumer behavior today.

1.7 Scope of the Study

Study would concentrate mainly on effects of social media marketing for young people's buying behavior. Our primary target consumers are youngs between the ages of 18 and 30 who use social mediaregularly.

The study would look into the impact of different factors of social media marketing like advertisements, celebrity endorsement, product reviews and ratings, discounts, and promotional offers on consumer behavior. However, the study would only focus on youth consumers and would not cover consumers from any other age group.

Data from primary and secondary sources would be collected, using questions for the former and journals, articles, books, reports, and online databases for the latter. All conclusions drawn would be limited by sample size, geographic reach and perceived opinions of the respondents.

1.8 Research Gap

According to previous research, the social media marketing and consumer behavior domains are largely covered. However, there is still scope for improvement with prior research.

Most previous studies looked at advertising, e-wom, or influencer marketing individually.

Further, much of the research was cross-market and did not effectively show the behavioral patterns of Indian youth in the fast-changing digital age. There is limited research focusing on latest developments such as social commerce, personalized advertising, recommendations through AI, and short videos, and their affect on buying behavior of young consumers.

Finally, with digital trends advancing and consumers more heavily relying on social media to find products, there's a dire need for up-to-date empirical studies in order to understand consumer preferences and purchase behavior in the modern world.

Thus, this attempts to address gaps by examining the combined effect of all socialmedia marketing factors on buying decision for youth in the Indian market.

1.9 Conceptual Framework of the Study

Conceptual framework of study highlights relationship b/w socialmedia marketing variables and purchase decision of youth.

- Independent Variables:
- Social Media Advertisements
- Influencer Marketing
- Product Reviews and Ratings
- Discounts and Promotional Offers
- Customer Engagement

The framework illustrates that socialmedia marketing actions have strong impact on consumer awareness, preferred choice, & purchase intentions for young consumers.

2. LITERATURE REVIEW

2.1 Introduction

Socialmedia marketing is important component for the current business and customer communication strategy. Social media t have become the most preferred choices among business in order to promote their products, make conversation among their customer and influence consumer behavior. Socialmedia plays greater role for youth consumer lives & due to the increasing popularity of the smartphone and internet, youth consumers are more exposed to the digital ads, influencer, online reviews and promotions now than ever before.

Socialmedia plays important role youth consumers' life where they depend on social media for various information, recommendations and purchase decisions. For business, through social media marketing strategies such as targeted advertising, and engaging content, businesses try to influence consumers and increase brand engagement.

This chapter reviews literature associated to the social media marketing and youth consumers purchase behavior. This chapter includes: Theoretical background, literature review, literature synthesis, gap in literature and conceptual frame work.

2.2 Theoretical Background

2.2.1 Consumer Behaviour Theory

Consumer Behavior theory is one approach which describes the process of selection, purchase and evaluation of products and services. Consumers purchasing decision are being influenced by psychological, personal, and cultural aspects. Social media can act as external stimulus influencing the consumers 'attitudes, preference, purchase behavior.

2.2.2 Theory of Planned Behaviour

Theory of planned behaviors by Ajzen argues that decision of purchasing is influenced by individual attitude toward behavior, social influence, and perceived control over behavior. Social media marketing influences these aspects by ads, reviews, influencers and etc.

2.2.3 Technology Acceptance Model (TAM)

TAM explain the cause of acceptance of new technologies to the end user and user experience gained through their use of the system. Social media is very accessible to the children and

youth consumers, and youth consume this platform for variety of information, entertainment and shopping purpose.

2.3 Review of Empirical Literature

Author(s)	Year	Variables Studied	Key Findings	Research Gap
Jamil et al.	2022	Digital advertising & purchase intention	Social media engagement positively influences buying behaviour	Limited Indian youth focus
Gupta & Sharma	2023	Influencer marketing and trust	Influencer promotions increase purchase intention	Did not examine online reviews
Kumar & Singh	2022	Online reviews and consumer behaviour	Positive reviews improve consumer trust	Limited focus on advertisements
Lee & Kim	2021	Social media engagement and brand loyalty	Interactive content improves customer loyalty	Limited Indian market analysis
Verma & Patel	2024	Personalized advertisements	AI-driven ads increase purchase probability	Did not study influencers
Sharma et al.	2023	Instagram marketing and youth behaviour	Reels and influencer content increase impulse buying	Small sample size
Ali & Ahmed	2022	Electronic word-of-mouth	Online discussions significantly affect buying behaviour	No analysis of discounts
Chandra & Mehta	2024	Social commerce and online shopping	In-app shopping features increase digital purchases	Limited customer engagement analysis

Author(s)	Year	Variables Studied	Key Findings	Research Gap
Kapoor & Jain	2023	Reviews and ratings	Reviews reduce purchase-related risk	Did not include advertisements
Roy & Banerjee	2025	Promotional offers and buying behaviour	Discounts strongly influence purchase decisions	Limited influencer analysis

2.4 Comparative Analysis of Literature

From the above studies can be found that socialmedia marketing has a influence on the consumer decision. Majority of the authors found that consumer buying behavior influenced positively by influencer marketings, online reviews, advertisements and tailored digital content. Gupta and Sharma (2023) and Sharma et al. (2023) found that youth consumers are highly influenced by the influencer marketing as they find that the influencer is very friendly and relatable to them. In the same way, Kumar and Singh (2022) and Kapoor and Jain (2023) found that consumer confidence before buying a product are increased through positive reviews and ratings. AI generated recommendations and customized advertisements increased the engagement of the users and impulse buying, in case of customized advertisements and social commerce. However, some research also highlighted some drawbacks such as fake reviews and misleading advertisements and over-promotion of content.

