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A Study on the impact of social media marketing on youth

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Abstract : Social media marketing has become an increasingly dominant force in the advertising industry, with a significant portion of the marketing budget allocated towards social media platforms. However, concerns have been raised about the impact of social media marketing on youth, including its effect on consumer behavior and buying decisions.

This study will provide valuable insights into the impact of social media marketing on youth and will inform different strategies for social media marketing and responsible advertising practices. The findings of this study will contribute to the existing literature on social media marketing and youth, providing a more comprehensive understanding of the effects of social media marketing on youth.

Chapter 01

Introduction & Importance

The emergence of social media has completely transformed the way businesses engage with their target audience, especially among young individuals. With a staggering number of 3.8 billion active social media users globally and approximately 60% of the worldwide population aged between 16 and 24 (Rizvan, Ali, et al. "The impact of social media marketing on youth buying behaviour in an emerging country." (2022).), social media platforms have become a vital tool for marketers aiming to connect with their target audience. However, the influence of social media marketing on young people has garnered significant attention in recent times.

As the younger generation grows up in a world of constant connectivity and rapid technological advancements, they increasingly find themselves influenced by the messages and content they come across on social media. A recent survey reveals that young individuals spend an average of more than 3 hours daily on social media, with over 80% of them acknowledging the substantial impact of social media on their purchasing decisions. This highlights the importance of social media marketing as a means to reach and engage with young consumers.

Nevertheless, the impact of social media marketing on youth comes with its own set of challenges. Consequently, the rise of social media exposes young people to a continuous flow of marketing messages and advertisements, which can sometimes feel intrusive and manipulative. Consequently, concerns have been raised regarding the ethical implications of social media marketing and its effects on the well-being of young individuals.

However, despite these challenges, social media marketing remains an influential tool for businesses intending to connect with and engage young consumers. By comprehending the various ways in which social media marketing influences the younger generation, organizations can tailor their marketing strategies to address the needs and preferences of their target audience. This can result in more impactful marketing campaigns and heightened brand loyalty among young consumers.

In this research, we will delve into the influence of social media marketing on youth. Our study will explore how social media platforms affect the purchasing decisions of young individuals, their attitudes toward marketing messages, and their overall perceptions of brands. By employing a combination of qualitative and quantitative research methods, we aim to identify the crucial factors that shape the impact of social media marketing on the younger generation. Additionally, we will provide recommendations for businesses aiming to effectively utilize social media marketing.

Social media has revolutionized the way businesses connect with their target audience, particularly young people. The platform offers a wealth of opportunities for marketers to reach their audience through targeted ads, influencer partnerships, and engaging content. However, to fully leverage social media's marketing potential, it is crucial to understand the impact of these campaigns on youth. In this blog post, we will delve into the benefits and risks of social media marketing for young people and explore strategies for responsible and ethical marketing practices.

Ultimately, this project aims to contribute to a deeper understanding of the pivotal role played by social media platforms in shaping modern marketing strategies. By shedding effective practices and innovative approaches. This research endeavours to empower businesses to the full potential of social media as a strategic marketing tool in today's competitive business landscape.

Objectives

1. To study consumer interaction and engagement with social media marketing.
2. To evaluate the impact of influencers and content creators on social media on youths' perception of products and services.
3. To assess the influence of social media marketing on the purchasing decisions of the youth.

Chapter 02

Review of Literature

A brief resume of work done in India and abroad

1. consumer buying behavior, particularly in the context of lifestyle public relations initiatives. Drawing from theoretical analysis and empirical research in Lithuania, the study emphasizes the transformation in consumer-brand interactions facilitated by social media influencers. It reveals that consumers actively seek information on social networks, with Influencers' recommendations and shared content significantly influencing buying decisions. The findings highlight the two-way communication dynamics in modern advertising, underscoring the positive shift brought about by social media influencer marketing. This research contributes to the understanding of influencers' roles in shaping consumer perceptions and driving brand awareness, making it a crucial aspect of contemporary marketing trends.

2. Mangold and Faulds (2009) found out a ground-breaking perspective on integrating social media into the promotion mix, emphasizing its revolutionary impact on consumer-brand interactions. They depicted social media as a hybrid component, emphasizing its special capacity to promote lively exchanges. It can be seen that the social media's function as virtual communities where communication, individual stories, and group content production shape the story around a business. They emphasized how social media is a conversational platform for customers and how important it is for organizations to acknowledge this, given the intricacy of social media customer interaction and its unique ability to facilitate two-way contact. The study examined interactive elements, usergenerated content, and multimedia in marketing strategies, recommending that companies take the initiative and employ real-time interaction to build relationships. Overall, the study makes a significant contribution to our understanding of how customers engage with social media marketing. It highlights the transition from traditional one-way communication to a collaborative and participatory paradigm and calls on businesses to acknowledge social media as a hybrid element that is necessary for authentic interactions with customers within the digital ecosystem.

3. Cheung and Lee (2010) conducted a significant study on online social networks, providing a theoretical framework to understand intentional social activities in virtual spaces. The study explores the intricacies of user behaviour, providing a methodical framework that includes components such as subjective norm and perceived happiness to clarify the variables influencing purposeful social activity. The study emphasizes that individuals in online social domains are not isolated entities but rather are influenced by their social networks, highlighting the critical role that social influence plays in influencing deliberate social behaviours. The model suggests that intentional social activities are driven by subjective norms and perceived enjoyment, and users are more likely to engage when these actions align with the social norms of their online community. The study underscores the importance of comprehending the underlying mechanisms and incentives that drive intentional social interactions in online social networks, providing valuable insights for understanding and predicting user behavior in these virtual domains.

4. Muntinga, et.*al* (2011) study, published in the International Journal of Advertising, introduces the concept of COBRAs (Consumer Online Brand-Related Activities) and offers a comprehensive analysis of the drivers influencing brand-related interactions on social media among young people. According to the research, social contact, informationseeking, self-expression, and amusement are important determinants of how young consumers interact with brands online. The study shows how brand perceptions are shaped by three dynamic motivations: information-seeking improves brand knowledge, social interaction fosters brand communities, and self-expression drives the development of user-generated content. The writers stress how social media helps satisfy the informational, connectional, and self-expression needs of young consumers. This knowledge is crucial for companies trying to reach young people because it helps them create focused social media campaigns that suit their changing tastes and driving forces.

5. Bashar *et al.* (2012) conducted empirical research to understand the effectiveness of social media as a marketing tool and to analyze the extent social media helps consumers in buying decisions. The results of the study say that social media usage, especially among the youth, is gender neutral. Users engage with brand pages for product information, exclusive offers, and peer reactions. Users decide to follow a brand because they want to talk to the brand or other customers. This loyalty can lead to buying the brand. However, a gap exists between consumer expectations and brand responsiveness on social media which hinders its potential as a grievance redressal platform.

6. Smith, et.*al* (2012) investigate the impact of user-generated content on different social media platforms, specifically focusing on Instagram, Facebook, Twitter, and YouTube. In order to improve relatability and authenticity in influencer marketing, they stress how crucial it is to match the promoted product with the influencer's usual content. The study emphasizes the ability of influencers with sizable fan bases to persuade people, especially when their personas complement the product being marketed. This increases audience resonance and believability. Furthermore, the study delves into behaviours specific to a particular platform, demonstrating how user-generated material differs on Facebook and Twitter, for example, with each having distinct content attributes and engagement levels. The study clarifies the motivations behind user-generated brand-related material by establishing a connection between behaviours and brand loyalty, self-expression, and experience sharing. In the end, the writers give a thorough analysis of platform quirks, providing insightful advice for advertisers looking to maximize tactics across various social media environments with widely differing user involvement and content creation.

7. De Vries and Carlson (2014) in their study explores the role of social media advertising in fostering customer engagement (CE) with brand pages on Facebook. Through a survey of 404 consumers, structural equation modelling is employed to analyze data, revealing that factors like co-creation value, social value, usage intensity, and brand strength significantly influence CE.

Moreover, CE is found to impact brand performance outcomes, such as behaviors directed at the brand page and brand loyalty. The study contributes to the literature by introducing co-creation value and brand strength as determinants of CE, extending previous research. Additionally, it emphasizes the importance of considering different types of brands in understanding CE dynamics. Managerially, the study underscores the significance of providing practical, helpful, and entertaining content on brand pages to stimulate CE effectively, ultimately leading to positive brand performance outcomes.

8. De Vries *et al.* (2014) in their study examine why young adults purchase products endorsed by social media influencers, focusing on motivations and social identification. Surveying 415 individuals aged 16 to 25, it identifies six primary motivations for following influencers: information sharing, trendiness, entertainment, companionship, boredom, and information seeking. Results show differences in motivations across age, gender, and education. Social identification significantly influences online advertisement clicking and buying behavior, mediating the relationship between motivations and behavior. Notably, boredom-driven following correlates with buying behavior mediated by social identification. This aligns with experiential shopping motives, where influencers play a crucial role in purchasing decisions. The study extends prior research on celebrity endorsements, emphasizing the importance of social identification with influencers in shaping online consumer behavior, especially among young adults seeking entertainment through shopping.

