

Impact of Social Media Marketing on Buying Decisions among Young Digital Customers

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Abstract: Digital transformation has tremendously changed the life style of the people in recent years. In today's life Social Media become useful tool using by the consumer in buying decisions. Fast Growth and acceptability of social media platform has plays a big role in consumer purchase decision. In current scenario youngsters are called innovator because they adopt any innovation or changes first. So that social media marketers mainly focusing on youngsters. Due to ease of use, the young generations are using the social media for various uses especially for purchasing goods and services. The present study has been undertaken to analyze how young digital customers perceive social media Influencers and whether they affect their purchasing intentions and buying decisions. For this purpose, primary data was collected from 150 respondents. Data was tabulated and analyzed with the help of statistical tools to achieve the objectives of study.

Keywords: Social Media Marketing, Buying Decisions, Young digital customers

1. Introduction

Social media marketing has become the most dominant mode for companies seeking to reach out to their customers. It provides new opportunities for firms to engage consumers in social interaction on the internet. There has been tremendous growth in the use of social media platforms such as Whatsapp, Instagram, and Facebook over the past decade. Youngsters are the backbone of any nation and they are the major contributors in the economy. The buying behavior of the youngsters is very complex and is influenced by the number factors which vary from individual. Attracting youngsters are difficult task for social media marketers. Social media sites such as Facebook, YouTube, twitter, and many others are popular internet sites where people especially youth interact freely, sharing and discussing information about each other and their lives, products or services, using multimedia mix of personal words, pictures, videos and audio.

Popular Social Media Network Used By The Young Digital Customers

- 1) Face book
- 2) Instagram
- 3) You tube
- 4) Twitter
- 5) Snap chat
- 6) LinkedIn
- 7) Whatsapp

Statement of the Problem

In today's world youngsters start their day with smart phones and they are easily attracted towards recent updates and advertisements in social media. Social media platforms like Whatsapp, Instagram, You Tube, Facebook etc. influence youngsters a lot and also make purchase very easy through online. Hence the aim of this study is to examine how social media will influence the buying decisions of the youngsters and also analyze the factors affecting the people 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 buying decisions of the young digital customers. Specific objectives of the studies are

- 1) To identify how the youth digital customer perceive and evaluate the social media influencers,
- 2) To assess the effect of social media marketing influencers on youth purchase intentions and decisions

2. Review of Literature

Sweta Leena Hota (2022)¹ conducted a survey on Analysis of influencer marketing impact on buying behaviour among teenager. In that survey she concluded that most of the social media influencers are able to make an impact on the teenagers who are mostly associated with social media. Social media is connecting people and mixing their lifestyles, which improves the path of influencer marketing. She also says that Due to a lack of knowledge, organizations are using different aspects of influencer marketing that are negatively affecting their business performances.

Sony Varghese (2021)² stated that Social media has given rise to the online platforms like Facebook, Instagram, Twitter etc., where people can connect with each other, share thoughts and the content. The quality of content on Social media makes a big impact among youngsters when buying goods and services. She also pointed out that companies and marketers should highly careful about the bad mouth on Social media because it can lead to destroy the company's reputation.

Ahmed Farouk Radwan (2021)³ examines that marketing on social media plays a major role in promoting goods and services. Social media marketers produce text messages, videos, live streams and stories to promote brands by displaying features, telling stories, providing advice and suggestions. As a result, influencers have become an essential viable solution and strategy and give many tools in promoting products through a wide range of multiple digital platforms.

Omari K. Mbura (2020) ⁴ conducted a study on Effectiveness of social media on youth purchasing behavior of soft drinks. In that study he concluded that social media content and awareness significantly influence youth purchasing behavior of soft drinks, Features of social media should be taken seriously for companies to survive in their competitive environment, continue to operate efficiently and make proper marketing decisions concerning its products. Business owners use social media in order to influence consumer purchasing behaviour and thus increase their sales and profits.

Jongdee Phusalux (2020) ⁵ conducted a survey among 289 youth consumers belonging to the age group of 18 - 24. The findings of the study revealed that the WoM in the social media marketing was the most significant factor in affecting the consumer behaviour as it positively influenced brand preference, brand loyalty and willingness to pay a premium price.

3. Research Methodology

Primary Source: Primary data conducted from young digital customers through well structure questionnaire.

Secondary Source: The various secondary information sources used for the present research include the journals, magazines and websites.

Tools used for Data Analysis: The data collected was analyzed through Percentages, frequencies T - Test, Garrett Ranking and Chi - square tests. Charts are also prepared.

Period of the study: The study was conducted during April 2022 to June 2022

Area of the study: The study is undertaken in Coimbatore city

Sampling Design: The study covers only selected youngsters between the age group of 15 to 24. In this study convenient random sampling technique has been used and 150 respondents were selected on random basis.

