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Role of Social Media Advertising Affecting Youth Customer Buying Behaviour

Vikas Raghuvanshi

Student, Galgotias University

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ABSTRACT:

The thesis analyses the impact of social media marketing and advertising on young generation purchase behavior making use of the perspective prediction analyses while evaluating how digital tools influence buying behavior as well as to determine the most important variable among the sub-variable of social media marketing or digital marketing. To achieve the objective, a primary survey was conducted using a questionnaire especially designed to know youth perception and opinion. The study used a convenient sampling technique for selecting respondents among correspondence to maintain the research accuracy.

Introduction:

In past few years, social media platforms has transit from a communication tool to a powerful marketing and advertising platform. Organizations and brands are now actively engage with consumers through various channels like Instagram, YouTube, Facebook, Snapchat . Young consumers, who are digitally native and socially connected to each other, are highly susceptible to these strategies. Social media advertising leverages influencers, sponsored content, reels, and algorithm-based targeting to impact decision-making processes.

The sole and primary objective of this study is to examine how different forms of social media advertisements influence the purchasing behaviour of young generations. By analysing the opinions and behavioural patterns of 38 respondents, the study provides insights into how deeply social media ads affect brand awareness, trust, and final purchase decisions.

Methodology:

The study employed a **quantitative research method** through a structured online questionnaire distributed among 38 respondents, aged 18–35 years, across various urban regions. The questionnaire focused on several aspects:

- Youth perceptions towards online shopping
- Analyzed buying behaviour
- Influence of influencers

The data collected was analyzed using descriptive statistics to identify patterns and derive conclusions.

Findings & Analysis:

- Most respondents (73.7%) are aged between 18–35, suggesting a strong youth demographic for targeting.
- A Majority (43.2%) are working professionals, indicating purchasing power and tech engagement.
- Instagram leads in popularity (57.9%), making it the most effective platform for outreach.
- Entertainment is the top reason (43.2%) for using social media, implying content should be engaging and fun.
- Influencer promotions (45.9%) are the most attractive content, supporting influencer marketing strategies.
- Clothing (60.5%) is the most commonly bought category via social media influence, suggesting fashion brands benefit most.
- Nearly 79% agree or strongly agree that social media marketing impacts their buying decisions.

- More than half (51.4%) always purchase products influenced by social media, confirming its strong effect on behavior.
- Google reviews (43.2%) are the go-to step post-ad exposure, emphasizing the need for good review management.
- Stories and short videos (70.3%) are the most influential content format, guiding content creation efforts.

1. Trust Factors

- Visual quality, comments/reviews, and influencer credibility emerged as top trust indicators.
- Paid collaborations without transparency reduced brand trust among minor part of participants.

Literature Context:

The rising influence of social media on consumer behavior, especially among youth, has been widely acknowledged in marketing literature. With platforms like Instagram and YouTube dominating daily usage, consumers are now more receptive to brand communication through visual and interactive content. Literature emphasizes that influencer marketing, particularly through celebrity endorsements and short-form content like stories, builds trust and drives engagement. Entertainment, product discovery, and peer reviews significantly shape buying decisions. Studies also highlight that fashion and electronic products are the most purchased categories influenced by social media, confirming its effectiveness as a strategic tool in shaping modern consumer preferences.

Conclusion:

The study clearly shows that social media marketing significantly impacts the purchasing behavior of young consumers, especially those aged 18 to 35. Instagram and YouTube are the most influential platforms, with users primarily engaging for entertainment and product discovery. Influencer promotions and short video content like stories play a vital role in shaping purchase decisions. Fashion-related products are most commonly bought due to social media influence. The data also reveals a high level of trust in celebrity influencers and a strong tendency to seek online reviews before buying. Overall, social media is a powerful tool that drives consumer awareness, interest, and conversion.

Recommendations:

1. Brands should collaborate with **micro-influencers** for higher engagement and authenticity.
2. Focus on **visual storytelling** and user-generated content to build trust.
3. Utilize **platform-specific strategies**—Instagram for visual appeal, YouTube for detailed product reviews.
4. Ensure **ad transparency** to avoid mistrust and improve brand loyalty.

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