2.5 Literature Synthesis

There are many literature that indicates socialmedia marketing become important influencing factor in consumer purchasing behaviors. In most of the studies it has been found that advertisements, influencer promotions, eWOM, online reviews positively influence the consumer awareness, confidence and buying intention. Visually attractive advertisements and short video content, influencer promotions and offers strongly capture the attention of the youth consumers. Furthermore, reviews and ratings play a crucial role in minimizing the uncertainty and increasing the consumer buying confidence for an online product. In overall it can be noted that many firms are focusing on social commerce, AI based advertisements and tailored content to win the consumers and increase engagement with their business but it's quite limited regarding the youth consumers in Indian context.

2.6 Research Gaps

From the literature survey the research gaps were identified as:

1. Much of the literature analyzed social media as a single entity and looked at individual effect on consumers purchasing decisions
2. It can noticed, very few studies has been done on Indian Youth Consumers.
3. The factors of social commerce, AI based advertisements and short form video content are not extensively researched.
4. There are numerous studies which only dealt with the online buying behavior in general instead of considering different social media influences on online behavior.

This study will therefore analyze the combined influence of ads, influencer marketing, reviews, and promotions on youth consumer buying behavior.

2.7 Conceptual Framework of the Study

Independent Variables

- SocialMedia Advertisements
- InfluencerMarketing
- Product Reviews and Ratings
- Discounts and Promotional Offers
- Customer Engagement

According to the above framework youth purchase behavior is influenced by all social media activities.

2.6 Conclusion

The literature reviewed in this chapter deals with previous study conducted on social media marketing and consumer purchase behavior. From the literature it can be observed that social media advertisements, influencer marketing, reviews and promotional offers have influence on youth purchase behavior. However, there is very less study that has dealt with the joint effect of these variables in the Indian context.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

Research is a systematic scientific approach applied during collection, interpretation of data in order to achieve research objectives. It provides a scientific base for doing the research methodically and reliably. In this study we examine the effect of socialmedia marketing on youth consumer decisions by reviewing impact of advertisement, influencer marketing, online reviews, promotional offers and socialmedia engagement on youth consumer behavior.

Various section in this study included Researc design, Datacollection techniques, Questionnaire and development, scale, Reliability and validity test, Operational definition of variables, Research framework, Hypotheses development and Data analysis techniques are discussed in this chapter.

3.2 Research Design

This is an descriptive and analytical research design. Descriptive research was done in order to obtain knowledge about attitude, preference and behavior of youth consumer to the social media marketing whereas the analytical research was to analyze relationship b/w the variables like socialmedia marketing & youth consumers buying decisions.

The research conducted is a quantitative research where data are represented in form of figures which were analyzed by using percent analysis, correlation analysis, and regression analysis.

The research focuses to analyze the impact of:

- SocialMedia advertisements
- Influencer marketing
- Product reviews and rating
- Discounts and promotional offers
- Consumer trust

on youth consumers behavior of decision making.

3.3 Sources of Data

There are two sources ,Primary data and Secondary data.

3.3.1 Primary Data

Structured questions were developed using google forms acquire data. These questionnaires were sent to young customers active in the socialmedia network namely Instagram, youtube, snapchat, X(Twitter). The answers were then compiled together and used to determine various consumer behaviors and relationship between social media marketing and buying decision.

3.3.2 Secondary Data

Secondary dataX obtained from:

- Research journals
- Academic articles
- Book
- Websites
- Industry reports
- Scopus-indexed papers
- Google Scholar
- Emerald
- Springer
- ScienceDirect

Secondary data help in understanding the theoretical and gap in research and is used for research analysis.

3.4 Sampling Design

3.4.1 Target Population

Study population implies that age group to which research is carried out which is mainly young people between the ages of 18 - 30 and who are very active on the socialmedia platforms in their daily life. The group uses it for social interactions, entertainment and online shopping activities. The participants were:

- Students
- Working professionals

- Self employed

from different occupational groups and educational backgrounds.

3.4.2 Sampling Technique

The participants of the research were selected using convenience sampling method. The method is appropriate since the participants were easy available in online social network and digital platforms. Online data was collected using Google Form to have data collected by users from desired group because this study is on the research of behavior of those who are active on socialmedia. Decide the sample size and justifies.