Limitation of the study:

- 1) Respondents may be hesitant to provide the necessary information
- 2) Only 150 respondents were selected for sampling
- 3) Data is collected only from Coimbatore city

Hypothesis Testing

- 1) There is no significant relationship between educational qualification and factors influencing by youngsters through Social Media Marketing
- 2) There is no significant relationship between occupational status and factors influencing by youngsters through Social Media Marketing
- 3) There is no significant difference between Factors influencing by youngsters through Social Media Marketing with respect to gender

4. Analysis and Findings

Table 1: Socio - Demographic Profile of the Respondents

Demographics		No. of Respondents	Percentage (%)
Gender	Male	67	44.67
	Female	83	55.33
Educational Qualification	SSLC	18	12.00
	HSC	27	18.00
	Graduate	65	43.34
	Post Graduate	32	21.33
	Others	8	05.33
Occupation	Student	51	34.00
	Employee	72	48.00
	Entrepreneur	18	12.00
	Others	9	06.00
Family Monthly Income	Below 20000	14	09.33
	20000 to 30000	28	18.67
	30001 to 40000	25	16.67
	40001 to 50000	35	23.33
	Above 50000	48	32.00
Number of Members in a Family	2	14	09.33
	3	39	26.00
	4	56	37.34
	More than 4	41	27.33

Source: Primary Data

Table 1 clearly states that demographic profile of the sample respondents. Most of respondents are female and Graduate level qualifications are high as compared to other education groups. Majority of the respondents are working as an employee in both private and public sector and majority of the respondents family monthly income fall above 50, 000. Majority of the respondents have more than 4 members in their family.

Table 2: Time Spend By Youngsters In Social Media

S. No.	Time Spend	No. of Respondents	Percentage
1	Up to 1 hr per day	25	16.67
2	1hr - 3hr per day	81	54.00
3	Over 3 hours per day	44	29.33

Source: Primary Data

The above shows that 54 percent of the respondents spend 1hr – 3hr per day in social media, 29.33 per cent of the respondents spend more than 3 hours per day and 25 percent of the respondents spend up to 1 hr per day in social media.

Exhibit 1: Time Spend By Young Digital Customers In Social Media

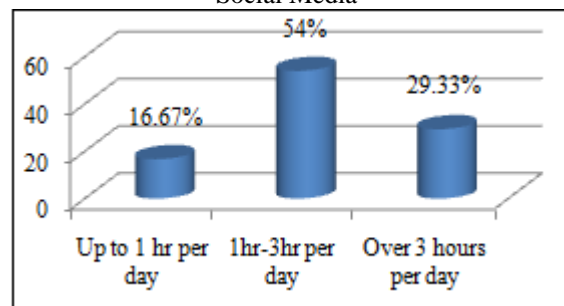


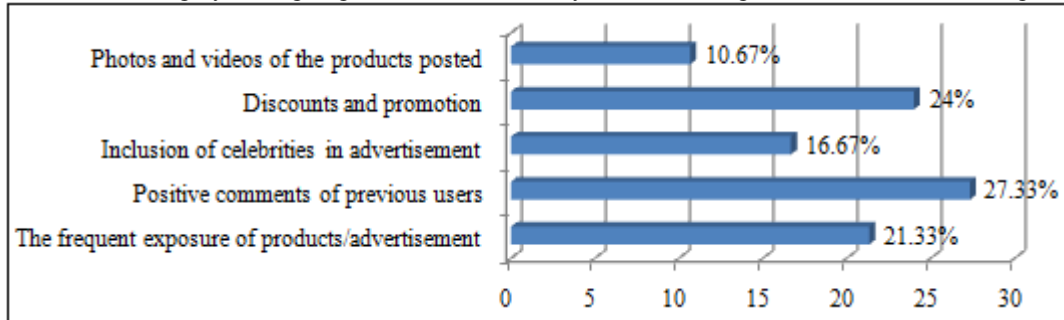
Table 2: Factors Influencing by Youngsters to Buy Product through Social Media Marketing

S. No	Particulars	No. of Respondents	Percentage (%)
1	The frequent exposure of products/advertisement	32	21.33
2	Positive comments of previous users	41	27.33
3	Inclusion of celebrities in advertisement	25	16.67
4	Discounts and promotion	36	24.00
5	Photos & videos and content of the products posted	16	10.67

Source: Primary Data

Table 2 shows that various factors influencing by youngsters to buy product through social media marketing. Most of the respondents (27.33%) are influenced through positive comments of previous users, 24% of them are influenced through discount and promotion, 21.33 % of the respondents influencing by frequent exposure of products/advertisement, 16.67% of them are influenced through inclusion of celebrities in advertisement and 10.67% of the respondents influenced by photos and videos of the products posted.

