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## Impact of Social Media Marketing on the Purchase Decisions of Youth.

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### ABSTRACT

In the digital era, the intersection of social media and consumer behaviour has transformed marketing paradigms. This research explores how social media marketing (SMM) affects the purchase decisions of youth in India, focusing on platforms like Instagram, Facebook, and YouTube. Using survey data and supported by psychological and marketing theories, the study finds that influencer promotions, content personalization, and peer interactions significantly influence buying behaviour among youth aged 18–35.

**Keywords:** social media marketing, consumer behaviour of youth, influencer marketing, digital advertising, India

### 1. Introduction

The rapid evolution of digital technologies has made social media platforms a central component of modern marketing strategies. For youth, who represent the most active demographic on social networks, exposure to social media advertisements, influencers, and branded content profoundly impacts their purchase intentions. This paper aims to examine how social media marketing shapes the decision-making processes of young consumers.

### 2. Literature Context

Research has consistently shown that social media has changed how people make buying decisions. Many experts agree that young consumers are strongly influenced by online ads, especially when they see the same product repeatedly or when it's presented in an interesting or emotional way.

One key idea is that the more people see a brand or product online, the more likely they are to like and trust it. Another important theory explains how some people carefully think about ads, while others are influenced by quick impressions, like how attractive or fun an ad looks.

### 3. Methodology

This research adopted a quantitative approach using a structured questionnaire distributed online. A sample of 51 respondents from Delhi NCR — mostly in the 20–35 age range— provided insights into their social media habits and purchasing behaviour. Tools such as pie charts and descriptive statistics were used for data visualization and interpretation.

### 4. Findings

- **Platform Usage:** Instagram emerged as the most used platform (51%), followed by Facebook and YouTube.
- **Content Influence:** Influencer promotions attracted 38% of users, while sponsored posts drew 30%.
- **Product Categories:** Clothing (45%) and beauty products were most frequently purchased through social media influence.
- **Consumer Action:** After viewing ads, 34% searched Google for reviews and 32% visited brand websites before buying.
- **Trust Dynamics:** 46% preferred celebrity influencers, while 22% trusted micro- influencers more; 24% said it depends on the product.
- **Engagement Metrics:** 52% considered likes, shares, and comments very important in validating product authenticity.

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## 5. Discussion

The data reveals a strong psychological and emotional component in youth purchasing decisions. Emotional branding through stories and influencer endorsements tends to create relatable and memorable experiences, fostering brand loyalty. The role of FOMO (Fear of Missing Out) and social proof further amplifies the impact of engagement metrics on consumer trust and urgency to buy.

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## 6 Conclusion

social media marketing significantly shapes the purchasing behaviour of youth in India. With high engagement levels and preference for visual and influencer-driven content, marketers must strategically invest in authentic, interactive campaigns. However, challenges such as trust, privacy, and the rapidly changing digital landscape warrant continuous research and ethical oversight.

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