9. Kabadayi and Price's (2014) research on consumer-brand engagement on Facebook, featured in the Journal of Research in Interactive Marketing, focuses on liking and commenting behaviors. Through highlighting these important engagement metrics, the report highlights how Facebook shapes brand loyalty among younger consumers. By highlighting the value of communication and active participation in the digital space, the study offers insightful information about the dynamics of brand-consumer interactions. It makes a link between particular Facebook interaction trends—likes and comments, for example-and the encouragement of brand loyalty in young people. Marketers may use this knowledge to customize their approaches, making use of features like likes and comments to increase brand engagement and create enduring relationships with younger audiences.

10. The detailed investigation that follows in Kumar and Gupta's (2015) comprehensive review of the literature examines previous research, frameworks, and empirical data in order to reveal the complex effects of User-Generated Content (UGC) on the broad field of social media marketing. Kumar and Gupta demonstrate a resolute dedication to methodological rigor by taking a methodical approach that goes beyond simple compilation. They delve into the synthesis of insights to provide an all-encompassing and comprehensive view of how user-generated content becomes a powerful and dynamic tool for brand promotion. The literature study sets out on an intellectual expedition, weaving its way through an extensive body of research to reveal the significant impact that user-generated content has on the intricate workings of social media marketing. By employing a methodical methodology, Kumar and Gupta skillfully integrate a variety of perspectives to produce a logical and thorough account that advances a sophisticated comprehension of the strategic possibilities present in user-generated material. The part devoted to the tactical application of user-generated content emerges as a key component, providing a thorough examination of the ways in which companies can skillfully incorporate this real and natural content into their advertising campaigns. The variety of user-generated information, from stunning photos and videos to client reviews and testimonials, is highlighted by this thoughtful investigation. The writers not only shed light on the many types of user-generated content, but they also offer an extensive array of business strategies and approaches that are used to maximize the authenticity and engagement potential of this type of material. As the evaluation of the literature progresses, it methodically evaluates the influence of user-generated content on critical aspects, highlighting its revolutionary function in consumer involvement and brand promotion. In-depth examination of the complex relationships between user-generated content and brand visibility, authenticity, and trust is provided by Kumar and Gupta, who also offer a perceptive assessment of the content's capacity to build strong bonds with the intended audience. This detailed investigation provides a deep comprehension of the methods by which companies can strategically maximize user-generated content to build strong and enduring customer relationships.

Furthermore, the review goes beyond a traditional scholarly discussion and dives into the real world by highlighting the various approaches and techniques used by companies to successfully incorporate user-generated content into their marketing campaigns. Through the use of user-generated visual content and consumer testimonials, Kumar and Gupta provide a thorough analysis that goes beyond theoretical concerns, giving marketers and practitioners practical insights in the ever-changing world of social media. The literature analysis by Kumar and Gupta is essentially an academic masterpiece that provides a thorough and in-depth investigation of the revolutionary influence of user-generated content on social media marketing. In addition to adding to our understanding of this dynamic phenomenon, the authors' synthesis of various studies, frameworks, and empirical evidence makes them a valuable resource for marketers looking for strategic insights to help them navigate the everchanging field of social media marketing. This in-depth analysis functions as a reliable manual, offering a sophisticated and careful analysis of the ways in which companies can leverage user-generated content to effectively promote their brands in the modern digital age.

11. Farook and Abeysekara (2016) in their study examine the impact of social media marketing on customer engagement, addressing the challenge of measuring its effectiveness amidst rising corporate investments. It identifies significant factors influencing customer engagement on Facebook brand pages and proposes a theoretical framework to enhance understanding in this area. Utilizing SPSS Cronbach's Alpha for reliability analysis and ANOVA for hypothesis testing, the study reveals a positive correlation between social media marketing and customer engagement, supported by a statistically significant F-value. Despite a relatively low R-squared value, attributed to the psychological nature of customer engagement, the findings underscore the importance of social media in shaping consumer behavior. The study emphasizes the need for marketers to carefully consider content and communication strategies on social media platforms to drive customer engagement effectively.

12. Dholakia, et.*al* (2016) enhance our comprehension of the complex interaction between social media and consumer behaviour by offering insightful observations on how online platforms affect consumers' decision-making. Their research, which was published in the Society for Consumer Psychology, examines how social media has changed the way that consumer behaviour is studied, identifying it as a crucial source of information for users who are actively looking for brand interactions, product recommendations, and peer reviews. The writers explore how social media's real-time nature influences users' viewpoints and decision-making. The study also looks into how social influence mechanisms might be included, emphasizing how compelling recommendations can be in specific social settings. Furthermore, the study highlights the importance of usergenerated material on social media platforms and how it significantly affects consumers' perceptions of businesses and decisions to buy. Through an analysis of informationseeking behaviors, social influence mechanisms, and the effects of user-generated content, the research contributes to our understanding of the complex ways in which social media influences people's decisions in the contemporary digital world.

13. Hajli, et.*al* (2017) research, published in the Journal of Business Research, investigates the role of trust in social commerce, specifically focusing on its impact on purchase intentions in the context of social networking sites. The study highlights the critical role that trust plays in influencing consumers' intentions to make purchases on social networking sites and acknowledges the growing importance of social media as a commercial tool. The authors examine characteristics that contribute to trust, such as competency, friendliness, dependability, and honesty. They offer complex insights into how social media marketing affects consumer confidence. The study emphasizes the complex relationship between trust and purchase intentions and the substantial influence that customer trust levels have on attitudes and choices in the field of social commerce. By emphasizing the critical role that trust plays in forming effective marketing strategies on social networking platforms, this study adds significant knowledge to the field of social media marketing.

14. Djafarova and Rushworth's (2017) study on Instagram influencer marketing, as published in Computers in Human Behavior, delves into the dynamics of online celebrities' authority and its impact on the purchasing decisions of teenage female users. The study highlights aspects of credibility like knowledge and dependability and clarifies how these affect user engagement and purchase decisions. These informations can be used by marketers to optimize influencer strategies, particularly when aiming to reach tech-savvy consumers like young females on Instagram. The study provides insightful information for marketers looking to build real connections with their audience by highlighting the importance of trustworthiness in influencing perceptions of authenticity. Furthermore, this study improves digital marketing tactics by carefully analyzing different kinds of influencer material. Successful influencer marketing efforts in the ever-evolving Instagram market are based on their deep understanding of trustworthiness, its consequences for user engagement, and its association with purchase behaviors.

15. . Lim *et al.* (2017) in their study examine the effectiveness of social media influencers in driving consumer attitudes and purchase intentions, focusing on source credibility, attractiveness, product match-up, and meaning transfer. While source credibility and attractiveness did not significantly impact purchase intention, product match-up and meaning transfer were found to be influential. Consumers tend to favor influencers whose endorsed products align with their image and perceive meaning transfer positively. 16

Positive attitudes towards influencers correlate with purchase intentions. Additionally, consumer attitudes mediate the relationship between source attractiveness, product matchup, and meaning transfer, aligning with McCracken's concept of meaning transfer.

16. De Veirman, *et. al.* (2017) contributes significantly to understanding the role of influencers, particularly on Instagram, in the contemporary digital marketing landscape. Their study looks at how Instagram influencers affect consumers' impressions of brands, taking into account things like follower count and product differentiation. The results highlight the power of influencers to mould perceptions, especially in the minds of youth. The study explores the intricate dynamics of influencer marketing, emphasizing the connection between the amount of an influencer's following, the kind of product, and the sum of their effects on audience perceptions. Interestingly, influencers with bigger fan bases have a greater impact on brand sentiment. The study highlights the significance of perceived authenticity and relatability in influencer marketing by highlighting the subtle benefits of product alignment with an influencer's usual content. As a result, the study highlights the importance of identifying subtle indicators for positive brand attitudes as influencers play a bigger role in marketing tactics. It also offers illuminating data on the complex dynamics of Instagram influencer marketing and its impact on youth perspectives.

17. Gupta et al. (2017). Leveraging Social Media for Brand Building: A Systematic Review of Current Practices. International Journal of Marketing Studies conducted a thorough literature analysis that delves deeply into the ever-evolving field of using social media to establish brands. This extensive analysis provides a strong basis for the synthesis of insightful findings by carefully examining a wide range of previous studies, frameworks, and empirical data. Within the parameters of this academic study, the writers exhibit a deep interest in dissecting the complex tactics used by companies when using social media. Beyond general findings, the assessment explores the nuances of platform selection and the subtle tactical strategies used by brands looking to build a strong online presence. The literature review's breadth is remarkably extensive, including a wide range of factors. Gupta and colleagues conduct a thorough analysis of the efficacy of different social media sites. This evaluation also takes into account their subsequent effects on important factors like brand awareness, customer interaction, and the brand's general reputation in the digital sphere. The careful investigation in this evaluation of the literature leads to a deeper comprehension of modern social media usage behaviors. The writers present social media as a dynamic tool for brand building, and in doing so, they provide a thorough and perceptive analysis of the tactics that are essential to developing a strong and influential brand presence in the rapidly changing digital landscape. This academic project is a thorough and rich resource for academics, practitioners, and marketers alike, providing a profound exploration of the strategic nuances that underpin successful brand building through social media channels. It is not just a superficial synopsis.