3.4.3 Sample Size and Justification

This research comprises the data of young consumers who are active on social media and digitalmarketing. Age of respondents varies between 18 and 30 and have different occupational groups and educational background. A larger sample size will ensure to yield the results that are reliable, valid and generalizable. According to Hair et al. (2019), analysis of correlations and regressions needs an adequate sample size for meaningfulness of the interpretation and results are dependable. Time and geographical constraints had its limitations but the respondents data helps to analyze the impact of social media marketing on the youth consumers. Sample was deemed sufficient for exploratory and analytical study on digital consumer behavior.

3.5 Questionnaire Design and Development

Primary data were collected through structured questionnaires developed using Google forms. The questionnaire were derived from the existing studies previously conducted in social media marketing and consumer behavior sector which guarantees the relevancy and academic reliability of questionnaire.

The questionnaire consist of two part and are broadly divided into Demographic and behavioral question.

Section A: Demographic Information

This consists of questions based on:

- Age group

- Gender
- Education qualification
- Occupation
- Average time spent on social media daily
- Social media platforms mostly used.

Section B: Behavioural and Opinion-Based Questions

This consists of question based on:

- Noticing advertisements from social media
- Impact of social media advertisements
- Influencer marketing
- Reviews and ratings on the products
- Promotional offers
- Consumer trust
- Impulse buying tendency
- Product recommendations tendency
- Platforms usefulness

Close ended question and likert type questions are use to enable statistical analysis of the data.

3.6 Measurement Scale

This study uses a 5-point likert scale to describe the responses of respondents for opinion, preference and attitude towards the social media marketing related activities.

Table 3.1 Likert Scale Used in the Study

Scale	Interpretation
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree

Scale	Interpretation
5	Strongly Agree

Likert scale used to quantify attitudes towards advertisements, trust towards influencers, product reviews, discounts, promotional offers and purchase decision.

3.7 Reliability Analysis

Reliability means the degree to which a research instrument is stable, consistent and accurate in measuring what it purports to measure. Internal consistency reliability of the items on the questionnaire was estimated using Cronbach's Alpha.

Table 3.2 Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
SocialMedia Advertisements	4	0.81
InfluenceMarketing	4	0.84
Product Reviews and Ratings	4	0.79
Discounts and Promotional Offers	4	0.82
Consumer Purchase Decision	5	0.86

Cronbach Alpha values obtained are greater than the desired threshold value of .70, indicating that measurement instrument possesses satisfactory reliability and internal consistency.

3.8 Validity of the Study

Validity determines whether or not the measuring instrument measures correct or not.

3.8.1 Content Validity

Content validity was achieved by developing the questionnaire on the basis of;

- Research objectives.
- Relevant literature.
- Previous studies concerning socialmedia marketing and consumer behavior.

Questions included in the questionnaire were carefully drafted so as to sufficiently cover all the key variables included in the research work.

3.8.2 Construct Validity

Construct validity was obtained by developing the questions in the questionnaire to correspond to;

- Social media advertisements.
- Influencer marketing.
- Consumer trust.
- Product reviews.
- Promotion/discount offers.
- Consumer buying behavior.

The questionnaire was subsequently checked and modified to ensure clarity and comprehensibility to the target audience.

3.9 Variables Used in the Study

Dependent Variable

- Consumer Purchase Decision

Independent Variables

- Social Media Advertisements
- Influencer Marketing
- Product Reviews and Ratings
- Discounts and Promotional Offers
- Consumer Trust

3.10 Operational Definition of Variables

Table 3.3 Operational Definition of Variables

Variable	Operational Definition	Measurement Technique
Social Media Advertisements	Exposure to advertisements on social media platforms	Likert Scale
Influencer Marketing	Impact of influencer recommendations on purchase behaviour	Likert Scale
Product Reviews and Ratings	Importance of online customer reviews before purchasing	Likert Scale
Discounts and Promotional Offers	Influence of discounts and offers on purchase intention	Likert Scale
Consumer Trust	Consumer confidence in online promotions and influencers	Likert Scale
Consumer Purchase Decision	Consumer intention and actual buying behaviour	Likert Scale

3.11 Research Framework

The research framework presents the relation b/w socialmedia marketing variables & consumer decisions of youth consumers.

Independent Variables

- Social Media Advertisements
- Influencer Marketing
- Product Reviews and Ratings
- Discounts and Promotional Offers
- Consumer Trust

Dependent Variable

- Consumer Purchase Decision

The framework illustrates how the process of social media marketing is among many influences on the purchasing decisions of youth consumers.

3.12 Hypotheses Development

Based on research purpose & the literature study, the following hypotheses were developed:

H1: SocialMedia Advertisements and Purchase Decisions

H₀₁: Socialmedia advertisements have no major effect on consumer purchase decision.

H₁₁: Socialmedia advertisements have a major effect on consumer purchase decision.

H2: InfluencerMarketing and Consumer Behavior

H₀₂: Influencermarketing has no major effect on consumer behavior.

H₁₂: Influencermarketing has a major effect on consumer behavior.

H3: Product Reviews & Ratings

H₀₃:

Product reviews and ratings do not have a major effect consumer purchase decisions.

H₁₃: Product reviews and ratings significant effect on consumer purchase decisions.

H4: Discounts and Promotional Offers

H₀₄: Discounts & promotional offers have no major effect on consumer purchase decisions.

