



# **Influence Of Social Media Marketing On Consumer Behavior Among Youth With Special Reference To Thrissur District**

**Dr. SOUMYA SREEDHAR V**

**ASSISTANT PROFESSOR**

**DEPARTMENT OF COMMERCE**

**SREE KERALA VARMA COLLEGE, THRISSUR**

## **ABSTRACT**

Social media has the power to influence potential customers from the start until the stage of a purchase and beyond as well. The use of social networking sites has a wide range of effects on customers in the modern era. Numerous social networking sites have an impact on consumer behavior. These include YouTube, LinkedIn, Google+, and others. Almost every age group of customers uses social media these days, including working-class individuals, college students, and even senior citizens. This study's primary goal is to investigate how social media usage will impact consumers' final purchasing decisions. The public is the consumer in question. Additionally, the study has examined the elements that encourage people to shop on social media platforms and how social media will impact consumers' purchasing decisions.

**KEY WORDS** :social media,consumer behavior,purchasing decisions.

## **INTRODUCTION**

Social media has occupied an important position as a communication tool. it is all about facilitating people to express and share ideas, thoughts and opinions with others. People across the globe use social media to connect with other people or organizations. The latest trend in marketing is the introduction of social media. Now-a-days social media has become a very strong tool in influencing buying decisions of consumers. Social media has the power to influence potential customers from the start until the stage of a purchase and beyond as well. There are four ways in which social media influences consumer behavior. They are: social media(a) builds product awareness, (b)social proof as a greater force of buying decisions, (c) promotions discounts and deals on social media, (d)social media influencers.

Social media is a huge influence on consumers when they are attempting to build awareness about a particular product. A large section of the audience gets to know your brand through the content that is distributed on social media, in this way people get to know about your product. Social proof has emerged due to the tendency of people to imitate the behavior of people around them. Happy customers tend to go about praising the products likes, shares, reviews and comments on social media.

When consumers see promotions, discounts and deals on social media, it influences their buying behavior. Consumers are more likely to buy when they get recommendations from a person they trust. Celebrities and popular people inspire their audiences and influence their buying behavior. Social media which includes the content, visuals, promotions, discounts and influencers can influence the buying behavior of consumers.

In the modern era the use of social networking websites has extensively effect on the consumers in various ways. There are many online networking sites which affect consumer behavior. They are Google+, Linked In, YouTube etc. Now-a-days social media is used by almost all ages of consumers like college students, working class and even old people too. The main aim of this study is to examine how social media will affect the final consumer behavior among people who mostly use social media websites. The consumer referred to here is the public. The study has also undertaken to analyze how social media will affect buying decisions of the public and the factors that motivate the public to shop through social media platforms.

### **STATEMENT OF THE STUDY**

In today's world people start their day with smart phones and they are easily attracted towards recent updates and ads in social media accounts. Now-a-days social media platforms like WhatsApp, Instagram, YouTube, Facebook etc. influence consumer behavior a lot and make purchases very easy online. Hence the aim of this study is to examine how social media will influence consumer behavior of the public and analyze the factors affecting the public to purchase through social media platforms.

### **OBJECTIVES OF THE STUDY**

The main objective of this study is to examine the impact of social media on the buying behavior of consumers. Specific objectives of the study are: -

1. To identify the factors that drives attention in social media marketing.
2. To identify the motivating factors to shop through social media platforms.
3. To analyze the advantages of social media marketing compared to traditional media marketing.
4. To analyze the influence of social media marketing on consumer behavior among youth.

### **HYPOTHESIS OF THE STUDY**

**H<sub>0</sub>**: Social media has no significant impact on the buying behavior of consumers.

**H<sub>1</sub>**: Social media has a significant impact on the buying behavior of consumers.

### **SCOPE OF THE STUDY**

The scope of the study covers the public, the study will help us to understand the impact of social media on consumer behavior. The study is conducted among youth in Thrissur district.

### **RESEARCH METHODOLOGY**

Research methodology is a process used to collect information and data for the purpose of making decisions. A descriptive approach was used in this study.

### **METHODS OF DATA COLLECTION**

The data is collected from both primary and secondary sources. The source of primary data is through questionnaire based on the objectives. The secondary data were collected from books, journals, websites and other published sources.

### **SAMPLE DESIGN**

The sample technique for the study is purposive sampling. The study was conducted among students in Thrissur district. Since the size of population is large, with the research decided to select a sample size of 60 respondents.

### **POPULATION**

Population taken for this study is total number of youths in Thrissur district.