18. Yoon Jung Kim *et al.* (2018) investigated that brands increasingly adopt gamification strategies to capture and retain young consumers. The study explores the impact of social media rewards programs – a key gamification element – on young consumers' buying habits. Rewards programs incentivise purchases by offering points, badges, or discounts, directly influencing young consumers' buying decisions. The desire to collect rewards and unlock achievements motivates them to purchase more frequently. Gamification elements like progress bars, leaderboards, and level-ups create a sense of achievement and gamified gratification, further motivating continued engagement and spending. The study utilises quantitative data analysis from a real-world social media rewards program, providing robust evidence for its findings. Targeting this specific demographic, particularly susceptible to gamification and social influence, strengthens the study's relevance.

19. Smith, *et al.* (2018). The Evolving Landscape of Social Media Marketing: A Comprehensive Review. Journal of Interactive Advertising. The literature review section meticulously dissects the evolving landscape of social media marketing. Smith et al. navigate through a diverse array of studies to unravel the multifaceted nature of strategies employed by businesses. So, the discussion encompasses emerging trends that have redefined the marketing terrain, challenges faced by businesses in adapting to rapid changes, and the myriad opportunities that arise in this dynamic context. The authors highlight the growing importance of personalized marketing strategies, influencer collaborations, and the integration of innovative technologies. Drawing on empirical evidence, the review provides and show a synthesis of insights into how businesses navigate the challenges posed by the ever-changing social media landscape. Moreover, it
sheds light on the opportunities presented by emerging platforms and the potential benefits of incorporating novel approaches in marketing endeavours.

20. Jin, *et. Al.* (2019) research in the Journal of Business Research explores Instagram influencer marketing, focusing on the distinct impacts of macro, micro, and celebrity influencers on consumer-based brand equity and purchase intentions. Their findings demonstrate the complex interplay between different influencer categories, emphasizing that, in comparison to celebrity influencers, macro and micro influencers have a stronger effect on brand loyalty and corporate image due to their more engaged audiences. In order to create effective and focused marketing strategies, the report highlights how important it is for businesses navigating Instagram influencer marketing to comprehend these distinctions. Furthermore, the study explores the function of consumer-based brand equity as a moderating element between influencer kinds and buy intents, offering vital information to marketers looking for a thorough comprehension of influencer contributions. Additionally, the research delves into the role of consumer-based brand equity as a mediating factor between influencer types and purchase intentions, providing crucial insights for marketers seeking a comprehensive understanding of influencers' contributions to brand perception and purchase decisions.

21. Tran et al. (2019) conduct a thorough literature analysis, carefully examining previous research, theoretical models, and empirical data to offer a detailed and nuanced picture of the cross-cultural aspects of social media marketing. By using a methodical approach, the writers carefully combine information to shed light on the complex connection between cultural diversity and social media user behavior. The review, which is notable for its methodological rigor, seeks to close current knowledge gaps and make a significant contribution to the scholarly conversation about the meeting point of digital marketing and cross-cultural viewpoints. Through the integration of various sources, Tran et al. explore the complex ways in which cultural variations are reflected in the online behavior of consumers, providing insightful information for scholars, researchers, and industry professionals. The literature review's methodical approach guarantees a cogent and exhaustive analysis of the topic. In order to provide a thorough knowledge of the ways that cultural diversity affects consumer interactions on social media platforms, Tran et al. sift through the abundance of previous research and highlight the most important conclusions. In addition to advancing scholarly knowledge, this detailed investigation

helps firms manage the challenges of cross-cultural digital marketing. The literature review conducted by Tran et al. provides valuable insights into the complex relationship between consumer behavior and cultural diversity in the context of social media marketing, and it does so in a methodologically sound and informative manner. This succinct yet thorough review is poised to inform future research endeavours, providing a foundation for scholars and practitioners to deepen their understanding of the crosscultural dimensions that influence digital consumer engagement.

22. Ying Sun and Shanyong Wang (2019) in their study explore the complex interplay between social media marketing and consumers' attitudes and intentions toward purchasing green products. The authors present a comprehensive study that sheds light on the factors influencing green consumption behavior in emerging markets, with a particular focus on China. The study adopts the Theory of Planned Behavior (TPB) as the theoretical framework and extends it to incorporate the influence of social media marketing, product knowledge, and perceived consumer effectiveness (PCE). Through a questionnaire survey method, data were collected from 654 consumers in China, and structural equation modelling (SEM) was employed for data analysis. The findings were: (i) consumers' attitudes towards green products positively influence their intentions to purchase them. This underscores the importance of shaping positive perceptions of green products among consumers. (ii) subjective norms, reflecting social pressure from others, also play a role in influencing consumers' purchase intentions, although to a lesser extent. This suggests the potential impact of social influence in promoting green consumption. The study provides valuable insights for businesses and policymakers aiming to promote green consumption in emerging markets. It underscores the importance of leveraging social media marketing to enhance consumers' understanding of and attitudes towards green products, while also addressing perceived barriers such as price consciousness.

23. Sarah Silvia (2019) in her study provides a comprehensive exploration of the significance of social media and digital marketing in contemporary consumer behavior, particularly focusing on the millennial demographic. Silvia begins by defining the millennial generation, highlighting their affinity for technology and the internet due to their upbringing in an era of rapid technological advancement. She underscores the necessity for brands, especially those targeting teenagers, to embrace digital marketing channels to remain relevant and competitive in today's market. Through her analysis, Silvia elucidates the myriad benefits of utilizing social media and digital marketing, including enhanced brand awareness, targeted advertising, and measurable campaign results. She emphasizes the importance of creating visually appealing content tailored to the preferences of millennials, who have shorter attention spans and gravitate towards platforms like Instagram and YouTube. By outlining key performance indicators (KPIs) for measuring brand awareness, engagement, and conversion, she provides practical guidance for marketers to assess the effectiveness of their strategies and make data-driven decisions.

24. Sinoka Ansari *et al.* (2019) conducted a study that offers a comprehensive exploration of the relationship between social media content marketing, brand awareness, and consumer purchase decision. It delves into the evolving landscape of social media, its impact on business, and the role it plays in shaping consumer behaviour. The study highlights the significance of social media as a platform for communication and interaction among individuals worldwide. It emphasizes the transformation of social media into a powerful tool for businesses to connect with consumers, foster brand awareness, and drive purchase decisions. The author effectively integrates theoretical frameworks and empirical evidence to support their arguments. The author employs a quantitative approach, utilizing survey questionnaires to collect data from a sample of respondents. They then analyze the data using statistical tools such as correlation analysis and multiple regression. The study indicated significant relationships between brand awareness, social media content marketing, and consumer purchase decision. The analysis reveals that both brand awareness and social media content marketing have a positive impact on consumer purchase intention.

25. Minjung Kim *et al.* (2019) study delves into the concern of the link between social media addiction and impulsive buying behaviour. This study investigates the relationship between social media addiction and unplanned purchases among young consumers. It explores how excessive social media use can lead to impulsive buying behavior and negative financial

consequences. The study's central finding demonstrates a significant positive association between social media addiction and unplanned purchases among young consumers. This suggests that individuals with higher levels of social media addiction are more likely to engage in impulsive buying behavior. Social media addiction is linked to increased negative emotions such as loneliness, boredom, and anxiety. These negative emotions then act as triggers for seeking solace or emotional escape, often leading to impulsive purchases as a coping mechanism. Exposure to social media content, particularly posts featuring peers' consumption or positive product endorsements, can evoke feelings of envy and social comparison. This desire to keep up with perceived social norms or emulate others' lifestyles can also fuel impulsive buying behavior.

26. Michal Kosinski *et al.* (2019) discussed that social media giants hold immense sway over user behaviour. This is why understanding the influence of algorithms on young consumers' purchase decisions becomes crucial. Social media algorithms curate content based on user preferences and past behavior, creating "echo chambers" that reinforce existing biases and limit exposure to diverse viewpoints. This can influence purchase decisions by restricting consideration of alternative options. Algorithms prioritize content confirming users' existing beliefs and preferences, further strengthening their biases and making them more susceptible to marketing messages aligned with those biases. This can lead to predictable and potentially manipulated purchase choices. This study offers a valuable contribution to understanding the influence of social media algorithms on young consumers' purchase decisions. By highlighting the mechanisms of personalized echo chambers, confirmation bias, and targeted advertising, it raises critical concerns about potential manipulation and the need for ethical considerations in algorithmic design.

27. Ramo Palalic, *et al.* (2020) in their study delve into the intricate relationship between social media and consumer behaviour. Written with a focus on theoretical frameworks and empirical analysis, the study offers insights into how social media impacts consumer buying behavior and entrepreneurial decisions. Social media emerges as a significant factor in entrepreneurial decision-making, especially for small and medium-sized enterprises (SMEs), which rely on dynamic marketing activities to navigate their less controllable external environments. The authors further explore the relationship between social media and consumer behavior, discussing concepts like social network theory, word of mouth, feedback loops, and content credibility. They propose hypotheses to examine the impact of these factors on consumers' buying behavior through regression analysis. The results indicate a significant impact of word of mouth and content credibility on consumer buying behavior. However, the study finds no significant relationship between social network theory, feedback loops, and consumer behavior, contrary to initial expectations. The authors reflect on the implications of their findings, emphasizing the importance of word of mouth in influencing consumer buying decisions.