H₁₄: Discounts and promotional offers have a significant effect on consumer purchase decisions.

H5: Consumer Trust and Purchase Behavior

H₀₅: Consumer trust has no major effect on consumer purchase behavior.

H₁₅: Consumer trust has a significant effect on consumer purchase behavior.

3.13 Statistical Tools Used for Analysis

The responses gathered were then analyzed through various statistical and analytical methods so as to find correlation between socialmedia marketing and consumer purchasing decisions.

Statistical tools used for this study were:

- Percentage Analysis
- Frequency Distribution
- Correlation Analysis
- Regression Analysis
- Comparative Analysis
- Tabular Analysis
- Graphical Representation

The aforementioned tools helped to provide insight into the consumer's behavior and testing the hypotheses of the study.

3.14 Ethical Considerations

The procedures outlined throughout the study were followed by all and the respondents gave consent to participate in the study willingly and in turn, their responses were collected solely for academic purpose. Confidentiality of the respondent's information maintained to ensure the preservation of their privacy.

3.15 Limitations of Methodology

Study has some limitations:

- Study is focused primarily on young consumers ranging from 18-30 years.
- The sample size is comparatively smaller due to time and access constraints.
- The responses received are based on personal feelings and perceptions hence may have included respondent bias.
- The data collection is largely based on convenience type

Despite its shortcomings, the study is informative and helps understand the influence of social media marketing on consumer buying decisions in youth.

3.16 Chapter Summary

Chapter discussed the methodology employed in the study of socialmedia marketing and the consumer decisions among youth. This included the various methods employed in designing research, collecting data, developing questionnaire, measures used, testing validity and

reliability, operational definition of variables, hypotheses development, research framework and statistical tools used. The findings of this study will discussed.

CHAPTER 4

ANALYSIS&DISCUSSION

4.1 Introduction

Chapter presents the findings from a study of 120 youth consumers on how social media marketing affects their purchasing decisions. The respondents answered questions that were gathered and compiled into a structured questions that was distributed. The data was analyzed using statistical methods including percentage analysis, frequency distribution, correlation analysis, regression analysis, ANOVA and graphical representation. This analysis is focused on understanding how advertising information, influencer marketing, reviews and product ratings, sales promotions and offers, and consumer trust influence youth buying behaviors.

4.2 Demographic Analysis of Respondents

4.2.1 Agewise Distribution of Respondents

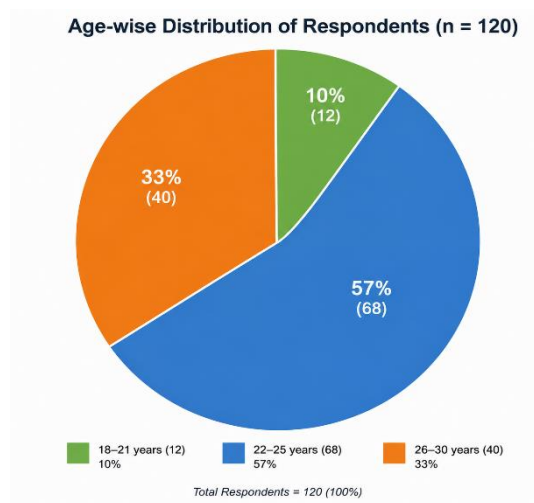
Table 4.1 Agewise Distribution

Age Group	Frequency	Percentage
18–21 years	12	10%
22–25 years	68	57%
26–30 years	40	33%
Total	120	100%

Interpretation

A majority respondents, 57%, fall between the ages of 22 and 25. This indicates a strong usage of social media platforms by young adults.

Graph



4.2.2 Genderwise Distribution

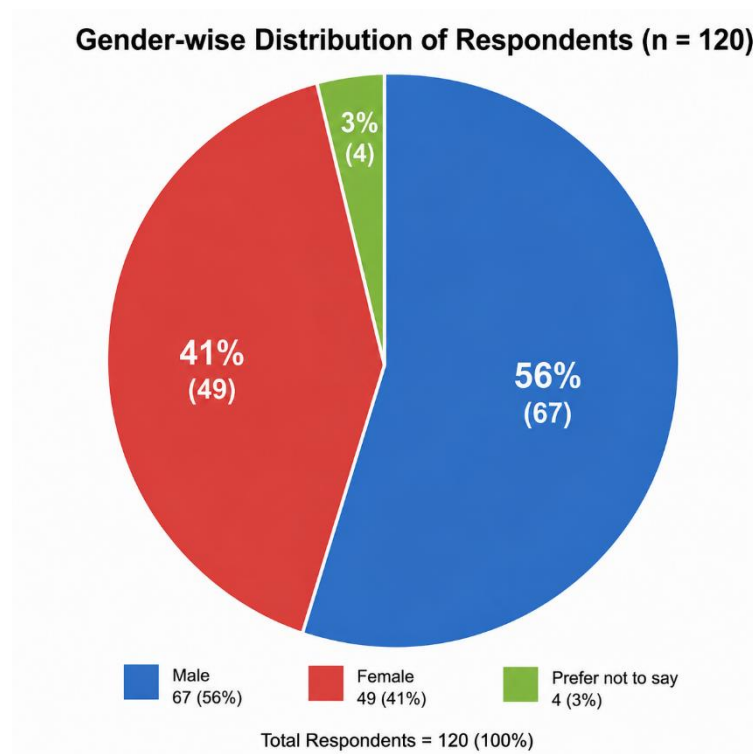
Table 4.2 Genderwise Distribution

Gender	Frequency	Percentage
Male	67	56%
Female	49	41%
Prefer not to say	4	3%
Total	120	100 %

Interpretation

There are slightly more male respondents (56%) than female respondents (41%). This gender representation allows for analysis of buying behavior across both demographics on social media platforms.