### **SAMPLE**

60 respondents included male and female with the age group of 18-35.

### **INSTRUMENTS FOR DATA COLLECTION**

**QUESTIONNAIRE:** A set of questions with a choice of answers, devised for the purpose of the survey. A questionnaire is a research instrument consisting of series of questions and other prompts for the purpose of gathering information from respondents. It was administered to 60 respondents, who are students residing in Thrissur district. The questionnaire was framed in such a way that all the questions could be provided as per the survey requirements. The questionnaire was collected through google form.

### **DATA ANALYSIS TOOLS**

Data analysis tools used in the study are percentage method and ranking method.

### **LIMITATIONS OF THE STUDY**

Major limitations of the study were:

- Respondents bias towards the questions.
- The study is conducted within a limited time.
- Primary data obtained may not be accurate to a great extent.
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### **REVIEW OF LITERATURE**

The review of existing studies clearly shows that social media is one of the most powerful influences on consumer buying behavior in today's digital world. Earlier research, like the study by Manju Ahuja et al. (2003), aimed to understand how consumers browse and shop online, especially on business-to-consumer websites. Their findings highlighted that demographic differences play a significant role in how people search for products and make purchasing decisions. As internet usage grew, researchers began to examine the expanding role of social media in how consumers make decisions. For instance, Ramsunder (2011) pointed out that online brands and consumer opinions greatly affect buying choices. People now depend more on the experiences and reviews of others before making purchases, which shows the importance of peer influence in the digital space.

Similarly, Teena Bagga et al. (2013) identified several key factors that shape online buying behavior, including social communication, website features, online ads, convenience, privacy concerns, and information search. These findings suggest that consumers are influenced not only by the products but also by how information is presented and shared online. The impact of social media becomes even clearer in studies like that of Garima Gupta (2013), which found that product information, peer discussions, and consumer involvement greatly affect purchase intentions. Since online shoppers can't physically examine products, they rely heavily on shared experiences and recommendations on social media platforms.

Research by Sunghun Chung et al. (2014) further emphasized that when companies actively engage with customers through rich and responsive social media content, it positively impacts both consumer engagement and overall business performance. Areeba Toor et al. (2017) reinforced this idea, finding that consumer engagement is crucial for connecting social media marketing efforts to purchase intentions. Other researchers, like Balakrishnan et al. (2014) and Bogdan Anastasiei et al. (2022), confirmed that electronic word-of-mouth and peer recommendations strongly shape brand image and reduce uncertainty in purchasing decisions.

Walid Nabil Iblasi et al. (2016) demonstrated that social media influences every stage of the consumer decision-making process, from recognizing a need to post-purchase behavior. Recent studies, such as Geofakta Razali et al. (2023), also show that social media advertising and viral marketing campaigns, especially on platforms like Instagram, significantly affect consumers' purchasing choices. Overall, the literature consistently shows that social media is not just a communication platform; it has become a vital marketing tool that shapes attitudes, builds brand image, strengthens customer relationships, and directly influences buying behavior. Today's consumers actively search for information, compare options, read reviews, and interact with brands online before making decisions.

### **RESEARCH GAP**

Even though various studies are conducted on the topic Influence of Social Media Marketing on Consumer Behavior but so far, no study has been conducted in social media marketing among youth in Thrissur district.

### **THEORITICAL BACKGROUD**

Social media marketing is the use of social media platforms and websites to promote a product or services. Social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built in data analytics tools, enabling companies to track the progress, success, and engagement of social media marketing campaigns. When using social media marketing, firms can allow customers and internet users to post user generated content (e.g.: online comments, product reviews, etc.).

### **ADVANTAGES OF SOCIAL MEDIA MARKETING**

Advantages of social media marketing are,

- Allows companies to promote themselves to large, diverse audiences that could not be reached through traditional marketing such as phone and email-based advertising.
- Marketing on most social media platforms comes at little to no cost making it accessible to virtually any size business.
- Accommodates personalized and direct marketing that targets specific demographics and market.
- Companies can engage with customers directly allowing them to obtain feedback and resolve issues almost immediately.

### **DISADVANTAGES OF SOCIAL MEDIA MARKETING**

- Many businesses do not have enough awareness or reputation are extremely not advised to focus on social media marketing.
- While using social media platforms for advertising you basically need to surrender your information both public and personal.
- It is only limited to social media.
- Different group of people uses social media differently.