28. The literature study by Huang and Yang (2020) carefully examines research to reveal the current status of social media and e-commerce integration. Through the exploration of academic concepts, empirical data, and industry insights, the writers unveil complex processes. The review creates a solid framework, combining various findings and raising the standard of academic writing. Practical consequences are provided by industry insights, and empirical evidence anchors the research in real-world dynamics. The conversation delves further into the positioning of organizations by examining tactics ranging from user-generated content to influencer marketing. This academic work is a thorough resource for researchers, practitioners, and industry stakeholders, providing insights into the changing social media and e-commerce integration scene.

29. Umair Manzoor *et al.* (2020) study delves into the evolving landscape of marketing strategies with a focus on the influence of social media on consumer behavior, particularly in the context of Pakistani consumers. It outlines the significance of social media platforms such as Facebook, Twitter, and YouTube in reshaping marketing dynamics and emphasizes the importance of understanding their impact on purchase intentions. The research methodology employed a quantitative approach with primary

data collected through paper questionnaires from a sample size of 190 participants in Faisalabad, Pakistan. Utilizing SPSS software for analysis, the study measured the relationship between social media marketing, customer trust, and purchase intentions. The results indicate a strong relationship between social media marketing and consumer purchase intentions, as well as the mediating role of customer trust. These findings offer valuable insights into the effectiveness of social media as a marketing tool and underscore the importance of building trust to drive purchase decisions.

30. Jinkook Lee *et al.* (2020) in their study discuss that in the age of online influence, usergenerated content (UGC) has become a powerful tool for social media marketing. Consumers increasingly rely on peer opinions and experiences, making UGC a valuable source of persuasion. The HSM posits that consumers process information through two routes: central (rational, thoughtful) and peripheral (emotional, intuitive). Building on this model, Lee et al. propose that UGC influences purchase decisions through both routes.

    The study reveals that UGC positively influences young consumers' purchase intentions by triggering both cognitive and affective responses. Perceived reliability and trustworthiness of UGC, particularly reviews and testimonials, contribute to positive cognitive evaluation of the product/brand. User-generated images, videos, and narratives can evoke positive emotions like excitement and joy, influencing purchase decisions through emotional connection. Interestingly, the study finds that the relative influence of central and peripheral processing varies depending on the product type. For experiencebased products, emotional appeal and social influence play a stronger role, while for utilitarian products, credibility and positive sentiment hold more weight.

31. Jaitly and Gautam (2021) in their study explored the impact of social media influencers on consumer engagement and brand awareness. It underscores influencer′s role as effective endorsers in spreading brand messages to a global audience. By examining agencies' perceptions and influencers' methods, the study reveals that consumers perceive influencers as credible sources, leading to heightened engagement and brand perception. Influencers' ability to target niche segments offers a competitive advantage over traditional advertising methods, enhancing agencies' capacity to engage customers and build brand awareness effectively.

32. Dalangin *et al.* (2021) conducted a study to examine consumer perceptions of social media influencers' advertising efficacy on purchase intention, using a questionnaire. Findings indicate that influencers' honesty, trustworthiness, and attractiveness significantly influence consumer behavior. Female respondents show a higher perception of influencers, possibly due to higher internet usage. Influencers' credibility, originality, and responsiveness to feedback are crucial for effectiveness. Recommendations include maintaining honesty, creating original content, and engaging with feedback. The study's conclusions underscore the influential role of social media influencers in consumer decision-making and emphasize the importance of authenticity and responsiveness in influencer marketing strategies. Future researchers can use this study as a guide for understanding influencer effectiveness and its impact on consumer behavior and business strategies in the hospitality, tourism, and travel sectors.

33. Pham *et al.* (2021) in their study investigates the influence of influencers on Gen Z's online purchasing behavior, employing theories like source credibility and Technology Acceptance Model (TAM). Results reveal that influencers' credibility positively affects Gen Z's purchasing behaviors, primarily through argument quality, perceived usefulness, and social influence. Notably, attractiveness is the most influential factor for Gen Z, affecting perceived usefulness and social influence, while expertise primarily impacts argument quality. This suggests a shift in Gen Z's response to marketing, prioritizing influencers' attractiveness over expertise. The conclusion emphasizes the importance of businesses leveraging influencers to enhance customer engagement, especially in the digital realm.

34. Gurung (2021) investigated consumer perceptions of products promoted by social media influencers and their overall experiences with these products. Using snowball sampling, data was collected from 210 respondents in Raipur. Results show high awareness of social media influencers among consumers, with platforms like Instagram, Facebook, and YouTube being key sources of product information. Consumers generally reported high satisfaction with influencer-promoted products. Notably, credibility and fan base emerged as critical factors influencing consumer purchase decisions. While many consumers perceive influencers as promoting genuine products, concerns about disingenuous promotions persist. However, positive experiences with genuine products have led to improved perceptions. Instagram and YouTube influencers were the most influential in driving purchases. This research highlights the complex dynamics of influencer marketing and underscores the importance of authenticity and credibility in influencing consumer behavior.

35. Vinerean and Opreana (2021) conducted a study to examine customer engagement (CE) within social media marketing, elucidating its antecedents and impact on loyalty. Through survey analysis, the study validates CE as a multidimensional construct, emphasizing involvement as the primary driver of engagement and loyalty. The findings of the study reveal cognitive engagement as the strongest dimension, followed by behavioural and emotional dimensions. Importantly, CE significantly predicts and fosters customer loyalty, underscoring its strategic importance in brand relationships. Findings suggest that customer commitment, involvement, and participation drive CE, reinforcing previous literature on the significance of these factors. The study contributes to understanding the dynamics of customer-brand interactions in digital environments, offering managerial insights into crafting effective social media marketing strategies.

36. Mammadli (2021) in his study explores the role of influencer marketing in digital communication, particularly focusing on its impact on purchase intention and the mediating effect of brand trust. Utilizing a structural equation model, it analyzes data from Azerbaijani citizens active on social media. Results indicate that social media influencers significantly influence purchase intention, with their expertise and attractiveness being particularly influential in Azerbaijan. Moreover, brand trust mediates the relationship between influencers and purchase intention. The study also proposes a new theoretical model, highlighting the evolving nature of influencer marketing and its relevance in contemporary digital communication strategies. Findings emphasize the importance of carefully selecting influencers aligned with the target audience and brand communication strategy.

37. Al-Azzam & Al-Mizeed (2021) in their study focus on Jordan, a country with a rapidly growing internet penetration and digital marketing landscape. The researchers aimed to assess the impact of various digital marketing platforms on the purchasing decisions of Jordanians. The study found that digital marketing significantly impacts purchasing decisions in Jordan, websites and social media platforms have the most significant influence, email marketing and mobile marketing also play a positive role and trust and brand image are crucial factors in influencing purchase decisions. The authors clearly state their intention to analyze the influence of specific digital marketing channels on student purchase decisions in Jordan. This provides a focused and well-defined scope for the investigation. The use of a survey with 220 participants and subsequent statistical analysis like correlation and regression strengthens the study's objectivity and allows for generalizable conclusions. The study investigates four key channels (email marketing, online advertising, social media marketing, and mobile marketing), providing a more comprehensive understanding of the digital marketing landscape. Focusing on university students as a distinct demographic segment allows for potentially richer insights compared to a broader population study.

38. Ibanez-Sanchez *et al.* (2022) conducted a study to examine the impact of influencer collaboration with renowned brands on message effectiveness and influencer reputation, based on an experiment involving over four hundred Spanish consumers. Findings indicate that such collaborations enhance consumer attitudes, purchase intentions, and perceived credibility compared to non-renowned brand collaborations. Notably, positive attitudes and information search intentions are more significant for

services than products of renowned brands. The study proposes a theoretical framework, aligning with associative network memory models, highlighting the beneficial effects of influencerrenowned brand partnerships. It underscores the synergies between influencers and renowned brands, emphasizing their mutual reinforcement and positive associations. This research provides valuable insights for brand managers considering influencer collaborations on social media.

39. Verplancke and Gelati (2022) conducted a study to examine how companies in the beauty and fashion industry utilize influencers and social media to influence adolescent and young adult consumers, and the resulting impacts on consumer behavior, particularly purchasing behavior. Brands wield significant influence over young consumers through social networks and influencers. Consumers establish connections with influencers, leading them to adopt influencers' recommendations. This relationship shapes purchasing decisions, with followers often buying products endorsed by their admired influencers. While partnerships are common, brands recognize the effectiveness of unpaid influencer endorsements in building consumer trust. Hence, brands employ various strategies, including gifting products, to leverage influencers' influence effectively.

40. Rameshkumar (2022) in his study explores the influence of social media on young consumers' purchasing decisions, particularly focusing on the impact of social media influencers. It highlights the significance of platforms like Instagram and Facebook in shaping consumer behavior. Findings suggest that positive comments, ease of access, discounts, celebrity endorsements, and engaging content positively influence purchasing intentions. Social media marketing is perceived as highly effective among young consumers. The research underscores the importance for companies to leverage social media networks, especially in targeting young digital customers. This aligns with the broader trend of digital transformation shaping consumer lifestyles and preferences.