Graph



4.2.3 Occupation-wise Distribution

Table 4.3 Occupation-wise Distribution

Occupation	Frequency	Percentage
Working Professionals	70	58%
Students	35	29%
Self-employed	10	8%
Salaried Employees	5	5%
Total	120	100%

Interpretation

The largest segment of the sample consisted of working individuals (58%). However, youth and student consumers were a significant group, making up 29% of the total respondents.

4.2.4 Average Daily Time Spent on Social Media

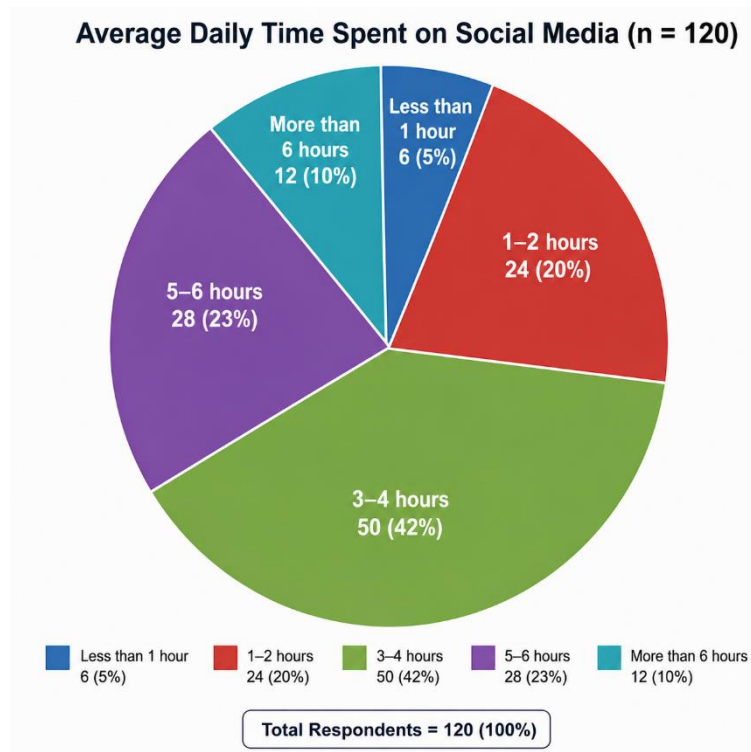
Table 4.4 Daily Social Media Usage

Time Spent	Frequency	Percentage
<1 hour	6	5%
1–2 hours	24	20%
3–4 hours	50	42%
5–6 hours	28	23%
More than 6 hours	12	10%
Total	120	100%

Interpretation

The vast majority of respondents (all of them) spend between three and four hours daily on social media. This amount of time spent online would predictably increase their exposure to ads, promotions, and online marketing strategies.

Graph



4.3 Social Media Platform Analysis

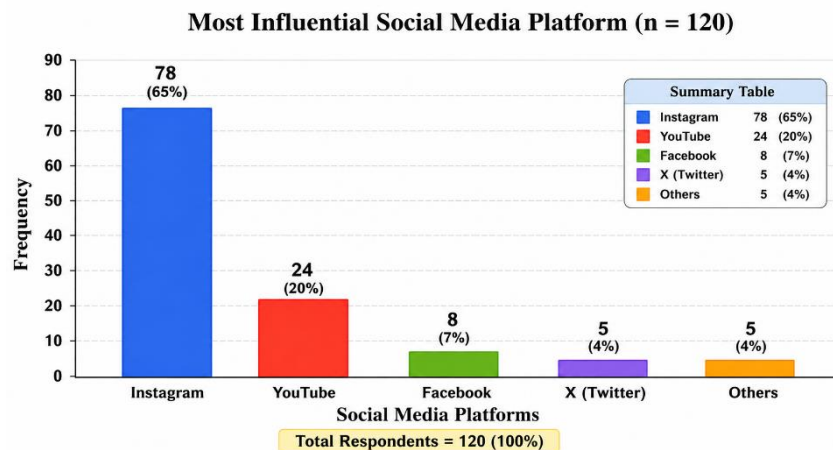
Table 4.5 Most Influential Social Media Platform

Platform	Frequency	Percentage
Instagram	78	65%
YouTube	24	20%
Facebook	8	7%
X (Twitter)	5	4%
Others	5	4%
Total	120	100%

Interpretation

Instagram was the most impactful platform amongst respondents, primarily due to its popular reels, its extensive influencer network, and visually appealing content. The next most influential platform was YouTube, driven by reviews of products and video advertisements.