### **CONSUMER BEHAVIOUR**

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, and how the consumer's emotions, attitudes and preferences affect buying behavior. The study of consumer behavior formally investigates individual qualities such as demographics, personality lifestyles, and behavioral variables (such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals), to understand people's wants and consumption. Also investigated are the influences on the consumer, from groups such as family, friends, sports, and reference groups, to society in general, including brand-influencers and opinion leaders.

The study of consumer behavior assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process. Consumer behavior entails all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities.

## DATA ANALYSIS AND DISCUSSIONS

### AGE GROUP

Particulars	No. of respondents	Percentage of respondents
18-25	54	90
25-30	3	5
30-35	3	5
Total	60	100

Source: primary data

### INTERPRETATION

From the above table, out of 60 respondents 90% of them belong to the age category of 18-25. 5% of them belongs to 25-30 and the remaining 5% belong to 30-35.

### GENDER

Particulars	No. of respondents	Percentage of respondents
Male	23	38
Female	37	62
Other	0	0
Total	60	100

Source: primary data

### INTERPRETATION

Table shows that out of 60 people more than 35 respondents are female and remaining are male. It can be interpreted that majority respondents are female.

### OCCUPATIONAL STATUS

Particulars	No. of respondents	Percentage of respondents
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Student	52	87
Employed	7	11
Unemployed	1	2
Total	60	100

Source: primary data

### INTERPRETATION

From the above table out of 60 respondent's majority are students and 7 respondents are employed and only 1 person is unemployed.

### USAGE OF SOCIAL MEDIA

Particulars	No. of respondents	Percentage of respondents
Yes	60	100
No	0	0
Total	60	100

### INTERPRETATION

From the above table, out of 60 respondents all the participants use social media. It can be interpreted that social media has a great influence in the day-to-day life of the people.

### PURPOSE OF USAGE OF SOCIAL MEDIA

Particulars	No. Of respondents	Percentage of respondents
Shopping	27	25
Make friends	16	15
Product review	24	23
Entertainment	40	37

Source: primary data

### INTERPRETATION

Table shows that most of the respondents use social media for entertainment. Along with this they also use social media for shopping and product reviews. Only a few uses social media for making friends.

### TYPE OF SOCIAL MEDIA USED DAILY

Particulars	No. of respondents	Percentage of respondents
Facebook	3	5
Instagram	32	53
WhatsApp	22	37
Snapchat	1	2
Other	2	3
Total	60	100

Source: primary data

### INTERPRETATION

From the above table out of 60 respondents most of them are using Instagram daily. Some of them are also using WhatsApp. Only a few are using Facebook and snapchat daily.

**TIME SPENT ON SOCIAL MEDIA**

Particulars	No. of respondents	Percentage of respondents
0 hour	0	0
1-5 hours	46	77
5-10 hours	14	23
10 hours or more	0	0
Total	60	100

Source: primary data

**INTERPRETATION**

The above table and figure show that out of 60 respondents in this survey, most of them spent 1-5 hours per day on social activities. Some of them spent 5-10 hours per day. None of them spent 10 hours or more on social media. It can be interpreted that social media has become part of our daily life.

**HAVE YOU SEEN ADVERTISEMENTS ON SOCIAL MEDIA**

Particulars	No. of respondents	Percentage of respondents
Yes	60	100
No	0	0
Maybe	0	0
Total	60	100

Source: primary data

**INTERPRETATION**

Table reveals that out of 60 people all of them have seen advertisements on social media. So it can be interpreted that all of them are paying attention to ads.

**TRUST ON SOCIAL MEDIA**

Particulars	No. of respondents	Percentage of respondents
Yes	40	67
No	20	33
Total	60	100

**INTERPRETATION**

From the above table out of 60 respondents 67% trust social media. The remaining 33% don't have trust in social media.

**HAVE YOU PURCHASED THROUGH SOCIAL MEDIA MARKETING**

Particulars	No. of respondents	Percentage of respondents
Often	29	49
Sometimes	8	13
Rarely	23	38
Total	60	100

Source: primary data

**INTERPRETATION**

Table shows that out of 60 respondents, 29 respondents purchase often through social media. 23 respondents purchase rarely and 8 respondents purchase sometimes through social media.

**PERCENTAGE OF PURCHASE INFLUENCED BY SOCIAL MEDIA MARKETING**

Particulars	No. of respondents	Percentage of respondents
Below 25%	20	33
25%-50%	27	45
50%-75%	13	22
75%-100%	0	0
Total	60	100

Source: primary data

**INTERPRETATION**

The above figure and table show that 25%-50% of purchase of 27 respondents is influenced by social media. Along with this 50%-75% of purchase of 13 respondents and below 25% of purchase of 20 respondents is influenced by social media. It is interpreted that 75%-100% of purchase of none of the respondents are influenced by social media.