41. Maria Luisa Martínez-López *et al.* (2022) in their research investigate the effect of influencer marketing on adolescents' purchase intentions, focusing on the mediating roles of brand trust and social comparison. The study examines how adolescents perceive influencers, their trust in brands endorsed by influencers, and the influence of their peers' opinions. Influencer marketing positively impacts adolescents' purchase intentions, but this effect is mediated by brand trust and social comparison. Trust in the influencer and the brand they endorse is crucial, while negative social comparison triggered by peers' opinions can decrease purchase intention. Influencers act as intermediaries between brands and consumers, leveraging their authenticity and relatability to foster trust and credibility. Social comparison theory posits that individuals evaluate themselves based on social comparisons with others, including influencers they admire and peers within their social networks. Adolescents often engage in upward social comparison with influencers, aspiring to emulate their lifestyles, preferences, and consumption patterns. As a result, influencers serve as reference points for adolescents, influencing their perceptions of desirable products and brands.

Chapter 03

Research Methodology

1. Selection of study area

The respondents for the purposed study We chose to focus on students of age group 18 to 25 for our research because they are right in the middle of social media trends and are known for being involved online. These young people make up a big slice of social media users and often lead the way in setting what's popular. They're still working out what they have to buy, which makes their opinions super important for understanding how social media ads work on people.

These students spend a larger proportion of time online seeing ads and stuff from people who promote products on different social media, so they're the perfect group to ask about how much social media and influencers matter to them. Since these students are

from different regions, studying different things, and into different activities, we can get a wide range of thoughts on whether they trust influencers, how social media advertisements influence their buying behavior, and how it affects their purchasing ability.

We're using these students for our research because there's a strong sense of community that can influence how they think about what they see on social media. Plus, by sending out our survey through Google Forms, we're reaching them in their digital world, which would make them fill it out easily. This should help us get a good number of answers and better information for our study.

2. Selection of Respondents

In this study, the impact of social media marketing on the youth demographic aged 18 to 25, particularly among those who have completed or are pursuing either undergraduate or postgraduate education. This study seeks to gather insights from this specific cohort to discern the nuanced impact of social media marketing on their attitudes, behaviors, and purchasing decisions. Through a structured survey, we aspire to get the multifaceted relationship between social media marketing strategies and the youth's perceptions, preferences, and consumer habits.

3. Collection of data

Primary as well as secondary data will be used in the present study,

a. **Primary data:** The primary data will be collected through a well-designed questionnaire which will be communicated to the respondents through Google Forms. This questionnaire will be based on consumer interaction with social media marketing, the impact of influencers and content creators, and the influence of social media marketing on the purchasing decisions of youth.

b. **Secondary data:** The secondary data will be collected from published data on social media marketing practices and their effects on youth.

4. Analytical framework

To achieve the different objectives of the study various descriptive and econometric tools will be used**:**

1) **Descriptive Statistics:** We will use statistics to summarize the basic characteristics of their age, gender, university, and year of study. This will help us to understand the demographic makeup of the sample and identify any potential biases in the data.

2) **Frequency Distributions:** We will use frequency distributions to identify the most popular social media platforms among the respondents, as well as the types of marketing content that they engage in most frequently. This will help us to understand the media landscape of the youth and the types of content that are the most effective at engaging them.

Chapter 04

Results and Discussions

1. Age

Age		Frequency	Percent
	<18	11	11.2
	18-21	33	33.7
	22-25	41	41.8
	26-30	13	13.3
	Total	98	100.0

- The question aims to discover the age of respondents, as it is crucial to know how many respondents are falling into which age bracket.
- The maximum number of respondents fall into the 22-25 years of age bracket, i.e., 41 people. Then, 33 respondents are of 18-21 years of age.
- 13 respondents are 26-30 years old, and the least number of respondents are less than 18 years of age, i.e., 11 people.

2. Gender

Gender		Frequency	Percent
	Female	25	25.5
	Male	73	74.5
	Total	98	100.0

- Gender Disparity in Respondent Pool: The questionnaire data reveals a significant gender imbalance, with 74.5% of participants identifying as male and 25.5% as female, indicating a notable underrepresentation of females within the sample population.
- Implications for Study Findings: The skewed gender distribution prompts a critical examination of the demographics of the respondent pool, raising concerns about the representativeness of the sample and the potential impact on the study's findings or objectives. Such disparities could influence the validity and generalizability of results.
- Importance of Understanding Participation Patterns: Investigating the reasons behind this gender distribution is crucial for understanding participation patterns and ensuring the inclusivity and representativeness of future research endeavour's. Identifying factors contributing to the gender gap can provide valuable insights for improving recruitment strategies and promoting diversity in research samples.

3. Qualification

		Frequency	Percent
Valid	High School	9	9.2
	Undergraduate	41	41.8
	Postgraduate	46	46.9
	Doctorate	2	2.0
	Total	98	100.0

- Educational Diversity Among Respondents: The data highlights a diverse range of qualifications among the 98 participants, with a majority holding undergraduate (41.8%) or postgraduate (46.9%) degrees. This balanced representation suggests a varied educational background within the respondent pool.
- Significance of Educational Background: A smaller proportion of respondents reported high school education (9.2%), while only a negligible percentage possessed doctorate qualifications (2.0%). This distribution emphasizes the importance of considering the educational diversity of participants in analyzing and interpreting findings from the questionnaire.
- Enhancing Study Outcomes Through Contextual Understanding: Exploring the educational backgrounds of respondents can offer valuable context for interpreting their perspectives and responses. By recognizing the influence of educational qualifications, researchers can enhance the robustness and applicability of the study's outcomes, ensuring a more comprehensive understanding of the data.

4. Monthly expenditure

		Frequency	Percent
Valid	1000-20000	56	57.1
	20000-30000	26	26.5
	30000-40000	9	9.2
	40000-50000	5	5.1
	>50000	2	2.0
	Total	98	100.0

- Distribution of Monthly Expenditure: The data reveals a breakdown of monthly expenditure among respondents, with the majority (57.1%) falling within the 1000-20000 INR range. A significant portion (26.5%) reports expenditure between 20000-30000 INR, while fewer respondents are distributed across higher expenditure brackets.
- Decreasing Frequencies with Higher Expenditure: As the expenditure brackets increase, the frequency of respondents decreases. Only 9.2% have monthly expenditures ranging from 30000-40000 INR, 5.1% from 40000-50000 INR, and merely 2.0% report expenditures exceeding 50000 INR. This pattern highlights a trend of decreasing representation in higher expenditure categories.
- Insights for Financial Analysis and Strategy: Understanding the spending habits and financial capacity of the surveyed population is crucial for informing budgeting, pricing, and marketing strategies. The provided data offers valuable insights into the distribution of monthly expenditures, enabling businesses and researchers to tailor their approaches effectively.

5. I frequently follow brands I'm interested in on social media platforms.

		Frequency	Percent
Valid	Strongly disagree	15	15.3
	Disagree	14	14.3
	Neutral	31	31.6
	Agree	28	28.6
	Strongly agree	10	10.2
	Total	98	100.0

- Even Spread of Responses: The analysis reveals a balanced distribution of responses among respondents for question number 5, with notable neutrality expressed by 31.6% of participants.
- Active Engagement on social media: Combining the "Agree" and "Strongly agree" responses, a substantial 38.8% of respondents actively follow brands on social media, indicating a significant portion engaged with brand content.
- Opportunities for Improvement in Engagement: Conversely, 29.6% either "Disagree" or "Strongly disagree," suggesting a sizable minority that does not engage with brands on social media platforms. This highlights areas where marketing efforts may need to be focused to enhance brand following on social media.

6. I find social media marketing by brands informative and helpful in making purchase decisions.

		Frequency	Percent
Valid	Strongly disagree	11	11.2
	Disagree	14	14.3
	Neutral	26	26.5
	Agree	39	39.8
	Strongly agree	8	8.2
	Total	98	100.0

- Analysis of the data indicates that 48% of respondents either agree or strongly agree that social media marketing by brands is informative and helpful in their purchase decisions. This suggests a significant portion of consumers perceive social media marketing positively as a tool that influences their buying behavior.
- Negative Perceptions: Conversely, 25.5% of respondents either disagree or strongly disagree with the statement, indicating a minority who do not find social media marketing influential in their purchasing choices. This highlights a segment of consumers who hold negative perceptions or scepticism regarding the impact of social media marketing on their purchasing decisions.

- eutral Responses and Implications: The 26.5% of neutral responses suggest a segment of respondents who neither strongly agree nor disagree with the influence of social media marketing on their purchase decisions. This indicates a level of ambivalence or uncertainty among consumers, emphasizing the need for brands to effectively engage and inform their audience through tailored strategies to sway neutral perceptions and maximize positive impact on consumer behavior.