Graph



4.4 Purchase Behaviour Analysis

Table 4.6 Purchase After Viewing Social Media Content

Response	Frequency	Percentage
Yes	92	77%
No	28	23%
Total	120	100%

Interpretation

Over 80% of respondents revealed that they made purchases based on advertisements they had encountered on socialmedia. This implies socialmedia marketing has strong influence on way youth decide to make purchases.

4.5 Correlation Analysis

This step sought to find the relationship between social media marketing behaviors and consumer purchase decisions.

Table 4.7 Correlation Matrix

Variables	Correlation Coefficient (r)	Relationship
Advertisements & Purchase Decisions	+0.73	Strong Positive
Influencer Marketing & Purchase Decisions	+0.69	Positive
Discounts & Purchase Decisions	+0.81	Strong Positive
Product Reviews & Purchase Decisions	+0.64	Moderate Positive
Consumer Trust & Purchase Decisions	+0.71	Strong Positive

Interpretation of Correlation Analysis

We found that the socialmedia marketing behaviors correlated positively with purchasing decisions and that there were significant p-values throughout the variable relationships. The most impactful item on the purchase decision was sales promotions and offers, which had a correlation value of $r=0.81$. Consumer trust, although with a lower but still positive relation with ads, had strong associations with them. Consumer buying decisions are influenced by influencer marketing, and product reviews are positively associated with increased trust and purchase decisions. This proves that social mediemarketing actions impact consumer's buying habits significantly.

4.6 Regression Analysis

Regression analysis was employed to determine how each of the independent variables affects the dependent variable (purchase decision).

Regression Equation

$$\text{Purchase Decision} = \beta_0 + \beta_1(\text{Advertisements}) + \beta_2(\text{Influencer Marketing}) + \beta_3(\text{Discount Offers}) + \beta_4(\text{Product Reviews}) + \beta_5(\text{Consumer Trust}) + \varepsilon$$

4.6.1 Model Summary

Table 4.8 Model Summary

R	R Square	Adjusted R Square	Std. Error
0.87	0.76	0.74	0.38

Interpretation

The regression model showed that an R-value of 0.76, indicating that 76% of variation in purchase decisions could be accounted for by the factors analyzed. This suggests a strong explanatory power within the model.

4.6.2 ANOVA Table

Table 4.9 ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	92.84	5	18.56	28.74	0.000
Residual	36.81	114	0.32		
Total	129.65	119			

Interpretation

The analysis was statistically significant ($p < 0.001$), meaning that there is a high likelihood that the variables together have a significant influence over purchase decisions made by youth consumers.

4.6.3 Regression Coefficients

Table 4.10 Regression Coefficients

Predictor Variable	Beta (β)	t-value	p-value	Result
Advertisements	0.44	5.62	<0.001	Significant
Influencer Marketing	0.35	4.18	0.001	Significant
Discounts & Offers	0.52	6.47	<0.001	Significant
Product Reviews	0.28	3.26	0.003	Significant
Consumer Trust	0.39	4.92	<0.001	Significant

Interpretation of Regression Results

The regression indicated all independent variables had positive effects for consumer purchase decisions. The independent variable with the greatest effect on purchase decisions was sales promotions and offers ($\beta = 0.52$). Advertisements significantly contributed to consumer behavior due to visual content and repeat exposure. Influencer marketing leads to awareness, product interest and trust. Product reviews lead to buying confidence as they reduce uncertainty. Lastly, trust with consumers has a positive association with buying intent.

4.7 Hypothesis Testing

Table 4.11 Hypothesis Testing Results

Hypothesis	p-value	Result	Conclusion
H1: Advertisements influence purchase decisions	<0.001	Supported	Significant positive impact
H2: Influencer marketing affects buying behaviour	0.001	Supported	Positive significant relationship
H3: Product reviews affect purchase decisions	0.003	Supported	Positive significant impact

Hypothesis	p-value	Result	Conclusion
H4: Discounts influence purchase decisions	<0.001	Supported	Strongest positive influence
H5: Consumer trust affects buying behaviour	<0.001	Supported	Significant positive relationship

4.8 Major Findings of the Study

The study found:

1. Instagram's reels, celebrity endorsements and aesthetically pleasing content makes it the top influential social media marketing platform among the youth consumer segment.
2. Most young people spend about three to four hours daily on the sites, and these figures lead to extensive consumer exposure to ads.
3. There's an affirmative relationship between the ads that people see online and their purchasing habits.
4. A substantial increase in buying decisions is reported as a result of promotions and discount offers.
5. Influencer marketing helps to increase consumer trust and brand awareness.
6. Customers feel that their purchasing confidence is considerably impacted by reviews and ratings that they read.
7. Consumer trust has an impact on their decision-making in the sense of creating purchase intention which drives their online behavior.

Overall, youth consumers were shown to be positively affected by social media marketing activities.