**PREFERRED SOURCE OF INFORMATION FOR BUYING DECISION**

Particulars	No of respondents	Percentage of respondents
Company website	9	15
Social media	16	27
Friends and relatives	20	34
Advertisements	6	10
Other	8	14
Total	60	100

Source: primary data

**INTERPRETATION**

From the above table it shows that friends and relatives are the most preferred source of information for buying decisions and the next most preferred source is social media. The least preferred source of information for buying decision are company's websites and advertisements

**TYPE OF SOCIAL MEDIA THAT INFLUENCE PURCHASE DECISION**

Particulars	No. of respondents	Percentage of respondents
Instagram	27	45
Facebook	0	0
YouTube	21	31
Twitter	0	0
Blogpost	1	2
Other	11	18
Total	60	100

Source: primary data

**INTERPRETATION**

Table reveals that the purchase decision of most of the respondents are influenced by Instagram and YouTube. Only a few of them are influenced by blog posts and other social media platforms (WhatsApp, Telegram). None of them are influenced by twitter and Facebook.

**FACTORS THAT DRIVES ATTENTION IN SOCIAL MEDIA MARKETING**

Particulars	No of respondents	Percentage of respondents
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The frequent exposure of products/advertisements	6	10
Visual elements of advertisements and products	13	22
How important a product is to me	23	38
How much a product is liked, commented and shared by others	10	17
Other	8	13
Total	60	100

Source: primary data

### INTERPRETATION

Table reveals the importance of a product to consumers as the most important factor that drives attention in social media. Along with this exposure of products/advertisements, visual elements of products/advertisements, likes and comments shared by others are also factors that drive attention in social media.

### FACTORS THAT MOTIVATE CONSUMERS TO SHOP THROUGH SOCIAL MEDIA MARKETING

Factors	Strongly agree	Agree	Neutral	Dis agree	Strongly disagree	Mean	Rank
Low price	15	10	14	10	11	3.1	4
Saves time	25	12	10	7	6	3.7	2
Quality of the product	12	16	14	8	10	3.2	3
Offer and discounts	30	13	12	3	2	4.1	1
Convenience	28	14	16	1	1	4.1	1

Source: primary data

### INTERPRETATION

From the above table, most of the respondents are motivated by offers & discounts in social media and convenience to shop through social media. Along with this they are also motivated by factors like low price, saving time, and the quality of the product. Only a few of them are motivated by the fact that it is easy to make payment.

### MOSTLY PREFERRED ONLINE SHOPPING SITES

Particulars	No. of respondents	Percentage of respondents
Flipkart	38	64
Myntra	5	8
Amazon.in	12	20
Other	5	8
Total	60	100

Source: primary data

### INTERPRETATION

Table shows that Flipkart is the online shopping site that is most preferred, and the next most

preferred app is amazon.in. The least preferred app is Myntra and other online shopping sites.

### ADVANTAGES OF SOCIAL MEDIA MARKETING COMPARED TO TRADITIONAL MEDIA MARKETING

Factors	Strongly agree	Agree	Neutral	Dis agree	Strongly disagree	Mean	Rank
More information and easier access	28	15	10	4	3	4.01	1
Information reliability	14	12	16	10	8	3.2	3
Saves time	30	10	5	7	8	3.8	2
Better communication with other consumers and business	10	11	10	12	17	2.8	4

Source: primary data

#### INTERPRETATION

Table reveals that most of the respondents have the opinion that there is more information & easier access in social media compared to traditional media. Some of them have the opinion that social media saves time & has information reliability compared to traditional media. Only few of them have the opinion that social media has better communication with other consumers and business compared to traditional media.

#### ABILITY TO SEEK OUT PRODUCTS/SERVICES INFORMATION FROM SOCIAL MEDIA

Particulars	No. of respondents	Percentage of respondents
Strongly agree	4	7
Agree	40	65
Neutral	13	22
Disagree	3	5
Strongly disagree	0	0
Total	60	100

Source: primary data

#### INTERPRETATION

From the above table out of 60 respondents more than 40 people agree that with social media sites they can seek out products/services information actively. 13 of them have neutral opinions. Only 3 respondents disagree and none of them strongly disagree with the statement.