7. I actively engage with brands on social media (e.g., like, comment, share content).

		Frequency	Percent
Valid	Strongly disagree	9	9.2
	Disagree	19	19.4
	Neutral	30	30.6
	Agree	33	33.7
	Strongly agree	7	7.1
	Total	98	100.0

- Positive Engagement: Analysis of the provided data reveals that a combined 40.8% of respondents either agree or strongly agree that they actively engage with brands on social media platforms. This suggests a considerable portion of consumers who are actively involved in interactions with brands through social media channels.
- Limited Engagement: Conversely, 28.6% of respondents either disagree or strongly disagree with the statement, indicating a significant minority who do not actively engage with brands on social media. This highlights a segment of consumers who have limited or no engagement with brands through social media platforms.
- Neutral Responses and Considerations: The 30.6% of neutral responses suggest a segment of respondents who may not have strong feelings or engagement with brands on social media platforms. This underscores the importance for brands to create engaging and compelling content to encourage active interaction with their audience on social media, thereby potentially swaying neutral or inactive consumers towards more active engagement.

8. The type of content brands share on social media influences my engagement with them.

		Frequency	Percent
Valid	Strongly disagree	11	11.2
	Disagree	13	13.3
	Neutral	27	27.6
	Agree	39	39.8
	Strongly agree	8	8.2
	Total	98	100.0

- The data reveals that a combined 48% of respondents either agree or strongly agree that the type of content shared by brands on social media influences their engagement. This indicates a significant portion of consumers who recognize the impact of content in driving their engagement with brands on social media platforms.
- Divergent Perspectives: Conversely, 24.5% of respondents either disagree or strongly disagree with the statement, suggesting a divergence in consumer perspectives regarding the influence of content on their engagement with brands on social media. These highlights varying viewpoints among consumers regarding the effectiveness of social media content in driving engagement.

- Neutral Responses and Strategic Considerations: The 27.6% of neutral responses indicate a segment of respondents who may not have strong opinions on the influence of content on their engagement with brands on social media. For brands, this underscores the importance of understanding and addressing the nuanced preferences of consumers, leveraging neutral responses as an opportunity to refine content strategies and enhance overall engagement with the audience.

9. I trust recommendations and feedback shared by other users on social media about brands.

		Frequency	Percent
Valid	Strongly disagree	8	8.2
	Disagree	16	16.3
	Neutral	24	24.5
	Agree	35	35.7
	Strongly agree	15	15.3
	Total	98	100.0

- The data indicates a diverse range of responses among respondents regarding their trust in recommendations and feedback shared by other users on social media about brands.
- Notably, a significant portion, comprising 51% of the respondents, either agree or strongly agree with trusting such content, highlighting its influential role in consumer decision-making processes.
- Minority Dissent: Conversely, a notable 24.5% of respondents express either disagreement or strong disagreement with trusting recommendations and feedback on social media platforms.
- This minority viewpoint suggests a segment of the population that remains skeptical or cautious about relying on user-generated content for brand-related decisions.
- Implications for Consumer Behavior: he neutral responses, constituting 24.5% of the total, suggest a group of respondents with ambivalent or less pronounced opinions on the matter.
- This underscores the complex landscape of consumer perceptions on social media, where a significant majority trust user-generated content, while others remain skeptical or indifferent. Such insights emphasize the importance of cultivating trust and authenticity in brand interactions within the digital realm.

10. Social media offers a valuable platform for me to provide feedback and suggestions to brands.

		Frequency	Percent
Valid	Strongly disagree	7	7.1
	Disagree	7	7.1
	Neutral	20	20.4
	Agree	49	50.0
	Strongly agree	15	15.3
	Total	98	100.0

- The data illustrates varied perceptions among respondents regarding social media's role as a platform for providing feedback and suggestions to brands.
- Notably, a substantial majority, comprising 65.3% of respondents, either agree or strongly agree with the notion that social media serves as a valuable avenue for offering feedback and suggestions to brands.
- Minority Dissent: Conversely, only a small proportion, totaling 14.2% of respondents, express disagreement or strong disagreement with the perception that social media is an effective feedback platform for brands.
- This minority perspective suggests a segment of the population that does not view social media as an ideal channel for providing feedback and suggestions to brands.
- Implications for Brand Engagement: The presence of neutral responses, constituting 20.4% of the total, implies a segment of respondents with less definitive opinions on the matter.
- This underscores the need for brands to actively engage with their audience on social media platforms to leverage the perceived value of these channels for soliciting feedback and suggestions. Such engagement fosters stronger brand-consumer relationships and enables brands to adapt their strategies based on consumer insights garnered from social media interactions.

11. I believe social media marketing can be a positive force for brands in building genuine relationships with their customers.

		Frequency	Percent
Valid	Strongly disagree	8	8.2
	Disagree	10	10.2
	Neutral	23	23.5
	Agree	41	41.8
	Strongly agree	16	16.3
	Total	98	100.0

- The data presents a diverse range of viewpoints regarding the belief in social media marketing's ability to foster genuine relationships between brands and customers.
- Notably, a significant majority, totaling 58.1% of respondents, express agreement with this notion, indicating varying degrees of belief in social media's potential for cultivating authentic connections.
- Minority Dissent: Conversely, a minority, comprising 18.4% of respondents, either strongly disagree or disagree with the idea that social media marketing can foster genuine relationships between brands and customers.
- This minority viewpoint suggests a segment of the population that remains skeptical or unconvinced about the efficacy of social media marketing in building authentic brandconsumer relationships.
- Implications for Brand Engagement: The presence of neutral responses, constituting 23.5% of the total, highlights a segment of respondents with undecided or ambivalent attitudes towards social media's role in relationship-building.
- These findings underscore the perceived significance of social media as a vital tool for brands to engage with and nurture relationships with their customers. Moreover, they indicate the need for brands to continue demonstrating the effectiveness of social media marketing in fostering genuine connections, particularly to sway those who remain neutral or skeptical.

12. I am concerned about the privacy and security of my personal data collected by brands on social media.

		Frequency	Percent
Valid	Strongly disagree	3	3.1
	Disagree	9	9.2
	Neutral	22	22.4
	Agree	39	39.8
	Strongly agree	25	25.5
	Total	98	100.0

- The data depicts a spectrum of sentiments regarding concerns about the privacy and security of personal data collected by brands on social media.
- A substantial majority, comprising 65.3% of respondents, express agreement with these concerns, with varying degrees of intensity, indicating widespread apprehensions about data privacy and security practices.
- Minority Dissent: In contrast, a minority, constituting 12.3% of respondents, either strongly disagree or disagree with concerns about the privacy and security of personal data collected by brands on social media platforms.
- This minority perspective suggests a segment of the population that may perceive data privacy and security risks differently or prioritize other factors over these concerns.
- Implications for Brand Practices: The presence of neutral responses, totaling 22.4% of the total, points to a segment of respondents with undecided or ambivalent attitudes towards data privacy and security on social media.
- These findings underscore the prevalent concerns among respondents regarding the handling of their personal data by brands on social media platforms. They emphasize the critical need for brands to prioritize transparency and implement robust data protection measures to address these apprehensions effectively. Brands that proactively address these concerns are more likely to build and maintain trust with their audience in an increasingly data-conscious landscape.

13. How often do you follow social media influencers?

		Frequency	Percent
Valid	Never	8	8.2
	Rarely	30	30.6
	Occasionally	31	31.6
	Frequently	21	21.4
	Very frequently	8	8.2
	Total	98	100.0

- The data highlights the frequency with which respondents follow social media influencers, revealing varied engagement patterns.
- A significant portion of respondents, totaling 62.2%, fall into the categories of "Rarely" (30.6%) and "Occasionally" (31.6%), indicating that while many follow influencers, it's not a consistent habit for them.
- Varied Engagement Levels: Moreover, 21.4% of respondents report following influencers frequently, suggesting a notable segment that actively engages with influencer content on a regular basis.
- Additionally, a smaller proportion (8.2%) follows influencers very frequently, indicating a dedicated subset of respondents who regularly consume influencer content.
- Unique Behavior: Notably, 8.2% of respondents claim to never follow social media influencers, highlighting a distinct segment with no engagement with influencer content.
- These findings underscore the prevalence of social media influencer followings among respondents, albeit with varying levels of frequency. Understanding these nuances is crucial for brands and marketers seeking to leverage influencer partnerships effectively to reach and engage with their target audiences.

14. How much do you trust the recommendations of influencers you follow?

		Frequency	Percent
Valid	Never	15	15.3
	Rarely	23	23.5
	Occasionally	34	34.7
	Frequently	19	19.4
	Very frequently	7	7.1
	Total	98	100.0

This question aims to discover the level of trust youth has in influencer marketing.

- Limited Trust: Majority of respondents 58.8% (15.3% + 23.5%) of respondents rarely or never trust influencer recommendations. This indicates a significant portion of the audience is critical of influencer marketing. 34.7% occasionally trust influencer recommendations. This group might be more receptive to influencers but remains selective.

- Only 26.5% (19.4% + 7.1%) frequently or very frequently trust influencer recommendations. This suggests a smaller segment blindly follows influencer suggestions.
- While influencers can be powerful in driving consumer behavior, there's a need for authenticity and transparency to build trust effectively.