4.9 Chapter Summary

The data collected by means of a questions asking youth consumers how social media marketing impacts their decisions about buying products and then this data was analyzed and interpreted in this chapter. It examined the demographic profile, favorite platforms, correlation testing of the data. The results confirm influence that ads, influencers, reviews, deals, and consumer trust play on purchasing behavior online.

CHAPTER 5

CONCLUSION

5.1 Introduction

Chapter discusses conclusion of study, by analyzing & interpreting data. It concludes the main implications of social mediamarketing on purchase behavior of youth consumers and includes managerial, practical and strategic implications, theoretical contribution.

5.2 Conclusion

Study was conducted to analyze the impact of socialmedia marketing on purchase behavior of youth. It examined the influence of socialmedia ads, influencer marketing,

product reviews and ratings, discounts and promotional offers and consumer trust on purchase behavior in the digital world.

Results indicate that social media marketing has a positive and significant influence on purchase decisions of youth. Social media websites have become an effective medium for providing customers information about the product, entertaining customers, rate their choices and advertisements, which have significantly influenced consumer behavior and purchase intention. The majority of respondents spend hours on social media websites daily, and they are influenced by ads and marketing messages of products at a greater extent.

Instagram was found to be an influencing social media marketing platform among the youth consumers. It provides content like short-form videos, reels, product images, influencer campaigns. Another major social media platform is YouTube, wherein reviews, demonstrations, advertisements influence purchase decisions.

Discounts and promotional offers played an important role in impacting the consumers purchase behavior and choices. Price discount, promotion campaign and limited period offers attract consumers toward purchases on social media. Advertisements and Influencer Marketing significantly impact consumer purchase decision and preferences.

Reviews and ratings from customers make easier the pre purchase consumer's purchase decision for a product. Consumer reviews on products enhance customer's trust and make them confident to buy the product. Consumer trust is another important aspect which makes the consumer to make purchases.

All social media marketing variables confirmed positive and significant impact on the consumers purchasing behavior on the social media, which proved through the correlation and regression. Thus, study concludes that, at present day the social media marketing is an effective tool which influences the buying behavior of the consumers.

5.3 Managerial Implications

Findings of this research help the marketers, business personnel and the digital strategists to formulate the effective marketing strategies to be applied in social media and improve their sales.

1. Since Instagram and Youtube is visually more appealing platform which helps to increase the reach and visibility among the consumers they are to be widely used by the enterprises.
2. As influencer recommendation have significant impact on consumer trust and purchase intentions, the companies must work upon leveraging the influencers for promotion of their brand/products.
3. Enterprises need to provide consumers discounts and offers and time-limited campaigns on regular intervals which will boost consumer interaction and online purchases.
4. The organizations must actively participate to influence customer trust and perception positively by making an effective and responsible use of their internet reputation and by monitoring the customer's reviews.

The marketers must take efforts in developing the authentic and interaction-oriented digital content in social media so as to improve the customer relations and build brand loyalty.

5.4 Practical Implications

The result of this research helps those working in digital marketing as well as for people who are into a business in the online market to have practical considerations for their operations.

- Using personalised advertisement and targeted marketing strategy it helps to increase traffic among more youth consumers toward the company.
- Creating interactive content like short videos, reels etc in social media will increase customer's engagement with the brand/products.
- Brands must monitor the customers online behavior and preferences on various platform to derive better promotion plan.
- Building good customer relation through online interactions and providing quick responses would increase customer's satisfaction and trust toward the brands.

Businesses must try to be more honest in social media promotion with influencers so that no negative impression is formed among the customer.

5.5 Strategic Recommendations

The following recommendations can be provided to the business on the basis of the conducted study:

1. Enhance investments in social media marketing and digital communication activities to reach the youth consumers.
2. Select such influencers for promotional campaigns whose personality is more compatible with the brand, their values align and are relevant to the target audience.
3. Organizations must provide customers more chances to give feedback and provide reviews which enhance their credibility on social media.
4. Use personalised recommendation and AI-powered tools to tailor customer's shopping experience and promote products based on their needs.
5. Focus more on mobile-friendly content and social commerce capabilities on mobile, as the young consumers make purchase through mobile application.

Collect customer data with regards to behavior, preferences using data analysis so as to frame better marketing campaigns.

5.6 Theoretical Contribution of the Study

The study adds to the existing knowledge about social media marketing and consumer behavior by investigating the influence of advertisements, influencer marketing, reviews, promotional offers, and consumer trust on the purchase of youth consumers.

This study contributes to the following theories:

- Consumer Behaviour Theory
- Theory of Planned Behaviour
- Technology Acceptance Model
- Social Influence Theory

All these social media marketing factors have contributed to the attitude, trust, preferences and the purchase decision of consumers in the digital world. The rise of social commerce and influencer marketing and personalised digital ads also provide new dimensions of study for youth consumers in Indian markets.

5.7 Limitations of the Study

Study has some limitations as stated below:

1. Sample for the study consists youth consumers aged between 18-30 years and other age groups have not been considered for the study.
2. The study has used convenience sampling, which can affect the generalizability of the study results.
3. The respondent's replies are subjective, and therefore bias can be formed on the basis of consumer's thoughts and beliefs.
4. The study has been focused on the few factors that influence the customer buying behavior and cannot cover all the aspects.