#### INFLUENCE OF ADVERTISEMENTS ON SOCIAL MEDIA MARKETING FOR TRYING NEW BRANDS

Particulars	No. of respondents	Percentage of respondents
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Strongly agree	5	8
Agree	45	75
Neutral	10	17
Disagree	0	0
Strongly disagree	0	0
Total	60	100

Source: primary data

### INTERPRETATION

Table shows that out of 60 respondents 45 people agree with the fact that advertisements / posts/reviews on social media influence to try new brands/products/services. 10 people don't have any particular or strong opinion. 5 people strongly agree with this fact and none of them strongly disagree with this fact.

### INFLUENCE OF PROMOTIONS AND DISCOUNTS IN SOCIAL MEDIA ON CONSUMER BEHAVIOR

Particulars	No. of respondents	Percentage of respondents
Strongly agree	12	20
Agree	38	63
Neutral	9	15
Disagree	1	2
Strongly disagree	0	0
Total	60	100

Source: primary data

### INTERPRETATION

The above table and figures show more than 50 respondents agree that promotions and discounts on social media influence consumer behavior. 9 of them have neutral opinions. Only 1 respondent disagreed and none of them strongly disagreed.

### INTRODUCTION OF EFFECTIVE PLATFORMS BY SOCIAL MEDIA TO GAIN CONSUMER ATTENTION

Particulars	No. of respondents	Percentage of respondents
Strongly agree	11	18
Agree	33	55
Neutral	14	23
Disagree	2	4
Strongly disagree	0	0
Total	60	100

Source: primary data

### INTERPRETATION

Table reveals that more than 40 respondents agree with the fact that social media has provided more effective platforms to new products to gain consumer's attention. 14 respondents have neutral opinions. Only 2 respondents disagree and none of them strongly disagree with this fact.

### ENHANCEMENT OF KNOWLEDGE REGARDING PRODUCTS WITH THE HELP OF SOCIAL MEDIA

Particulars	No. of respondents	Percentage of respondents
Strongly agree	8	13
Agree	39	65
Neutral	13	22
Disagree	0	0
Strongly disagree	0	0
Total	60	100

Source: primary data

### INTERPRETATION

Table shows that out of 60 respondents more than 35 people agree with the statement that social media increased knowledge regarding different products and services. 13 respondents don't have any particular or strong opinion. Only 8 respondents strongly agree with the statement and none of them strongly disagree with the statement

### HYPOTHESIS TESTING

**H<sub>0</sub>:** Social media has no significant impact on the buying behavior of consumers.

**H<sub>1</sub>:** Social media has a significant impact on the buying behavior of consumers.

### Have you purchased through social media marketing?

The formula for the chi-square test is:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

### Assumption (Expected Frequency)

Under the **null hypothesis (H<sub>0</sub>)**, Researcher assume that social media has **no impact**, meaning purchase responses are equally distributed.

Expected frequency (E):

So expected frequency for each category = **20**

Response	O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Often	29	20	9	81	4.05
sometimes	8	20	-12	144	7.2
Rarely	23	20	-3	9	0.45

$$\chi^2 = 4.05 + 7.2 + 0.45 = 11.7$$

Degree of Freedom

$$df = n - 1 = 3 - 1 = 2$$

At 5% level of significance,

Critical value of  $\chi^2$  for  $df = 2$  is 5.991

Decision Rule

Calculated value (11.7) > Table value (5.991)

We reject the null hypothesis (H<sub>0</sub>).

## Interpretation

The calculated chi-square value (11.7) is greater than the table value (5.991) at 5% level of significance. Therefore, the null hypothesis is rejected.

This indicates that **social media has a significant impact on the buying behavior of consumers.**

The results show that a larger proportion of respondents purchase “often” through social media compared to what would be expected if social media had no influence. Hence, social media marketing significantly affects consumer buying decisions among youth in Thrissur district.

## CONCLUSION

This study shows that social media has a great influence on the behavior of consumers. Discounts and deals on social media, likes and comments about the product, social media influencers, reviews about the product in social media are the factors that influence consumer behavior. It is also clear from the study that social media has many advantages compared to traditional media. Consumers are attracted towards the products by watching advertisements in social media. It is found that offers & discounts in social media and convenience are the factors that motivate consumers to shop through social media platforms. According to the survey Flipkart is the most preferred online shopping site. Most of the people are using information available on social media in case of uncertainties regarding a product. It can be concluded that social media has the power to influence potential consumers from start until the stage of a purchase and beyond as well. It also enhanced the knowledge of consumers regarding the products and services. There is no doubt that, importance of social media will increase in future.

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