15. Influencers make products seem more appealing than they actually are.

		Frequency	Percent
Valid	Strongly disagree	6	6.1
	Disagree	6	6.1
	Neutral	26	26.5
	Agree	39	39.8
	Strongly agree	21	21.4
	Total	98	100.0

The question revolves around how influencer marketing makes portays the product to the public.

- The majority of respondents (79.2%, Agree + Strongly Agree) believe influencers make products seem more appealing than they actually are. Nearly 40% (39.8%) agreed with the statement, and over 21% (21.4%) strongly agreed. This suggests a significant portion of the population views influencers with some skepticism regarding their product portrayals.
- Neutral Stance: A noticeable portion (26.5%) remained neutral, unsure of influencer impact or needing more information. A low number of respondents (12.2%) disagreed with the statement, trusting influencer recommendations or finding them helpful in product evaluation.

16. Influencers create unrealistic expectations about products and services.

		Frequency	Percent
Valid	Strongly disagree	4	4.1
	Disagree	12	12.2
	Neutral	22	22.4
	Agree	35	35.7
	Strongly agree	25	25.5
	Total	98	100.0

The question asks the youth whether influencer marketing creates false expectations about products or services.

- The majority of respondents (71.2%, Agree + Strongly Agree) believe influencers create unrealistic expectations about products and services. A significant portion (25.5%) strongly agrees with this statement, suggesting a deep concern about the inflated portrayal of products by influencers.
- Neutral: Some respondents (22.4%) remain neutral, possibly unsure about the overall impact or needing more context.
- A combined 16.3% (Disagree + Strongly Disagree) believe influencers don't necessarily create unrealistic expectations. It shows a potential audience who trusts influencer portrayals or perceives them as honest reviews.

17. I am more likely to trust a product review from an influencer than a traditional ad.

		Frequency	Percent
Valid	Strongly disagree	7	7.1
	Disagree	17	17.3
	Neutral	35	35.7
	Agree	31	31.6
	Strongly agree	8	8.2
	Total	98	100.0

This question aims to figure out whether traditional ads or influencer reviews have more influence on youth.

- Shifting Trust: A significant portion (40.8% - agree + strongly agree) is more likely to trust product reviews from influencers than traditional ads. This suggests a potential decline in the effectiveness of traditional advertising and a rise in trust towards influencer-based recommendations.
- Strong Influencer Preference: A notable segment (8.2%) strongly agrees, indicating a clear preference for influencer reviews and a significant distrust in traditional advertising.
- Traditional Ads Still Hold Value: It's important to acknowledge that a combined 24.4% (strongly disagree + disagree) still trust traditional ads more or equally. This highlights that traditional advertising strategies haven't entirely lost their effectiveness.
- Leaning Towards Influencers: A larger group (31.6%) agrees, suggesting they find influencer reviews more trustworthy than traditional ads, but might consider both sources.

18. Social media influencers influence my decision to try a new product or service.

		Frequency	Percent
Valid	Strongly disagree	6	6.1
	Disagree	25	25.5
	Neutral	26	26.5
	Agree	32	32.7
	Strongly agree	9	9.2
	Total	98	100.0

The question studies the influence of social media influencers on trying new products or services.

- Limited Influence: Slightly more than a third (32.7%) of respondents agreed or strongly agreed that influencers influence their decisions, but a significant portion (31.6%) disagreed or strongly disagreed. This means that influencer marketing may be effective for some audiences but not for others.
- Neutral Stance: A sizeable portion (26.5%) remains neutral, potentially indicating they haven't actively sought out new products based on influencer recommendations or haven't formed a strong opinion.
- Open to Trying: A notable segment (9.2%) strongly agrees, suggesting they are highly receptive to trying new products/services based on influencer recommendations.

19. I feel pressure to buy products or services that social media influencers endorse.

		Frequency	Percent
Valid	Strongly disagree	13	13.3
	Disagree	25	25.5
	Neutral	30	30.6
	Agree	21	21.4
	Strongly agree	9	9.2
	Total	98	100.0

The question aims to check whether people get pressured to buy products or services due to social media influencers.

- Limited Pressure: A significant portion (38.8% - strongly disagree + disagree) doesn't feel pressure to buy products endorsed by influencers. This indicates that influencer marketing doesn't universally influence purchasing decisions.
- Neutral Perception: A sizeable portion (30.6%) remains neutral, potentially indicating they haven't experienced significant pressure or haven't formed a strong opinion about influencer endorsements.
- Resistant to Pressure: A notable segment (13.3%) strongly disagrees, suggesting they are immune to influencer marketing tactics and make purchase decisions independently.

- Not Easily Swayed: A larger group (25.5%) disagrees, indicating they are not easily influenced by influencer endorsements.
- Pressure Exists: It's important to acknowledge that a combined 30.6% (agree + strongly agree) experience pressure to buy influencer-endorsed products. This highlights the persuasive power that influencer marketing can hold for some consumers.

20. I believe social media influencers can be a source of valuable information about products and services.

		Frequency	Percent
Valid	Strongly disagree	7	7.1
	Disagree	13	13.3
	Neutral	33	33.7
	Agree	35	35.7
	Strongly agree	10	10.2
	Total	98	100.0

The data suggests a divided opinion on the value of social media influencers as sources of information about products and services.

- Positive Perception: A combined 45.9% (agree + strongly agree) believe social media influencers can be a valuable source of information. This suggests that some people find influencer content informative and helpful in their decision-making processes.
- Neutral Stance: A sizeable portion (33.7%) remains neutral, potentially indicating they haven't found influencer content particularly valuable or haven't formed a strong opinion.
- Negative Perception: A combined 20.4% (disagree + strongly disagree) believe influencers are not a valuable information source. This highlights skepticism among some users regarding the credibility and objectivity of influencer content.
- Value Seekers: A notable segment (10.2%) strongly agrees, suggesting they actively rely on influencers for product/service information.
- Open to Information: A larger group (35.7%) agrees, indicating they find influencer content informative but might consult other sources before making decisions.

21. On average, how many hours per day do you spend on social media platforms?

		Frequency	Percent
Valid	1-2	30	30.6
	3-4	36	36.7
	5-6	16	16.3
	7-8	10	10.2
	9-10	6	6.1
	Total	98	100.0

- Moderate Usage: A significant portion (67.3%) spends between 1-4 hours daily on social media, with 30.6% spending 1-2 hours and 36.7% spending 3-4 hours. This indicates that social media use is integrated into many people's daily routines, but the average time commitment is moderate.
- Light Users: A somewhat smaller group (16.3%) spends 5-6 hours on social media daily, suggesting they are more frequent users but still dedicate a limited portion of their day to these platforms.

- Heavy Users: A smaller segment (10.2% + 6.1%) spends 7 or more hours daily, indicating they are very active social media users, and these platforms likely play a prominent role in their daily lives.
- Limited Usage: Still, a small portion (6.1%) doesn't use social media at all. This highlights that social media isn't a universal daily activity, and some people choose to limit or avoid it altogether.

22. How often do you see advertisements or promotions from brands/businesses on social media?

		Frequency	Percent
Valid	Never	6	6.1
	Rarely	15	15.3
	Sometimes	20	20.4
	Frequently	38	38.8
	Very frequently	19	19.4
	Total	98	100.0

The question revolves around the frequency of social media advertising or promotions by brands/businesses.

- High Exposure to Ads: A dominant portion (58.2%) sees social media ads "frequently" or "very frequently." This indicates that social media advertising has become a prevalent aspect of the online experience for many users.
- Constant Exposure: A notable segment (19.4%) sees ads very frequently, suggesting they are exposed to a high volume of social media advertising.
- Regular Exposure: A larger group (38.8%) sees ads frequently, indicating they encounter social media ads on a regular basis while browsing these platforms.
- Occasional Exposure: The remaining group (20.4%) sees ads "sometimes," suggesting they encounter social media ads occasionally but not constantly.
- Limited Exposure: Still, a combined 21.4% rarely or never see social media ads. This highlights that ad-blocking tools or specific social media usage patterns can limit ad exposure for some users.

23. How frequently do you follow brands/businesses on social media?

		Frequency	Percent
Valid	Never	12	12.2
	Rarely	20	20.4
	Sometimes	34	34.7
	Frequently	24	24.5
	Very frequently	8	8.2
	Total	98	100.0

This question discovers the level of engagement between youth and the brands/businesses on social media.

- Majority Follows Brands: A significant portion (67.4%) follows brands "sometimes," "frequently," or "very frequently." This indicates that social media is a prominent platform for brand-consumer interaction.

Breakdown of Following:

- Active Followers: A notable segment (8.2%) follows brands very frequently, suggesting a high level of interest in staying updated with brand activities.
- Regular Followers: A larger group (24.5%) follows brands frequently, indicating they are interested in brand content and updates.
- Occasional Followers: The most prominent group (34.7%) follows brands "sometimes," suggesting they might follow a selective group of brands or engage with their content occasionally.
- Limited Following: A combined 32.6% rarely or never follow brands. This highlights that not everyone actively seeks out brands on social media, and some might prefer other channels for brand communication.