Exhibit 2: Factors Influencing by Young Digital Customers to Buy Product through Social Media Marketing



Chi - Square Test

Null Hypothesis 1

There is no significant relationship between educational qualification and factors influencing by youngsters through social media marketing

Chi - Square Value = 21.55

Table Value = 27.32

Significant level = 5%

Result: Thus χ^2 value is less than the table value we accept the hypothesis. Therefore there is no significant relationship between educational qualification and factors influencing by youngsters through Social Media Marketing

Null Hypothesis 2

There is no significant relationship between occupational status and factors influencing By Youngsters Through Social Media Marketing

Chi - Square Value = 28.32

Table Value = 24.06

Significant level = 5%

Result: Thus χ^2 value is less than the table value we accept the hypothesis. Therefore there is no significant relationship between occupational status and factors influencing by youngsters through Social Media Marketing

Table 3: t - Test Classification based on Gender

Hypothesis: There is no significant difference between

Factors influencing by youngsters through social Media Marketing with respect to gender

Particulars	Gender	Mean	T - Value	Significance	Remarks
Factors Influencing	Male	21.24	3.01	0.000	Significant
	Female	24.32			

From the above table it is understood that hypothesis rejected there is significant relationship between Factors influencing by youngsters through social Media Marketing with respect to gender. Female respondents have higher level of factors influencing to buy product through social media marketing than male respondents.

Table 4: Effectiveness of Social Media Marketing

S. No.	Particulars	No. of Respondents	Percentage (%)
1	Extremely effective	47	31.34
2	Very effective	38	25.33
3	Moderately effective	32	21.33
4	Slightly effective	21	14.00
5	Not at all effective	12	08.00

Source: Primary Data

The above table clearly shows that most of the (31.34%) of the respondents said that Social media marketing is extremely effective, 25.33 % of them said that very effective, 21.33% of the them said social media marketing is moderately effective, 14% of them said that it is slightly effective and 8% of the respondents said that social media marketing is not at all effective.

Exhibit 3: Effectiveness of Social Media Marketing

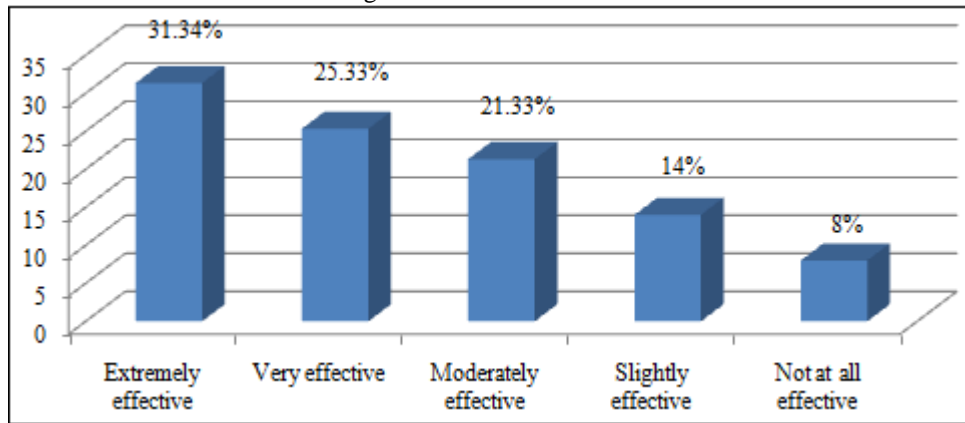


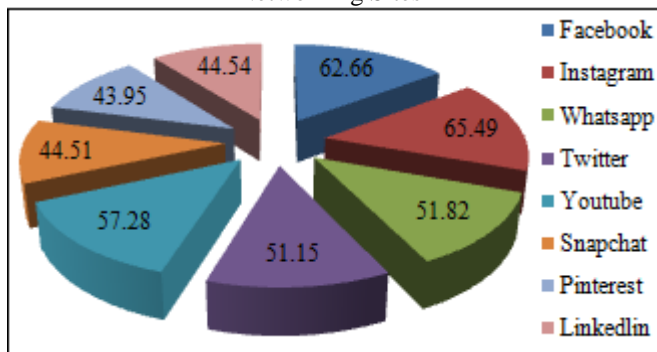
Table 5: Youngster Preference on Social Media Networking Sites

S. No.	Preference	Mean Score	Rank
1	Facebook	62.66	II
2	Instagram	65.49	I
3	Whatsapp	51.82	IV
4	Twitter	51.15	V
5	Youtube	57.28	III
6	Snapchat	44.51	VII
7	Pinterest	43.95	VIII
8	Linkedlin	44.54	VI

Source: Primary Data

The above table reveals that, the ranking of social media networking sites preferred by the youngsters and influenced to buy products and services. Instagram is ranked I preferred by the youngsters and Facebook ranked II compared to other social media networking sites.

Exhibit 5: Youngster Preference on Social Media Networking Sites



5. Discussions and Conclusion

Based on the study, it has been clearly infer that Instagram and Facebook are the majorly preferred social media sites among the users. Majority of the respondents influenced to buy a product in social media marketing by Positive comments of previous users, Most of the youngsters said that social media marketing is extremely effective.

The buying decisions of the young digital customers are affected by social networking sites and social media marketing. Social media advertising have positive impacts among the youngsters. From the study concluded that positive comments of previous users, Easy access, Discounts

and promotion, inclusion of celebrities in advertisement, Photos, videos and content of the products posted have positive influence on purchase intention of the young digital customers. Hence the companies should focus and use more on Social media networks to reach their consumers especially young digital customers

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