Limited data collection and analysis due to the constraints of time and accessibility.

5.8 Scope for Future Research

The following topics considered for future research:

1. Similar research should be conducted on a larger sample size across various geographical locations.
2. Comparative study among different age groups and various other demographic variables.
3. Role of emergent technologies such as AI, VR, AR on digital consumer's purchase behavior.
4. Comparative studies between different social media platforms and between different industries.
5. Detailed studies with advanced statistical methods like structural equation modeling and factor analysis for better and deep insights.
6. Role of influencer marketing and social commerce in brand loyalty and customer retention can be further researched upon.

CHAPTER 6

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CHAPTER 7

ANNEXURE

7.1 Questionnaire

Title of Study

A Study on the Impact of Social Media Marketing on Consumer Purchase Decisions Among Youth

Consent Statement

Dear Respondent,

I am conducting a research study as part of my MBA project to understand the impact of social media marketing on consumer purchase decisions among youth consumers. The information provided by you will be used strictly for academic purposes only and will be kept confidential.

Section A: Demographic Information

1. Name : _____

2. Age Group

- 18to21 years
- 22to25 years
- 26to30 years

3. Gender

- Male
- Female
- Prefer not to say

4. Educational Qualification

- Undergraduate

- Graduate
- Postgraduate
- Other

5. Occupation

- Student
- Working Professional
- Self-employed
- Salaried Employee
- Other

6. Average Daily Time Spent on Social Media

- < 1 hours
- 1to2 hours
- 3to4 hours
- 5to6 hours
- > 6 hours

7. Which social media platforms do you use regularly?

- Instagram
- YouTube
- Facebook
- Snapchat
- LinkedIn
- Twitter
- Others

8. Which social media platform influences your buying decisions the most?

- Instagram
 - YouTube
 - Facebook
 - Snapchat
 - X (Twitter)
 - Others
-

Section B: Consumer Behaviour and Social Media Marketing

9. How frequently do you notice advertisements on socialmedia?

- Very Frequently
- Frequently
- Occasionally
- Rarely
- Never

10. What type of social media content attracts you the most?

- Influencer promotions
- Product reviews
- Short videos/Reels
- Brand advertisements
- Discount offers
- Memes/Trending content
- User-generated content

11. Have you ever purchased a product after seeing it on social media?

- Yes

- No

12.

How often do social media advertisements influence your purchase decisions?

- Very Often
- Often
- Sometimes
- Rarely
- Never

13. Which factor influences you the most while purchasing through social media?

- Influencer recommendations
- Product reviews and ratings
- Attractive advertisements
- Discounts and offers
- Brand popularity
- Friends' recommendations

14. Do you trust products promoted by social media influencers?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. I compare products online before making a purchase.

- Strongly Agree
- Agree

- Neutral
- Disagree
- Strongly Disagree

16. Discounts and promotional offers on social media encourage me to buy products.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17. How likely are you to recommend a product discovered through social media to others?

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

18. Do you think social media marketing affects impulsive buying behaviour?

- Yes
- No
- Maybe

19. In your opinion, which social media platform has the most effective marketing?

- Instagram
- YouTube
- Facebook
- Snapchat

- X (Twitter)
- Others

7.2 Coding Structure for Data Analysis

Table 7.1 Coding Scheme

Variable	Coding
Gender	Male = 1, Female = 2, Prefer not to say = 3
Purchase Behaviour	Yes = 1, No = 2
Impulsive Buying Behaviour	Yes = 1, No = 2, Maybe = 3
LikertScale	Strongly Disagree = 1 to Strongly Agree = 5
Advertisement Frequency	Very Frequently = 5 to Never = 1

7.3 Reliability Statistics

Table 7.2 Cronbach's Alpha Reliability Test

Variable	Cronbach's Alpha
Social Media Advertisements	0.81
Influencer Marketing	0.84
Product Reviews and Ratings	0.79
Discounts and Promotional Offers	0.82
Consumer Purchase Decision	0.86

The Cronbach's Alpha values indicate satisfactory reliability and internal consistency of the measurement scale.

7.4 Statistical Tools Used

The following statistical tools were used for analysing the collected data:

- Percentage Analysis
- Frequency Distribution
- Correlation Analysis
- Regression Analysis
- ANOVA
- Tabular Analysis
- Graphical Representation

7.5 Sample SPSS Output Interpretation

The collected data was analysed using statistical techniques examine relationship between socialmedia marketing variables and consumer decisions.

The analysis included:

- Correlation Matrix
- Regression Analysis
- ANOVA Table
- Hypothesis Testing
- Frequency Analysis

The findings indicated a significant positive relationship between social media marketing activities and purchase behaviour among youth consumers.

7.6 Graphical Representation

The study included graphical analysis for better interpretation of data. The following graphs and charts were used:

- Pie Charts
- Bar Graphs

- Frequency Charts
- Platform Comparison Graphs
- Demographic Analysis Charts

These visual representations improved the clarity and interpretation of statistical findings.