24. How much do you trust the information about products or services you see on social media from brands/businesses?

		Frequency	Percent
Valid	Not at all	12	12.2
	Slightly	15	15.3
	Somewhat	37	37.8
	Quite a bit	28	28.6
	Completely	6	6.1
	Total	98	100.0

This question measures the level of trust people have in the information about products or services they see directly from brands or businesses on social media platforms.

- Limited Trust: A significant portion (27.5%) has limited trust, with 12.2% not trusting such information "at all" and 15.3% trusting it "slightly." This highlights a need for brands to build credibility on social media.

- Conditional Trust: The largest group (37.8%) trusts the information "somewhat," indicating they are cautiously receptive but might consult other sources before making decisions.

- Moderate Trust: A notable segment (28.6%) trusts the information "quite a bit," suggesting they find brand-shared information valuable but might still compare it with other sources.

- High Trust: A small group (6.1%) trusts the information "completely," indicating full reliance on brand communication on social media.
- The responses are weighed towards trusting information about products and services by brands on social media.

25. How much do you trust user-generated content (e.g., reviews, testimonials) shared on social media about products or services?

		Frequency	Percent
Valid	Never	11	11.2
	Rarely	23	23.5
	Occasionally	31	31.6
	Frequently	24	24.5
	Very frequently	9	9.2
	Total	98	100.0

The question aims to understand the frequency with which individuals use social media platforms to look for discounts or promotional offers for products or services that pique their interest.

- Prominent Use for Deals: A significant portion (55.1%) reported using social media "occasionally," "frequently," or "very frequently" to seek discounts or promotions. This indicates social media has become a key platform for deal discovery.

Breakdown of Usage:

- Active Deal Seekers: A notable segment (9.2%) uses social media very frequently for finding deals, suggesting they heavily rely on this platform for saving money.

- Regular Deal Seekers: A larger group (24.5%) uses social media frequently, indicating they actively seek out deals on social media for purchases they consider.

- Opportunistic Deal Seekers: The most prominent group (31.6%) uses social media occasionally, suggesting they are open to finding deals on social media but might not actively search for them.

- Limited Use for Deals: Still, a combined 34.7% rarely or never use social media for deals. This highlights that not everyone prioritizes finding discounts on social media, and some might prefer other deal-finding methods.
- The responses are fairly evenly spread across the categories, suggesting no one behavior is overwhelmingly dominant.

26. How much does personalised social media advertising influence your purchasing decisions (e.g., ads based on your past browsing history

		Frequency	Percent
Valid	Never	11	11.2
	Rarely	16	16.3
	Sometimes	28	28.6
	Frequently	31	31.6
	Very frequently	12	12.2
	Total	98	100.0

The question seeks to understand the extent to which personalized social media advertising 50 influences individuals' purchasing decisions, specifically focusing on ads tailored to their past browsing history.

- Significant Influence: A dominant portion (73.8%) of respondents reported being influenced by personalized ads "sometimes," "frequently," or "very frequently." This indicates that targeted advertising on social media can be a powerful tool for influencing consumer choices.

- Breakdown of Influence:

- Highly Influenced: A notable segment (12.2%) is very frequently influenced, suggesting personalized ads play a significant role in their purchase decisions.

- Moderately Influenced: The largest group (31.6%) is influenced frequently, indicating they are receptive to targeted advertising but might consider other factors as well.

- Conditional Influence: A sizeable portion (28.6%) is influenced "sometimes," suggesting they are open to personalized ads but might not always lead to a purchase.

- Limited Influence: Still, a combined 27.5% reported being rarely or never influenced. This highlights that not all consumers are susceptible to personalized advertising, and some might actively avoid it

27. How often do you use social media to seek discounts or promotional offers for products or services you are interested in?

		Frequency	Percent
Valid	Never	9	9.2
	Rarely	19	19.4
	Sometimes	39	39.8
	Frequently	23	23.5
	Very frequently	8	8.2
	Total	98	100.0

This question explores the level of trust people place in user-generated content (UGC) like reviews and testimonials shared on social media regarding products or services. The interpretation shows a range of trust levels:

- Moderate Trust: A combined 63.3% of respondents reported trusting UGC "sometimes," "frequently," or "very frequently." This indicates UGC plays a role in influencing purchase decisions for a considerable portion of the population.
- Breakdown of Trust:
- High Trust: A positive sign is that 8.2% very frequently trust UGC, suggesting they heavily rely on it for product/service evaluation.
- Moderate Skepticism: A larger group (23.5%) trusts UGC frequently, indicating they consider it alongside other information sources.
- Conditional Trust: The most prominent group (39.8%) trusts UGC "sometimes," suggesting they find it valuable but may weigh it cautiously.
- Limited Trust: Still, a combined 28.6% rarely or never trust UGC. This highlights the presence of skepticism and the need for platforms and users to promote transparency and combat misinformation.
- Positive Implications: These findings demonstrate the potential of UGC as a trusted source of information for consumers. Companies can leverage positive UGC to build brand reputation and trust.

28. How much do you agree with the statement:

"Social media marketing makes me want to buy things I don't actually need"

		Frequency	Percent
Valid	Strongly disagree	9	9.2
	Disagree	22	22.4
	Neutral	24	24.5
	Agree	35	35.7
	Strongly agree	8	8.2
	Total	98	100.0

The question is asking respondents about their inclination towards making unnecessary purchases due to social media marketing. This data reveals a mixed response to the statement "Social media marketing makes me want to buy things I don't actually need."

- Susceptibility to Impulse Purchases: A significant portion (43.9%) agrees or strongly agrees with the statement, indicating social media marketing can influence impulse purchases. This suggests companies are using effective tactics to trigger desires for nonessential products/services.

- Degree of Influence: However, a notable group (31.6%) disagrees or strongly disagrees. This highlights that social media's influence isn't absolute, and some consumers remain resistant to impulse buying triggered by marketing.

- Neutrality: A sizeable portion (24.5%) remains neutral, potentially indicating they haven't experienced significant influence or are unsure about the statement's accuracy in their own case.

29. Has social media marketing ever convinced you to try a new product or service?

		Frequency	Percent
Valid	Never	11	11.2
	Rarely	11	11.2
	Sometimes	43	43.9
	Frequently	31	31.6
	Very frequently	2	2.0
	Total	98	100.0

This data suggests social media marketing has a significant influence on product and service trial.

- Majority Influenced: Over half (74.5%) of respondents reported being convinced to try something new at least "sometimes" due to social media marketing. This indicates a strong potential for reaching new customers through these platforms.

- Breakdown of Influence: A breakdown reveals a nuanced picture:

- Frequent Influence: A sizable portion (31.6%) is frequently convinced by social media marketing, highlighting its effectiveness for driving trial.

- Moderate Influence: A further 43.9% are convinced "sometimes," suggesting social media can be a regular nudge towards trying new offerings.

- Limited Influence: Only a combined 22.2% reported being rarely or never influenced, indicating social media is a relevant factor for most consumers.

- Positive Implications: These findings demonstrate the power of social media marketing to generate interest and encourage product/service trial. This can be leveraged to expand customer bases and promote new offerings.

Final Chapter

Conclusion and Future Scope

From this study, it has become evident that the youth actively seek out social media platforms daily and spend several hours on these platforms, exposing themselves to greater influence and persuasion by marketers. Young individuals are deeply immersed in social media, dedicating a significant portion of their daily lives to various platforms. With the majority spending several hours per day on social media, it's evident that these platforms have become integral parts of their routines. This high level of engagement underscores the importance of social media as a channel for marketers to connect with their target audience and makes them highly receptive to marketing messages. However, the study also explores the trust dynamics surrounding social media marketing. While a significant portion of young consumers express trust in information shared by brands on social media, there remains a level of skepticism, particularly towards user-generated content. Marketers must navigate these trust dynamics carefully, ensuring transparency and authenticity in their communications. The study highlights the need for marketers to understand the unique dynamics of social media platforms. Unlike traditional media channels, social media operates within its ecosystem, characterized by interactive communication and user-generated content. Marketers must adapt their strategies to this environment, focusing on fostering genuine engagement and building authentic relationships with users. The a need for marketers to understand the unique nature of social media platforms. Unlike traditional media, social media operates in its realm with distinct rules and dynamics. Marketers must grasp these nuances to craft strategies that resonate authentically with users. Most importantly, they need to familiarize themselves with how these social media platforms function, as social etiquette has now crossed over into social media and there are now standards about the types of behavior that are acceptable on these platforms. It has become evident that Indian marketers cannot afford to overlook or downplay the value of social media, since it has become a preferred means of direct communication with youth consumers which significantly influences their purchasing behavior. The constantly developing media landscape and changing consumer behavior presents new challenges and opportunities for marketers. The growing popularity and usage of social media platforms have forced marketers to re-evaluate their marketing strategies in order to remain prevalent amongst the youth. The youth in particular, actively seek social media platforms daily and spend hours on these platforms, exposing themselves to greater influence and persuasion by marketers. The study also emphasizes the influence of social media influencers and content creators on young consumers. These individuals play a significant role in shaping the perceptions and preferences of youth, with their recommendations and endorsements often carrying substantial weight. Businesses must recognize the power of influencers and leverage their platforms effectively to amplify their brand messages.

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